SHIN & KIM

Global Business Strategy Center

The Global Business Strategy Center ("GBSC") of Shin & Kim is a team of top experts with extensive experience, formed with the aim of providing comprehensive solutions for global businesses. These solutions include advising on domestic and international industrial policies, conducting inbound/outbound market research, developing market entry strategies, addressing regulatory challenges, as well as consulting and responding to various regulations faced by companies expanding overseas.

The GBSC is a group of highly experienced senior advisors and lawyers with backgrounds in diplomacy, trade. and commerce, equipped to assist companies with their global business needs. The GBSC has worked on projects in the US, Europe, China and Southeast Asia, and provides global network services through Shin & Kim's overseas offices and affiliated local law firms.

Key Services

- Assisting with market, industry, and competitor research, as well as strategy development for outbound operations
- Assisting with market, industry, and competitor research, as well as strategy development for inbound operations
- Conducting research and analysis of regulations and support policies from the government and relevant agencies
- Finding local JV/business partners and advising on contracts
- Providing legal advisory services for the establishment and operation of a local entity
- Providing strategic and legal advisory services for exits such as of equity divestment or corporate sales

Experience

1) Americas/Europe

- Provided advisory services for the establishment of a local entity in the U.S. on behalf of company P
- Provided advisory services on ARC airbag inflators on behalf of company H
- Participated in an international regulatory project of the Ministry of Trade, Industry and Energy

2) China

- Investigated a technology theft case by a Chinese competitor of company L
- Participated in company J's drug pricing project in China
- Investigated a Chinese competitor's benchmarking of company W's value chain
- Advised on the National Core Technology of company L
- Searched for a potential buyer of company B's Chinese entities
- Searched for a potential buyer of company H's Chinese entities
- Investigated a technology leakage case involving company L in China

3) Southeast Asia

- Developed an ESG compliance system for a company D
- Advised on the sale of company G's investment corporation in Vietnam
- Searched for a JV partner for a Korean clinic company

Key Contacts

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