Global Idea Exchange
and Stanford US-Asia Technology Management Center

Presented by:
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- Reed Smith – 1,700 attorneys in 25 offices worldwide
- Over 130 lawyers in Asia
- Office Managing Partner of Silicon Valley office
- Head of Korea Practice Group
- Senior US lawyer at Shin & Kim, Seoul, Korea
- Specialize in cross-border M&A, investments, and other business transactions
- Represent many Korean conglomerates and technology companies
- Represent US and European companies doing business in Korea
Challenges

• Different legal system: intellectual property laws, employment/labor laws, tax, accounting.
• cultural differences
• communication barriers
• reliance on business partners
Advantages

• Highly educated workforce
• Highly built-out infrastructure
• Tax and other incentives for foreign investments
• Very pro-active local and federal government for encouraging foreign investment
Practical Considerations

• Learn and know your market
• Very important to find the right partner or employees - due diligence
• Find trustworthy professionals (lawyers, accountants, bankers)
• Identify regulatory barriers to the deal
• Protection of IP
Cultural Considerations

• Cultural sensitivity without adopting the other culture
• Communication and relationship are key – plain English
• Be open to different negotiation styles and tactics
• “Yes” is not always “I agree”
• Let the other side “save face”