SHIN&KIM



Seung Hyeon Sung

Partner

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Mr. Seung Hyeon Sung has provided advisory and litigation services for domestic and foreign companies mainly in the fields of competition law such as cartels and unfair trade practices. Mr. Sung has particularly shown remarkable performance in the field of internal trading, where law enforcement has recently been strengthened.

Mr. Sung has provided advisory and litigation services in various other fields such as the Fair Transactions in Subcontracting Act, Fair Transactions in Franchise Business Act, Act on Fair Transactions in Large Retail Business, and the Act on Fair Labeling and Advertising, as well as compliance consulting services.

Mr. Sung was named by Legal Times as the “Leading Lawyer” in the field of Antitrust & Competition in 2021. Outside the legal practice, Mr. Sung has served as an exam writer for bar examinations (competition law) and as a lecturer at Korea Productivity Center and Fair Competition Federation.

Professional Career

2024	Member, External Legal Advisory Group, Support Headquarters for the spread of subcontracting payments
2022-Present	Shin & Kim LLC
2020	Examiner, the 9th Bar Examination (Competition Law)
2017	Examiner, the 6th Bar Examination (Competition Law)
2016	Deacons Hong Kong Office
2014-Present	Lecturer, Korea Productivity Center
2010-2022	Yoon & Yang LLC
2007-2010	Public-Service Judge Advocate
2007	Judicial Research & Training Institute of the Supreme Court of Korea

Key Experience

- Advised company L on the filing of business combination reports related to the acquisition of shares of Company T.
- Advised company K on the filing of business combination reports related to the business transfer of Company K.
- Advised company G and company S on the filing of business combination related to the establishment of JV.
- Represented construction companies in KFTC investigations, administrative proceedings, and damages claims for bid-rigging
- Advised on response to a KFTC investigation on collusion by financial companies
- Advised on response to KFTC investigations into provision of unfair support and unjust enrichment
- Advised on response to KFTC investigations into unfair subcontracting practices (including technology theft) of large chemical and machinery manufacturing and sales companies
- Advised on response to a KFTC investigation into a violation of the Franchise Business Promotion Act by a chicken franchiser
- Advised on response to a KFTC investigation into a violation of the Act on Fair Transactions in Large Retail Business
- Advised on response to KFTC investigations into violations of the Act on Fair Labeling and Advertising by internet education, electronics, and liquor companies
- Advised on compliance matters for financial, electronics, liquor, pharmaceutical, automotive parts, IT, and steel companies

Education

2000-2005	Seoul National University College of Law (LL.B.)

Qualifications

2007	Admitted to bar, Korea

Languages

Korean, English

Professional Activities

- Implications for the operation of fair trade compliance programs according to the enforcement of the revised Fair Trade Act, Journal of Competition Issue No. 221 (April 2024, Co-authored)
- South Korea Chapter, Thomson Reuter's Practical Law Global Guide, Competition and Cartel Leniency (co-authored, 2019~2021)
- Law Business Research – Franchise Law Review(Korea) (co-authored, 2017~2019)

Professional Accolades

- "Leading Lawyer" for Antitrust and Competition, Legal Times, 2021-2026

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