



Su Hee Hong

Partner

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Su Hee Hong is a partner at Shin & Kim whose main practice areas include bio- and healthcare, M&A, foreign investment, and corporate governance.

Ms. Hong advises clients on M&A, joint ventures, corporate restructuring, foreign investment, local subsidiaries establishment, and investment attraction, as well as a wide range of issues arising in the course of business operations. With extensive experience in the healthcare sector, including pharmaceuticals, biotechnology, medical devices, food, cosmetics, and medical care, Ms. Hong provides comprehensive advice to healthcare companies.

Ms. Hong completed LL.M. program at Columbia Law School in 2015 and worked as a seconded lawyer at Australian law firm Gilbert + Tobin from September 2015 to February 2016.

Professional Career

2024-Present	Member of the Cosmetic Advertising Review Committee, the Korea Cosmetic Association
2020	Member of the 11th Medical Device Advertising Advance Review Committee, the Korea Medical Devices Industry Association
2016.2-2016.5	Secondment in Mercedes-Benz
2008-Present	Shin & Kim LLC
2015-2016	Gilbert + Tobin Sydney Office, Australia (Visiting Lawyer)
2015	Passed New York State Bar Exam
2006-2008	Judicial Research & Training Institute of the Supreme Court of Korea

Key Experience

Bio-Healthcare

- Advised multinational pharmaceutical and medical device companies on feasibility, licensing, insurance and market access, etc. of new businesses
- Advised and defended against KFDA penalties related to pharmaceuticals, quasi-drugs, medical devices, food, nutraceuticals, livestock products, and cosmetics
- Advised on labeling and advertising of pharmaceuticals, medical devices, food, nutraceuticals, cosmetics, etc.
- Advised on response to consumer complaints related to pharmaceuticals, medical devices, food, cosmetics, etc.
- Advised a pharmaceutical and medical device business association on system improvement recommendation to the KFDA, etc.
- Advised on rebates and other compliance matters
- Drafting and review of contracts such as joint research agreements, license agreements, sales agreements, clinical trial consignment agreements, manufacturing consignment agreements, exclusive sales agreements, overseas investment agreements, etc. for pharmaceutical companies, medical device companies, biotech companies, CROs, etc. and defended in related disputes
- Advised large hospitals and genetic testing agencies on medical law and bioethics law, etc.
- Advised platform companies, insurance companies, etc. on new businesses in the healthcare sector and use of healthcare data
- Advised on legislation for the establishment of a for-profit hospital in Incheon Free Economic Zone and reviewed its business structure

M&A

- Valeo's joint venture and restructuring projects in Korea
- Lotte Healthcare's investment in Theragen Health Co., Ltd.
- Schaeffler's sale of the chain drive business unit
- Bukwang Pharm's majority shareholder's sale of interest in OCI
- IMM PE's acquisition of Kolmar Korea and Kolmar Pharma Co., Ltd.
- Merger of Praxair Korea Co., Ltd. and Linde SG Korea Co., Ltd.
- Linde Group's spin-off of Linde Korea (under a divestiture order by the Korea Fair Trade Commission)
- Technicolor's acquisition of the set-top box business division of LG Electronics Inc.
- AIG's sale of IFC (the largest real estate sale ever in Korea)
- Linde Korea's acquisition of Air Liquide Korea's on-site and bulk businesses
- EcoPro GEM's investment attraction from BRV
- Quintessa PE's investment in Kolmar Korea Holdings, Kolmar Pharma Co., Ltd, Kolmar BNH Co, etc.
- Mirae Asset Securities PE's investment in Jetema Co., Ltd.

- Korea Environment Corporation's acquisition of Samhyub Green Tech Co., Ltd. and Eco Green Co., Ltd.
- Bukwang Pharm's investment in biotech venture capital firms

Education

2015	Columbia Law School (LL.M.)
2011	Seoul National University Graduate School of Law, Completion of Master program (Corporate Law)
2006	Seoul National University School of Law (LL.B.)

Qualifications

2008	Admitted to bar, Korea
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Languages

Korean, English