



Jeong Sig CHOI

Korean Attorney

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Mr. Jeong Sig Choi served as the head of Jipyong's Shanghai Office from its opening in 2007 until May 2018, which under his management, was recognized as the best 'China office of a Korean law firm'.

Since his return to the Seoul Office in September 2018, Mr. Choi has advised Korean companies on their overseas investments (including entry into China), foreign companies on their investments into Korea, and clients on M&A transactions, hedge fund/PEF transactions, international arbitration, on matters relating to labour and employment and on matters relating to investment opportunities in North Korea.

His major representations include (i) advising on the establishment of a shipyard factory in Yantai, China by DSME, and advising on the establishment of a petrochemical joint venture in Nanjing China by Kumho Petrochemical, (ii) advising Korean construction companies and developers (including POSCO, Hyunjin, Woolim, and Samsung Engineering) on their real estate development projects in China by, (iv) advising Korean securities companies/financial institutions such as Mirae Asset Daewoo and Korea Investment & Securities on their project financings in China, and (v) advising on the acquisition of a Chinese company by a Korean IT company, on the establishment of a joint venture and asset transfer in China by a Korean automobile company, on the establishment of an R&D center and game publishing in China by a Korean online game company, on the investment in a Chinese online shopping mall by a Korean IT company, on the entry into China by Korean medical institutions and education companies, on M&As involving Chinese companies such as paid-in capital increase, on the sale and restructuring by local subsidiaries in China, and IPOs in Korea by Chinese companies, as well as lawsuits and arbitrations in China by Korean companies.

Prior to joining Jipyong, Mr. Choi established and managed his own law office which first specialized in litigation and then in corporate matters, including M&A transactions, cross-border transactions, overseas investment, foreign investment, hedge fund/PEF, international arbitration, labor and employment, and investment in North Korea.

Education

2021	The master's course (North Korean Law) at the University of North Korean Studies (UNKS)
2008	East China University of Political Science and Law, Judicial Training Course
1988	Seoul National University (B.A. in Sociology)

Experience

2002-Present	JIPYONG LLC
2019-Present	Member, Copyright Industry Service Support Group of the Korea Copyright Commission
2018-Present	Legal Advisor, KOTRA Invest KOREA
2018-Present	Expert Member, Overseas Construction Financing/Technologies/Laws, Korea Overseas Infrastructure & Urban Development Corporation
2008-Present	Legal Adviser, China Desk of Kotra
2008-Present	Director, Korean-Chinese Society of Law
2015-2018	Arbitrator, Hangzhou Arbitration Commission, Hangzhou, Zhejiang Province, China
2014-2016	Outside Director, KORINA
2008-2018	Legal Advisor, KOTRA Shanghai
2008-2018	General Counsel, Consulate General of the Republic of Korea in Shanghai
2002	Judicial Research and Training Institute, Supreme Court of Korea

Speaking Engagements and Publications

2010	The Study on Overseas Investment Policy of China and Foreign Investment Promotion Policy of Korea (KOTRA)
2010	The Comprehensive Manual for Trademark Management in China (Korean Intellectual Property Office)
2006	The Study on Legislation for Suzhou Industrial Park (the Ministry of Unification)

Bar Admissions & Qualifications

2002

Korea

Languages

Korean / English / Chinese

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