

Byoung Moon CHOI

Partner

TEL +82-2-6200-1942
FAX +82-2-6200-0811
E-MAIL choibm@jipyong.com

Mr. Byoung Moon Choi is the head of Jipyong's Insurance Team. He primarily focuses his practice on insurance-related advice and disputes. He also regularly advises clients with respect to financial regulation and supervision, human resource management and labor, operation of a public institution, and construction-related disputes.

Mr. Choi's representative matters include: representing a securities company in a dispute arising from the resale frenzy of beneficiary certificates including Daewoo's bonds; successfully representing Samsung Life Insurance in a class action with respect to the whole life annuity (the case related to payment of guaranteed dividends) which attracted attention from society and gaining the Supreme Court's final ruling in favor of the insurer for the first time in the history of the insurance industry; representing commercial banks in a claim for the return of unfair profits or claim for damages made against them by the group of yen borrowers; representing banks and securities companies in litigation related to LIG Construction's CP investment; representing an investment asset management company and its representative director on their response to the Financial Supervisory Service's sanctions; and representing the Financial Supervisory Service in an administrative litigation related to the Service's disciplinary action against a bank's president for his insufficient internal control; and representing a wide range of clients in insurance disputes and litigation.

Mr. Choi's expertise is demonstrated through his career. He completed the insurance law course under the Finance Law and Practice Program of the Seoul National University, and is a member/research director of the Korean Insurance Law Association, a member/director of Korea Financial Law Association. Mr. CHOI also devotes

a significant portion of his practice to engaging in academic and practice seminars and holding seminars with respect to the insurance and other related industries.

Mr. Choi was an insurance benefit commissioner of the Standing Special Committee for Amendment of the Commercial Act at the Ministry of Justice from 2011 to 2013. He also served as the commissioner of the Advertisement Deliberation Committee of the Korea Life Insurance Association from 2015 to 2021 and has been serving as a member of the Insurance Dispute Prevention Council of the Insurance Association since 2022. From 2014 to 2021, he served as a member, an advisor, or a commissioner of various committees including the Financial Supervisory Service's Sanction Review Committee and HR and Organizational Culture Innovation TF, the Financial Supervision Advisory Committee (where he served as a commissioner specialized in insurance) the Dispute Mediation Committee (where he served as a commissioner specialized in insurance), the Management Evaluation Committee of MG Non-Life Insurance Co., Ltd., and the Committee on Management of Operating Guarantee Deposits of Insurance Brokers. He also has been serving as the commissioner of the FSS's Discretionary Review of Regulations Committee since 2017. Mr. Choi has been actively participating in advisory work related to various FSS sanctions and regulations, enhancing his expertise in insurance and financial regulation.

Mr. Choi has broad and extensive experience in advising public institutions on various matters including management as he advised and represented various public institutions including the Korea Airports Corporation, Kangwon Land, Korea East-West Power Co., Ltd., Financial Supervisory Service, and the Financial Services Commission, etc. In addition, he serves as a member of the HR committee for various organizations, including the Seoul Para Sports Association, providing advice on personnel and labor matters. He also provides advisory and representation services for apartment management companies, residential building development companies, and construction companies in connection with construction-related matters and disputes.

Attorney Choi is committed to providing attentive and effective legal services to protect interests of our clients across a wide range of practice areas.

Education

1993	Yonsei University (LL.B.)

Experience

2021-Present	JIPYONG LLC
2026-Present	General Director, Korean Academy of Financial Consumers
2025-Present	Vice Chair, Korean Insurance Law Association
2025-Present	Policy advisor to the Gadeok City Airport Construction Corporation
2025-Present	Member, Accident Compensation Council, Environment Liability Insurance
2024-Present	Member, Deliberation Committee on Administrative Disposition in the Aviation Sector, Ministry

	of Land, Infrastructure and Transport
2023-Present	Member, Contract Review Committee, Agency for Defense Development
2022-Present	Legal Advisor, Korea East-West Power
2022-Present	Member, Creditors' Coordination Committee
2022-Present	Member, Insurance Dispute Prevention Council, General Insurance Association of Korea
2022-Present	Arbitrator, Korean Commercial Arbitration Board
2021-Present	Legal Counsel, Korea Airports Corporation
2019-Present	Director, Korea Financial Law Association
2025-2026	Legal Counsel, Incheon International Airport Corporation
2025	Academic Director, Korean Academic Society of Business Administration and Law
2022-2026	Member of Legal Review Committee, Kangwon Land
2021-2024	Member, Deduction Advisory Council, National Credit Union Federation of Korea
2020	Member, Sales Deposit Management Committee, Financial Supervisory Service
2018-2021	Commissioner, Contract Review Committee, Agency for Defense Development
2018	Member, MG Non-life Insurance Management Evaluation Committee, Financial Supervisory Service
2017-2021	Commissioner, Committee on Discretionary Review of Regulations, Financial Supervisory Service
2017-2021	Arbitrator, Financial Products Dispute Mediation Committee, Financial Supervisory Service
2017-2020	Commissioner, Financial Supervision Advisory Committee, Financial Supervisory Service
2017	Member, HR and Organizational Culture Innovation TF, Financial Supervisory Service
2016-2019	Legal Counsel, Financial Services Commission
2015-2025	Research Director, Korean Insurance Law Association
2015-2021	Member, Life Insurance Advertisement Deliberation Committee
2014-2016	Member, Sanction Review Committee, Financial Supervisory Service
2012	Completed the Aviation Policy Advanced Management Program of the Korea Transport Institute
2011-2013	Insurance Benefit Commissioner, Standing Special Committee for Amendment of the Commercial Act, Ministry of Justice
2011	Registered as an expert attorney in insurance law and labor law on the Korea Bar Association
2010	Completed the Special Training Program for Specialized Area (Labor Law) of the Korea Bar Association
2009	Counsel, Korea Airports Corporation, Ad hoc Committees on airport renovation and fund management
2008	Completed the First Insurance Law Research Program under the Financial Law Course, Seoul National University School of Law
2005	Umegae Central Law Office
2003-2004	Acting Director (Appointed by Seoul Central District Court), SBW Holdings Co., Ltd.
2001	Completed the Special Training Program for Specialized Area (Medical Law) of the Korea Bar Association
2000	Completed the Special Training Program for Specialized Area (Environment Law) of the Korea Bar Association
1998-2021	Partner, HWP LAW

