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Asta Lim is currently Senior Territory Manager, Sweet & Maxwell at Thomson Reuters Hong Kong. She has over 20 years of professional experience and worked in Singapore, Geneva, Sydney and Tokyo before relocating to Hong Kong.

Her previous roles included regional responsibility at LinkedIn and the Financial Times Group. Prior that, she served at the United Nations Geneva managing efficiencies and programme scopes within the World Health Organization.

Asta grew up in both Singapore and Malaysia, and has a Bachelors in Mathematics from the University of New South Wales and a Masters in International Relations from Syracuse University, New York.