



Hwa-Soo Chung

Partner, Kim & Chang

As chair of the firm's health practice, Ms. Chung represents a broad range of companies in the pharmaceutical/medical device/food/cosmetic sectors, advising on corporate, regulatory, compliance, and general commercial law issues. As to the pharmaceutical industry in particular, she is an expert on 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.

Outside of the health-related sector, Ms. Chung has extensive experience in a wide range of cross-border transactions, including share and asset purchases and joint ventures on regulation in the distribution/retailing sectors, corporate governance, competition law, and general corporate and commercial law matters. She has advised many companies in setting up their Korean operations.

Ms. Chung's representative work in recent years includes defending pharmaceutical clients in investigations by competition authorities with respect to marketing and promotional practices; establishing/strengthening company compliance/training programs; advising on implementing global mergers in Korea; advising pharmaceutical companies obtain listing/desired reimbursement scope for new drugs or increase in reimbursement price of existing drugs; and advising pharmaceutical/medical device companies on termination of distributors.