

# SETON HALL | LAW

Healthcare Compliance  
Certificate Program

---



## **Kyungsun Kyle Choi**

*Foreign Attorney*

Kim & Chang (Seoul)

[gschoi@kimchang.com](mailto:gschoi@kimchang.com)

Kyungsun Kyle Choi is a foreign attorney in the firm's Health and Digital Healthcare Practice and is a member of the Mergers & Acquisitions and Corporate Investigations & White Collar Defense Practice. She also advises chemical and related industry clients including consumer goods on EH&S regulations that have been undergoing rapid changes with focused enforcement activities.

Ms. Choi works with a broad range of companies in the pharmaceutical/medical device/food/cosmetic sectors, specializing in pharmaceutical regulation, pricing and reimbursement, compliance, bribery and competition law issues relating to promotional and marketing practices in the industry, anti-counterfeiting strategies, M&A, and restructuring of business operations.

Ms. Choi's representative work in recent years includes advising pharmaceutical clients in negotiating price and reimbursement scope of innovative drugs as well as in renewal of contract under a Risk Sharing Program. She also advised on a major multinational pharmaceutical company in a drug price reduction and reimbursement suspension case due to alleged illegal marketing activities. Ms. Choi also regularly advises clients in negotiating settlement discussions on alleged adverse effect cases in clinical studies and product liabilities litigations.

Ms. Choi has vast experience advising multiple clients in the pharmaceutical industry in a wide range of internal and government investigations for corporate fraud, corruption, fair trade law, and anti-bribery offenses.

### **Experience**

Kim & Chang Singapore office (2019-Present)

Co-Chair, Pharmaceutical and Medical Device Committee, AMCHAM (2018-Present)

Member, Code Deliberation Committee, Korean Research-based Pharmaceutical Industry Association (2010-2014)

Kim & Chang (1996-Present)

## **Education**

University of California, Hastings College of Law (J.D., 1994)

Occidental College (A.B., 1986)

## **Qualifications**

Admitted to bar, California, 1995

Languages

English and Korean

## **Awards**

- Acritas Star – Independently Rated Lawyers (Acritas, 2018-2019)

## **Publications/Activities**

- Chambers Global Practice Guides - Digital Healthcare 2022: Korea Chapter (Co-author, Chambers and Partners, 2022)
- Lexology Getting the Deal Through - Environment 2022: Korea Chapter (Co-author, Law Business Research, 2021)
- Lexology Getting the Deal Through - Climate Regulation 2022: Korea Chapter (Co-author, Law Business Research, 2021)
- Global Legal Insights - Pricing & Reimbursement 2021: Korea Chapter (Co-author, Global Legal Group, 2021)
- International Comparative Legal Guide to Drug & Medical Device Litigation 2020: Korea Chapter (Co-author, Global Legal Group, 2020)
- Global Legal Insights - Pricing & Reimbursement: Korea Chapter (Co-author, Global Legal Group, 2019-2022)
- Chambers Global Practice Guide - Pharmaceutical Advertising: Korea Chapter - Law & Practice (Co-author, Chambers & Partners, 2018-2019)
- Practical Law - Commercialisation of Healthcare in South Korea (Overview): Korea Chapter (Co-author, Thomson Reuters, 2018-2019)
- Getting the Deal Through - Government Relations: Korea Chapter (Co-author, Law Business Research, 2018)
- Practical Law - Commercialisation of Healthcare Global Guide 2015/16: Korea Chapter (Co-author, Thomson Reuters, 2015)
- Getting the Deal Through - Life Sciences: Korea Chapter (Co-author, Law Business Research, 2015)
- Getting the Deal Through - Pharmaceutical Antitrust: Korea Chapter (Co-author, Law Business Research, 2013-2018)
- Getting the Deal Through - Anti-Corruption Regulation: Korea Chapter (Co-author, Law Business Research, 2012-2015, 2019)

## **Areas of Expertise**

Environment

Health

Anti-Corruption & Corporate

Compliance

Technology, Media & Telecommunications

Product Liability & Consumer Claims

Mergers & Acquisitions

Europe

Foreign Direct Investment

Corporate Governance & Shareholder Disputes

Germany

COVID-19 Task Force

Serious Accidents Punishment Act

Metaverse, Blockchain & Digital Assets