



Poom JANG

Korean Attorney

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Mr. Poom Jang is a Partner in the Antitrust & Competition Group at Jipyong, specializing in fair trade disputes involving Korea Fair Trade Commission's decisions and administrative proceedings.

Mr. Jang has handled numerous high profile cases such as Qualcomm's alleged abuse of monopoly power, alleged collusion of LPG companies, and alleged collusion on exchange rates by duty free stores. Mr. Jang also handles construction and real estate matters in addition to advising on fair trade law and subcontracting law issues for construction companies.

Mr. Jang is a member of the Korean Bar. He has an LL.M from the University of California Davis School of Law and Seoul National University, and an LL.B from Seoul National University.

Education

2017	University of California Davis School of Law (LL.M.)
2011	Seoul National University, Graduate School of Law (LL.M., coursework completed)
2006	Seoul National University (B.A. in Politics)

Experience

2010-Present	JIPYONG LLC
2024-Present	Director, Korea Platform Law and Policy Society
2023-Present	Lecturer, Legal Practice Course, Korea University School of Law
2020-Present	Lecturer, Regular Compliance Training on the Fair Trade Act, Kumho Petrochemical
2018-Present	Lecturer, Regular Education on the Subcontracting Act, Posco E&C
2018-Present	Lecturer, Korea Fair Competition Federation
2017-Present	Member, Korean Competition Law Association
2015-Present	Member, Korea Administrative Law and Practice Association
2022-2024	Seoul National University Competition Law Center Online Platform Regulation TF
2014-2015	Member, Legislation Committee, Seoul Bar Association
2010	Judicial Research and Training Institute, Supreme Court of Korea

Honors and Recognitions

2021-2024	Leading Lawyer in Antitrust & Competition Practice, Legal Times
2023	Best Lawyer in Antitrust & Competition Practice, Hankyung Business
2023	Rising Star in Antitrust & Competition Practice, JoongAng Ilbo
2023	Rising Star in Platform & Retail Practice, JoongAng Ilbo
2022	Probono Award at the Fifth Korea Legal Awards
2022	Rising Star in Antitrust & Competition Practice, Legal Times

Speaking Engagements and Publications



2025	Practical Issues and Improvement for the Regulation of Service Subcontracting under Subcontracting Law, Journal of Korean Competition Law, Vol. 51, Korea Competition Law Association
2024	Jurisdictional Assessment of the Illumina/Grail Merger Review by the Court of Justice of the European Union, Journal of Competition No. 225, Korea Fair Competition Federation (KFCF)
2024	Limitations to the Theory of Regulation on Platform Self-Preferencing and Practical Issues, Journal of Korean Competition Law, Vol. 50, Korea Competition Law Association
2023	Regulatory Change and Practical Issues in M&A in the Platform Era, Journal of Competition, Issue No. 219, Fair Competition Federation
2023	Self-Favoritism of Online Platforms under the Fair Trade Act (co-author), Seoul National University Center for Competition Law, Department of Economic Law 2, Pakyoungsa
2021-2022	Cases and Precedents: Vertical Restraints - South Korea (Global Competition Review)
2021	'Self-preferential Treatment' of Online Platform and Issues under the Competition Act, Journal

	of Competition, Issue No. 209, Fair Competition Federation
2021	Platform Competition Law (Co-author), Pakyoungsa
2019	Issues in Regulation of Subcontract Payments under the Subcontract Law, Journal of Competition, Issue 198, Fair Competition Federation
2018	Parens patriae action as a Private Enforcement Mechanism of Korean Competition Law, Journal of Korean Competition Law, Vol. 38, Korea Competition Law Association
2018	The Judgment of the Court of Justice of EU in Intel v Commission - How to Assess the Likelihood of a Restriction of Competition, Justice, Issue 165
2016	Real Estate Development Law (Co-author), Pakyoungsa
2014	Unconstitutionality of Provision Banning Journalist`s Election Campaign (Co-author), Media & Law, Vol. 12, Issue 12

