



## John H. Choi

Senior Foreign Attorney

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**John H. Choi is a senior foreign attorney at Shin & Kim and a member of the firm's antitrust practice group.**

Mr. Choi has practiced law for more than twenty-five years, and has been at the forefront of many leading antitrust cases, including major international cartel cases and abuse of market dominance cases. Mr. Choi was also an adjunct professor of law at Seoul National University, College of Law, Korea's top undergraduate school of law, and has been ranked by Chambers Asia and Legal 500 Asia. Mr. Choi has been a non-government advisor for the Korea Fair Trade Commission (KFTC) at the International Competition Network (ICN) for many years. Mr. Choi has been a guest lecturer at Korea University and at Yonsei University. Mr. Choi is currently serving on the Steering Committee and Advisory Committee at Korea University's American Law Center. Mr. has also served as chair of GCR Conference in Seoul and has been on faculty at the International Cartel Workshop.

Mr. Choi is regularly invited to speak at various conferences and seminars. Mr. Choi's recent notable speaking engagements include speaking at various chambers on the antitrust enforcement trends in Korea, at annual ICN meetings, at annual International Bar Association meetings, and at cartel conference hosted by the KFTC and American Bar Association. Mr. Choi was also invited to speak at the Online Platforms Conference at the University of Hong Kong. Mr. Choi is also a prolific writer. In recent years, he co-authored various articles, ranging from issues related cartels, dominance abuse and merger filings.

## Education

1994                      UCLA, School of Law (J.D.)  
1991                      UCLA (B.A., Political Science)

## Professional Career

2008-2009	Adjunct Professor, Seoul National University, College of Law
1998-Present	Shin & Kim LLC
1996-1998	Associate, Samjung International
1994-1996	Associate, Haight, Brown & Bonesteel

## Bar Admissions

1994 California

## Memberships

California State Bar Association

## Publications

### Events

- Faculty, “Demonstration: The Leniency Decision”, 14th International Cartel Workshop, ABA Antitrust Law Section, Lisbon, Portugal, June 2022
- Speaker, “Competition in Media Space” USC/AG Antitrust and Competition Event, USC Gould Center for Transnational Law and Business, June 2022
- Speaker, “Leniency perspectives from the private bar”, hosted by Japan Fair Trade Commission, December 16, 2020
- Speaker, “The Government Raids Targets & the Defense Responds to the Government Investigation”, 13th International Cartel Workshop, ABA Antitrust Law Section, San Francisco, February 2020
- Speaker, “Big Data and AI”, HKU-Lingnan-Florida Platform Competition Conference, University of Hong Kong, Hong Kong, June 2019
- Speaker, “The New Engine of Growth in Asia Conference: Investment and Technology”, ABA Section of International Law, Korea University, Seoul, Korea, October 2018
- Speaker, "Refusal to Supply," 2016 International Competition Network (ICN) Annual Conference, UCWG BOS, Singapore, April 2016
- Speaker, "IP and Antitrust," 2016 International Bar Association (IBA) Annual Conference, Washington DC, September 2016

- Chairperson, GCR Live 2nd Annual IP & Antitrust Asia-Pacific, May 2016
- Moderator, "Valuation of IP," GCR Live 2nd Annual IP & Antitrust Asia-Pacific, May 2016
- Speaker, "Competition Law 2015 – Panorama of antitrust enforcement in Europe and Korea," ECCK Luncheon on Antitrust, Seoul, Korea, November 2015
- Speaker, "Dominance: Technology cases – North Asia perspective," GCR Live Hong Kong: Focus on China, Hong Kong, October 2015
- Speaker, "Intersection of antitrust and IP – an international perspective," GCR Live IP & Antitrust Asia-Pacific, Seoul, Korea, May 2015
- Speaker, "Making efficiency assessment more effective," 2015 ICN Annual Conference, UCWG BOS, Sydney, Australia, April 2015
- Speaker, "Conglomerate and Vertical Mergers / Case Discussions" Korea University, Seoul, Korea, November 2014

## Publications

- Lexology Getting the Deal Through – Cartel Regulation 2024: Korea Chapter (Co-authored)
- Chambers Global Practice Guides – Antitrust Litigation 2023: Korea Chapter (Co-authored)
- The Law Reviews – The Dominance and Monopolies Review (Edition 11) 2023: Korea Chapter (Co-authored)
- Chambers Global Practice Guides – Cartels 2023: Korea Chapter (Co-authored)
- Chambers Global Practice Guides – Litigation 2023: Korea Chapter (Co-authored)
- Korea Chapter in The International Comparative Legal Guide (ICLG), 18th Edition, 2022 (co-authored)
- Chambers Global Practice Guides – Cartels 2022: Korea Chapter (Co-authored)
- Lexology Getting the Deal Through – Cartel Regulation 2023: Korea Chapter (Co-authored)
- Chambers Global Practice Guides – Antitrust Litigation 2021: Korea Chapter (Co-authored)
- Chambers Global Practice Guides – Cartels 2021: Korea Chapter (Co-authored)
- Korea Chapter in The International Comparative Legal Guide (ICLG), 17th Edition, 2021 (co-authored)
- Korea Chapter in The International Comparative Legal Guide (ICLG), 16th Edition, 2020 (co-authored)
- Chambers Global Practice Guides – Cartels 2021: Korea Chapter (Co-authored)
- Korea Chapter in The International Comparative Legal Guide (ICLG), 15th Edition, 2019 (co-authored)
- Korea Chapter in The International Comparative Legal Guide (ICLG), 14th Edition, 2018 (co-authored)
- "Legal Issues Related to SEPs and FRAND" Global IP Trend 2015, Korea Institute of Intellectual Property, December 2015 (co-authored)
- IFLR IPR Guidelines Revised – Tackling unreasonable behaviour 2015: South Korea Special Focus (Co-authored)
- Korea Chapter of the International Comparative Legal Guide to Competition Litigation, Global Legal Group, 2010~2015 (co-authored)
- Korean Chapter of “Korean antitrust regime: Key trends and developments”, Competition & Antitrust Review 2013 (co-authored)

- Korean Chapter of "The 2011 Guide to Competition & Antitrust," IFLR, June 1, 2011 (co-authored)
- Representing the Asian Client, Los Angeles Daily Journal, December 1, 2010
- Korean Chapter of "The Public Competition Enforcement Review," Law Business Research Ltd, May 2009

## Professional Accolades

- "Leading Lawyer" for Competition/Antitrust, Asialaw Profiles, 2019-2024
- "Leading Lawyer" for Competition, Who's Who Legal, 2020-2021, 2023
- "Leading Individual" for Competition/Antitrust, Chambers Asia, 2013-2023
- "Matter of the Year" – Fiat Chrysler Automobiles/PSA Group, GCR Awards, 2021
- "Merger Control Matter of the Year – Asia-Pacific, Middle East and Africa" – ZF Friedrichshafen/WABCO, GCR Awards, 2021
- "Recommended Lawyer" for Antitrust and Competition, Legal500, 2014, 2016, 2018-2019
- "Leading Lawyer" for Antitrust and Competition, Legal Times, 2017, 2019

## Languages

English, Korean