SHIN&KIM



Seungjun Woo

Partner

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Mr. Seungjun Woo is currently a partner at Shin & Kim and is primarily in charge of corporate legal affairs related to fair trade, response to investigations by the Fair Trade Commission and litigation.

Mr. Woo provides advice on the overall risks of violation of the Fair Trade Act, responding to all stages of investigation and deliberation procedures by the Fair Trade Commission, and has handled numerous related administrative litigation. In particular, he has extensive experience in various industries such as automobiles, IT/mobiles, pharmaceuticals, finance, and broadcasting and telecommunications, as well as in various unfair trade practices and corporate group regulations, including cartels, abuse of market-dominant position, and unfair support.

Mr. Woo graduated from Sungkyunkwan University School of Business and Sungkyunkwan University Law School, obtained an LL.M. from the University of Pennsylvania Law School, and completed coursework for the Business and Law Certificate at Wharton School. Mr. Woo worked at the Korea Development Bank before joining Shin & Kim.

Professional Career

2018-Present	Shin & Kim LLC
2016-2018	HMP Law
2012	Korea Development Bank

Key Experience

- Represented a foreign automobile company in an international cartel case
- Represented a foreign IT company and won acquittal in a case of abuse of transactional status

- Represented a foreign company with interests in a large corporate merger case between foreign semiconductor companies
- Represented a foreign mobile company in a case of unfair trade practices
- Represented a foreign electronic company and won in an international dispute case
- Represented a domestic vertical integration company in the poultry industry in a collusion case
- Represented a domestic entertainment company and won acquittal in a case of unfair trade practices
- Represented a domestic fashion company in subcontracting case
- Represented a domestic conglomerate in a holdings company case
- Represented a domestic conglomerate in a case of excluding affiliates

Education

2023	Wharton School, University of Pennsylvania (Business and Law Certificate)
2023	University of Pennsylvania Law School (LL.M.)
2013-2016	Sungkyunkwan University Law School (J.D.)
2005-2012	Sungkyunkwan University College of Business and Administration

Qualifications

2016	Admitted to bar, Korea

Languages

Korean, English

Professional Activities

- Chambers Global Practice Guides – Antitrust Litigation 2026: Korea Chapter (Co-authored)
- Lexology In-Depth Cartels and Leniency (Edition 14) 2026: Korea Chapter (Co-authored)
- Chambers Global Practice Guides – Antitrust Litigation 2025: Korea Chapter (Co-authored)

Professional Accolades

- "Rising Star" for Antitrust and Competition, Legal Times, 2025-2026

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