News & Activities

[Academic Presentations and Discussions]

- Participated in the Autumn Conference of the Korean Platform Policy Association titled “The Characteristics of Platforms and New Trends in Platform Regulation,” and discussed key regulatory issues and potential alternatives (Sep. 26, 2024)
- Served as a panelist at the “Seoul National University Artificial Intelligence Policy Initiative (SAPI) International Symposium,” co-hosted by the SNU Center for Law & Economics and the University of Pennsylvania Center for Technology, Innovation & Competition (CTIC), on the topic “Dissecting Digital Platform Regulation: Scope and Focus” (Sep. 23, 2024)
- Delivered a presentation at the academic conference jointly organized by the Korean Competition Law Association, the Korea Fair Trade Commission, and the Seoul National University Competition Law Center on “Platforms and Abuse of Market Dominance: Focusing on Self-Preferencing” (Nov. 24, 2023)
- Participated as a discussant at the international seminar “Digital Competition Law from Comparative Perspectives,” co-hosted by the Korean Competition Law Association and the Asia Competition Association, discussing “Antitrust Remedies in Digital Markets” (Jun. 23, 2023)
- Joined as a panelist in a discussion in the seminar “Personal Data Protection in Online Personalized Advertising” co-hosted by JIPYONG LLC and Korean Society for Data Law and Policy (Nov. 25, 2022)
- Served as a designated discussant at the 2022 Autumn Conference titled “Challenges and Prospects for the New Administration's Fair Trade Policy,” jointly hosted by the Korean Competition Law Association and the Korea University ICR Center, on the topic “Division of Roles and Cooperation among Fair Trade Enforcement Authorities” (Nov. 4, 2022)
- Participated as a designated discussant at the legal policy seminar organized by the Seoul National University Competition Law Center, focusing on "Self-Preferencing by Multi-Sided Platforms under the Fair Trade Act" (Oct. 21, 2022)

[Fair Trade Act, Subcontracting Act, Mutually Beneficial Cooperation Act, Compliance Training]

- Lecture on “Compliance” for Employees, Hanwha Aerospace (Mar. 18, 2025)
- Lecture on “Greenwashing Regulations and Corporate Responses” for Employees, Hanwha Group (Jan. 21,

2025)