1998 Judicial Research and Training Institute

Notable Achievements

- Represented an insurer in a petition for preliminary injunction to prohibit business interruption with regard to illegal protest and assembly by insurance subscribers and retirees of the insurer.
- Successfully represented Samsung Life Insurance in connection with a claim for the payment of guaranteed dividends (covered by media in June 2007)
- Successfully represented Kyobo Life Insurance in litigation related to the claim for severance pay by a personal fitness trainer (a case on whether a personal fitness trainer has employment status) (covered by media in June 2010)
- Represented Hyundai Marine & Fire Insurance in an insurance sales trainer's claim for severance pay (a case on whether a personal fitness trainer has employment status).
- Represented a client in connection with a claim for severance pay by TM insurance planner and team manager, etc.
- Represented a client in litigation in connection with the legal status (status of worker) of insurance planners and various allowances
- Represented a client in litigation in connection with restitution of allowances granted to insurance agencies
- Represented a client in connection with the interpretation of laws applicable to insurance policies and insurance solicitation and various disputes
- Represented an insurance company in an arbitration case related to the settlement of a reinsurance fee
- Represented a company in a claim for damages related to the violation of the protection obligation against its clients upon their subscription of a specified monetary trust
- Represented Daewoo Securities in a dispute between the credit unions and Daewoo Securities involving the claim for damages related to the CP intermediary and discount
- Represented a bank in a claim for the return of unfair profit raised by Yen loan debtors
- Represented a bank and investment securities company which acted as trustee in a claim for damages and a claim for the payment of early cancellation fee raised against the trustees by the truster of a specific monetary trust which invested in LIG Construction's CP in March 2011
- Represented the Financial Supervisory Service in a claim for the cancellation of sanctions imposed on executives and employees of a financial institution on the ground of a lack of the internal control system
- Represented asset management companies and their employees and executives in matters and disputes related to sanctions imposed by the Financial Supervisory Service and the Securities and Futures Commission (SFC)
- Represented public institutions such as Korea Airports Corp., Financial Supervisory Service, and Kangwon Land, etc. in a dispute related to ordinary wage
- Represented a state-owned company in litigation involving layoffs caused by the government's plan for advancement of public institutions
- Successfully represented a public institution in a claim for payment of unpaid wages resulting from the introduction of the wage peak system
- Represented Korea Airports Corp. in a claim for damages and a petition for environmental dispute mediation

filed by residents of surrounding areas of Gimpo airport, Daegu airport, and Gwangju airport on the ground of their damages caused by aircraft noise

- Represented a wind power generation business in a damage claim filed by residents living near the wind power plant seeking compensation for damages caused by low-frequency noise
- Represented a construction company in a damage claim filed by residents of an apartment in Dongducheon City for damages caused by infringement of their right to sunlight
- Represented a power generation company in an arbitration case regarding a claim for damages related to a long-term service outsourcing contract (LTSA) for power generation facilities at a thermal power plant
- Represented Korea Airports Corp. in a claim for the cancellation of KAC's imposition of compensation money against each director of regional aviation administrations
- Advised a client on the private capital inducement projects for the Sky Park in Gimpo International Airport and Daejoong golf course
- Advised Daejeon International Marketing Enterprise (DIME) on the private capital inducement project for a science complex

Honors and Recognitions



2026	Distinguished Practitioner in Insurance, Asialaw
2025-2026	Leading Individual in Insurance, Chambers Asia-Pacific
2017, 2019, 2021-2026	Leading Lawyer in Insurance Practice, Legal Times
2023	Best Lawyer in Insurance, JoongAng Ilbo

Speaking Engagements and Publications

2023	Financial Consumer Protection Act Commentary (Co-author), Pakyoungsa
2020	"A Study on the Exercise of the Cancellation Rights in fraudulent insurance contract", Korea Insurance Law Journal Vol. 14 No. 1, Korea Insurance Law Association
2014	"Termination of Life Insurance Policy where the Other Person is the Beneficiary", Advanced Commercial Law Review No. 66, Ministry of Justice

Bar Admissions & Qualifications

1998	Korea

Languages

Korean / Japanese

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