SHIN & KIM

Subcontracting & Franchising

Shin & Kim's antitrust and competition team provides specialized legal services in all aspects of franchising and subcontracting under the Monopoly Regulation and Fair Trade Act, the Fair Transactions in Subcontracting Act, the Act on Fair Transactions in Large Franchises and Retail Businesses, the Franchise Business Promotion Act, and other related laws.

With our team of experts, many of whom are former KFTC officials, the antitrust and competition team offers unparalleled services for subcontracting issues and franchising matters, assessing overall business processes, transactions and relationships to identify legal risks and offer practical solutions as well as compliance training. Our team has extensive experience and has defended clients in many landmark cases. They are especially known for their advice on those laws designed to regulate specific industry sectors, such as the Franchise Business Promotion Act, the Fair Transactions in Subcontracting Act, and the Act on Fair Transactions in Large Franchise and Retail Business.

Key Services

Shin & Kim provides the following services in relation to our antitrust and competition practice:

- Assessing transactions for potential violations under subcontracting and franchise related laws
- Advising clients through KFTC investigations and hearings
- Appealing KFTC decisions and defending clients in administrative lawsuits, civil and criminal proceedings resulting from violations of the Franchise Business Promotion Act, the Fair Transactions in Subcontracting Act, or the Act on Fair Transactions in Large Franchise and Retail Business
- Counseling clients on all aspects of business in connection with the Franchise Business Promotion Act, the Fair Transactions in Subcontracting Act, and the Act on Fair Transactions in Large Franchise and Retail Business
- Conducting employee training programs for compliance with the Franchise Business Promotion Act, the Fair Transactions in Subcontracting Act, and the Act on Fair Transactions in Large Franchise and Retail Business

Experience

- Company G (B brand) for alleged violation of the Franchise Business Promotion Act

- Golf company in its transfer of its franchise business
- LMP International in registration of Le Mère Poulard brand
- GS Retail in the KFTC's investigation of alleged violations of the Franchise Business Promotion Act
- Parnas Hotel on matters related to the Franchise Business Promotion Act
- An automotive parts manufacturer in the KFTC's investigation into alleged violations of the Fair Transactions in Subcontracting Act
- SK Planet in the KFTC's investigation into alleged violations of the Fair Transactions in Subcontracting Act
- Construction and shipbuilding companies in the KFTC's investigations into alleged violations of the Fair Transactions in Subcontracting Act
- A semiconductor manufacturer in the KFTC's investigation into alleged violations of the Fair Transactions in Subcontracting Act
- SK C&C, Lotte Data Communication, and several major SI companies in the KFTC's investigations into alleged violations of the Fair Transactions in Subcontracting Act
- CJ Olive Networks on matters related to the Act on Fair Transactions in Large Franchise and Retail Business
- Lotte Home Shopping on matters related to the Act on the Fair Transactions in Large Franchise and Retail Business
- Home shopping companies in the KFTC's investigations into alleged violations of the Act on Fair Transactions in Large Franchise and Retail Business

Key Contacts

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Awards and Rankings

- Ranked Band 1 Law Firm for Competition/Antitrust
  Chambers Asia 2016-2026
- Ranked Elite Law Firm
  GCR 100 2017-2026

- Ranked Tier 1 Law Firm for Antitrust and Competition
  Asia Pacific Legal500 2017-2019, 2025-2026
- Named "Regional Firm of the Year – Asia-Pacific, Middle East & Africa"
  GCR100 2016

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