



Hyunuk Park

Advisor

TEL +82-2-316-7984
FAX +82-2-756-6226
E-MAIL hupark@shinkim.com

Mr. Hyunuk Park is an Advisor at Shin & Kim, and provides advisory services on competition law and fair trade matters.

Mr. Park accumulated broad practical experience across all aspects of fair trade work over approximately 20 years at the Korea Fair Trade Commission (KFTC), where he served in key divisions including the Seoul and Daejeon regional offices, the Market Supervision Bureau, the Competition Policy Bureau, and the Consumer Policy Bureau, handling case proceedings, investigation procedures, regulatory reform, and policy development. In particular, he conducted investigations and policy work in a wide range of areas, including anticompetitive practices, unfair trade practices, subcontracting, consumer transactions, and digital platform-related issues.

Drawing on this extensive experience, he currently provides advisory services on the full spectrum of fair trade regulations, including the Monopoly Regulation and Fair Trade Act, the Fair Transactions in Subcontracting Act, the Fair Transactions in Franchise Business Act, the Act on Fair Transactions in Large-scale Retail Business, the Fair Transactions in Agency Business Act, the Act on Fair Labeling and Advertising, the Act on the Consumer Protection in Electronic Commerce, the Act on Door-to-Door Sales, the Installment Transactions Act, and the Act on the Regulation of Terms and Conditions.

Professional Career

2026-Present	Shin & Kim LLC
2023-2026	Consumer Trade Policy Division, Consumer Policy Bureau, Korea Fair Trade Commission
2022-2023	Consumer Safety Information Division, Consumer Policy Bureau, Korea Fair Trade Commission
2019-2022	Digital Investigation and Analysis Division, Competition Policy Bureau, Korea Fair Trade Commission
2017-2019	General Anti-Monopoly Investigation Division, Anti-Monopoly Investigation Bureau, Korea Fair Trade Commission

2017	Anti-Monopoly Investigation Division (Manufacturing), Anti-Monopoly Investigation Bureau, Korea Fair Trade Commission
2015-2017	Construction Industry Division, Ministry of Land, Infrastructure and Transport (Secondment)
2013-2015	General Affairs Division, Daejeon Office, Korea Fair Trade Commission
2011-2013	Subcontracting Division, Daejeon Office, Korea Fair Trade Commission
2009-2011	Competition Division, Daejeon Office, Korea Fair Trade Commission
2008-2009	Manufacturing Subcontracting Division, Seoul Office, Korea Fair Trade Commission
2007-2008	Competition Division, Seoul Office, Korea Fair Trade Commission

Key Experience

- Accumulated broad practical experience in case proceedings, investigation procedure management, regulatory reform, and policy development.
- Conducted investigation and policy work across diverse areas, including anticompetitive practices, unfair trade practices, subcontracting, consumer transactions, and digital platform-related issues.

Education

2005 Jeonbuk National University (B.A. in Public Administration)

Languages

Korean, English