



Junbeom Heo

Partner

TEL +82-2-316-4351
FAX +82-2-756-6226
E-MAIL jbheo@shinkim.com

Mr. Junbeom Heo is a partner at Shin & Kim, mainly practicing in the areas of fintech, virtual assets, digital technology, data laws, etc.

Mr. Heo has provided legal advice to major companies in fintech, virtual assets, and IT sectors, including various regulatory responses, acquisition of authorizations and permits, and business model analysis. He has represented the fintech industry on regulatory issues and policy issues in the fintech sector, achieving a number of deregulations and institutional improvements. In addition, he has experience in providing various advisory services to IT platform companies and startups.

Mr. Heo graduated from Seoul National University College of Law and Seoul National University School of Law. After passing the 4th bar examination, he served as a public-service advocate at the Korea Communications Commission, and before joining Shin & Kim, he was in charge of regulatory response in the fintech sector as the head of the Policy Support Team at the Korea Fintech Industry Association.

Mr. Heo has presented and debated in seminars on fintech, personal information, IT regulation, and various legal issues. He is currently working as an advisor to the Korea Fintech Industry Association, an expert member of the Seoul Regulatory Innovation Support Team, and a regular member of the Digital Finance Law Forum.

Professional Career

2023-Present	Shin & Kim LLC
2021-2023	Korea Fintech Industry Association
2019-2021	Minwho Lawfirm
2017-2019	Public Legal Officer, Korea Communications Commission
2016-2017	Public Legal Officer, Jeju District Prosecutors Office

Key Experience

- Advised domestic telecommunications business operators on fintech and metaverse convergence business models
- Advised online finance platform companies on mydata interconnection business models
- Advised domestic asset management companies on introducing AI applications
- Advised financial investment business entities on whether the automatic currency exchange service violates the Foreign Exchange Transactions Act
- Advised on the improvement of the online investment-linked financial business system
- Advised an overseas company on fintech investment and the establishment of a domestic CVC
- Advised a famous virtual asset project team on its business model
- Advised a fintech company on business transfer of its virtual asset service

Education

2012-2015	University of Seoul School of Law (J.D.)
2005-2012	Seoul National University College of Law (LL.B.)

Qualifications

2015	Admitted to bar, Korea
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Languages

Korean, English

Professional Activities

- Asia Business Law Journal – North Asia regional guide to digital banking 2024: South Korea (Co-authored)
- Legal Issues surrounding Virtual Asset Law 2- Chapter 2 Protection of User Assets, BFL No. 122, Center for Financial Law, Seoul National University (2024) (Co-authored)
- Research into the establishment of a desirable relationship between the Act on the Protection of Virtual Asset Users and the Electronic Financial Transactions Act – Proposal for a regulatory framework for virtual asset payment and settlement services -(BFL No. 129, Center for Financial Law of Seoul National University, 2025) (co-author)

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