



Sangmin Jung

Partner

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Ms. Sangmin Jung is a partner in the Antitrust & Unfair Trade Practice Group at Shin & Kim, where she focuses on litigation and counseling on antitrust matters and KFTC investigation defense.

Ms. Jung graduated from Seoul National University, College of Social Sciences, Department of Economics, earned a J.D. degree from Seoul National University School of Law, and completed a full-time MBA program at Seoul National University Graduate School of Business.

Since joining Shin & Kim, Ms. Jung has represented and advised clients on antitrust matters, including abuse of market dominant position, illegal cartels, unfair trade practices, unfair supporting practices, and KFTC investigation and litigating defense. In the process, Ms. Sangmin has gained extensive experience in all aspects of the KFTC's jurisdiction, including the Act on Fair Transactions in Large Retail Business, Fair Transactions in Subcontracting Act, Fair Transactions in Franchise Business Act, Fair Agency Transactions Act, and Act on Fair Labeling and Advertising.

Professional Career

2019-Present Shin & Kim LLC

Key Experience

- Advised a Korean holding company on corporate group and holding company structures
- Represented a major Korean telecommunications company in a merger filing for its acquisition of a Korean system operator
- Represented a Korean platform operator in a case involving violations of the Act on Fair Labeling and Advertising

and obtained acquittal and dismissal of the charges

- Represented a Korean pharmaceutical company in a case involving illegal rebates and obtained acquittal and dismissal of the charges
- Represented a Korean real estate trust company in a case involving violations of the Fair Transactions in Subcontracting Act and obtained closing of the KFTC's review process
- Conducted due diligence and advised a client on legal matters related to the acquisition of a Korean franchise business
- Represented a global automobile manufacturer in a case involving an accusation of cartel collusion
- Represented a property and casualty insurer and a ready-mixed concrete manufacturer in cases involving accusations of cartel collusion
- Represented a Korean business organization in a case involving antitrust violations of a business organization and accusations of cartel collusion
- Represented a Korean construction contractor in cases involving damages for bid rigging
- Represented a Korean broadcasting and telecommunications company in a case involving violations of the Fair Agency Transactions Act
- Advised a global sports brand on matters related to the Fair Agency Transactions Act
- Represented a vehicle parts manufacturer and a special purpose machinery manufacturer in cases involving violations of the Fair Transactions in Subcontracting Act
- Represented a Korean retail conglomerate in a case involving violations of the Act on Fair Transactions in Large Retail Business
- Represented a Korean restaurant franchise company in a case involving violations of the Fair Transactions in Franchise Business Act
- Represented a Korean publishing company and a cosmetics manufacturer in a case involving violations of the Act on Door-to-Door Sales
- Advised a Korean large corporate group on regulatory compliance related to internal transactions
- Advised Korean platform companies, retail companies, equipment manufacturers, etc. on matters related to antitrust compliance

Education

2023-2024	Seoul National University, Graduate School of Business, Master of Business Administration (Full-time MBA)
2015-2018	Seoul National University, School of Law (J.D.)
2010-2015	Seoul National University, College of Social Studies (B.A. in Economics)

Qualifications

2018 Admitted to bar, Korea

Languages

Korean, English

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