- Lecture on “Subcontracting Act Compliance” for Employees, POSCO International (Dec. 10, 2024)
- Lecture on “Fair Trade Act Compliance” for Employees, POSCO PH Solution (Pohang Headquarters) (Oct. 30, 2024)
- Lecture on “Greenwashing Consulting and Regulations” for Employees, Kumho Petrochemical ESG Council (July 24, 2024)
- Lecture on “Understanding Subcontracting Act Cases and Disputes” for Employees of Top 10 Construction Companies, KCB (June 20, 2024)
- Lecture on “Practical Understanding of Unfair Collusive Practices under the Fair Trade Act” for CEO and Employees, Sun & L Interior (May 20, 2024)
- Lecture on “Subcontract Payment Linking System and Contract Practices” for Corporate Legal Teams, The Korea Fair Competition Federation (May 16, 2024)
- Lecture on “Practical Understanding and Cases of Subcontracting Act Regulations” for Employees, Smilegate Holdings, Smilegate RPG, Smilegate Entertainment (Mar. 28, 2024)
- Lecture on “Practical Understanding of Unfair Collusive Practices Regulations” for Employees, LS Electric (Mar. 22, 2024)
- Lecture on “Key Cases of Improper Benefits Provided by Special Relations under the Fair Trade Act” for The Korea Fair Competition Federation (Mar. 21, 2024)
- Lecture on “Unfair Collusive Practices / Compliance” for Employees, Kumho Petrochemical (Feb. 21, 2024)
- Seminar on “Global M&A and Merger Control Trends” co-hosted with Jipyong & U.S. Law Firm Steptoe LLP and presentation on “Practical Issues in Overseas Merger Filings” (Jan. 24, 2024)
- Compliance Training on Unfair Collusive Practices for Team Leaders, Kumho Petrochemical (Nov. 10, 2023)
- Lecture on Practical Regulations of Technical Information Misuse, Korea Fair Trade Mediation Agency (Nov. 1, 2023)
- Lecture on “Subcontracting Act Practical Regulations” for Employees, Naver Webtoon (Oct. 30, 2023)
- Lecture on “Guidelines for Providing and Using Technical Information” for Employees, SK ON (Sep. 24, 2023)
- Lecture on “OEM Manufacturing and Subcontracting Act Practical Regulations” for Employees, Hyundai L&C (Aug. 24, 2023)
- Lecture on “Greenwashing and Labeling & Advertising Law Regulations” for Team Leaders and Executives, AhnLab (July 5, 2023)
- Presentation on “Understanding and Practice of the Subcontracting Act” at the 3rd Fair Trade Academic Committee Seminar, co-hosted by Jipyong & Korean In-House Counsel Association (June 27, 2023)
- Lecture on “Basics of the Subcontracting Act,” Fair Competition Federation (June 9, 2023)
- Compliance Training on Fair Trade Act, Subcontracting Act, and Collusion, for Employees, POSCO Flow (May 22, 2023)
- Compliance Training on Unfair Collusive Practices / Unfair Trade Practices under the Fair Trade Act for Employees, Hyundai L&C (May 18, 2023)
- Presentation on “Key Points and Practical Considerations of the Subcontracting Act Amendments” at “Win-Win Cooperation Act Linked Payment System Briefing,” co-hosted by Jipyong & Ministry of SMEs and Startups (May 2, 2023)
- Lecture on “Online Platform Regulations and Recent Fair Trade Commission Enforcement Trends,” In-House Counsel Forum (IHCF) (Mar. 25, 2023)

- Training on Protection of Technical Information Confidentiality, Korea Fair Trade Mediation Agency (Oct. 26, 2022)
- Lecture on Subcontracting Act (Intermediate), Korea Fair Trade Federation (Oct. 25, 2022)
- Lecture on “2022 Confidentiality Training for Technical Information of SMEs”, Korea Fair Trade Commission (Oct. 14, 2022)
- Lecture on “Large-Scale Distribution Act and Home Shopping Operator Regulatory Cases” at “TV Home Shopping Fair Trade and Broadcasting Review Joint Training”, Korea TV Home Shopping Association (Sep. 22, 2022)
- Lecture on “Understanding the Subcontracting Act”, Hyundai L&C (July 22, 2022)
- Lecture on “Understanding the Subcontracting Act”, Hanssem (June 29, 2022)
- Lecture on “Regulations on Large Business Groups and Internal Transactions”, POSCO Flow (May 31, 2022)
- Lecture on “Structure and Practical Issues of Subcontracting Act Regulations”, Hyundai L&C (May 27, 2022)
- Presentation on “Greenwashing Dispute Cases in the Fair Trade Area” at “Greenwashing Risks and Corporate Response Strategies”, Jipyong ESG Forum (May 27, 2022)
- Lecture on “Proper Understanding of Unfair Collusive Practices Regulations”, Hyundai L&C (May 26, 2022)
- Lecture on “Structure and Practical Issues of Subcontracting Act Regulations”, POSCO E&C (May 23, 2022)
- Lecture on “Fair Trade Act Regulations on Large Business Groups”, HDC I&Cons (May 20, 2022)
- Lecture on “Practical Course on Subcontracting Act”, The Korea Fair Competition Federation (April 28, 2022)
- Lecture on “Unfair Support / Unfair Trade Practices under the Fair Trade Act”, Shinsegae I&C (Dec. 10, 2021)

Bar Admissions & Qualifications

2010

Korea

Languages

Korean / English