

Vision & Values

Our dream is to become the “Only One Law Firm” that you can find nowhere else in the world. To realize our dream, we will strive to hone expertise in each field, expand globally, improve client satisfaction, drive corporate social responsibility and promote communication and fun within our organization.

Vision

- Respected global law firm representative of Asia
- Law firm dedicated to clients with best skills and devotion
- Law firm with happy members
- Community of legal experts contributing to society

Values



Jipyong's Top 10 Differentiation Strategies

Jipyong declared top 10 differentiation strategies at the Partners' Workshop in 2016. The top 10 differentiation strategies are also our specific tasks based on Jipyong's founding spirit. We will take another road, while respecting the steps generally taken by large law firms. This differentiation will open a new horizon for law firms and have positive effects on society and the legal community in Korea.

01

Specialized law firm excelling at its work

02

Sense of ownership by all members

03

Systematic education and training

04

Global law firm

05

Law firm with exemplary pro bono activities

06

Ethical law firm

07

Support for self-development

08

Respect for women

09

Care for minorities

10

Concern for environment