



**Lim Chong Kin**  
*Managing Director, Corporate & Finance*  
*Head, Telecommunications, Media and Technology (TMT)*  
*Co-head, Competition Law & Regulatory Practice*  
*Co-head, Data Protection, Privacy & Cybersecurity*

LL.B. (Hons), National University of Singapore

LL.M., National University of Singapore

Admitted to the Singapore Bar (1996)

Solicitor, England & Wales (1999)

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## ABOUT CHONG KIN

Chong Kin is the Managing Director of our Corporate & Finance department and co-heads the Competition Law & Regulatory Practice and Data Protection, Privacy & Cybersecurity Practice. He also heads the Telecommunications, Media and Technology (TMT) Practice.

Chong Kin has played a key role in the development of sectoral competition regulation in Singapore, in particular, in the telecommunications, media and postal industries. Since 1999, he routinely advises the sectoral competition regulators on liberalisation, market access, licensing, competition regulation, merger reviews and enforcement issues, including successfully defending the regulators in various Ministerial appeals.

Chong Kin has consistently been recommended as a leading lawyer by major international legal publications such as *The Asia Pacific Legal 500*, *Global Competition Review*, *Chambers Asia-Pacific*, *The Guide to the World's Leading Competition & Antitrust Lawyers/Economists*, *Who's Who Legal*, *Practical Law Company Which Lawyer?*, *Asialaw Leading Lawyer* and *Best Lawyers*. He is also highly regarded by his peers, clients and rivals alike for his expertise. The practices that Chong Kin heads have also been widely recognised as leading practices in Singapore.

## EXPERIENCE

Here are some notable matters handled by Chong Kin:

- Successfully assisted **Visa** in obtaining competition law clearance from the
- Competition and Consumer Commission of Singapore (CCCS) for Visa's Multilateral Interchange Fee system.
- Successfully represented and advised **All Nippon Airways, Continental and United Airlines** in their notification for decision to the CCCS in relation to their joint venture agreement.
- Successfully represented **Singapore Airlines Limited and Virgin Australia Pty Ltd** in their notification to the CCCS for a decision in respect of a proposed alliance agreement between them.
- Successfully filed and obtained merger approval from the CCCS for **Seagate's** proposed acquisition of Samsung's hard disk drive business.
- Advised the **leading global internet content, search and ad-services provider** on infrastructure development in Singapore (including legal issues concerning the establishment of a data centre in Singapore) and infrastructure licensing requirements relating to undersea cable capacity.
- Advised **leading global and local telecommunications and broadcasting operators** on corporate, commercial, licensing and regulatory issues. Successfully assisted a new entrant to obtain a Facilities-based Operator (FBO) Licence to deploy a regional sub-sea cable system.
- Led the **consortium of consultants** that was commissioned by the Singapore media, telecoms and competition regulators to examine competition issues in convergent media and telecommunications markets.
- Assisted the **Infocomm Development Authority of Singapore (IDA)** to draft the

Telecom Competition Code, Singapore's first industry-wide competition legislation and precursor to the country's general competition regime. Assisted the **Media Development Authority of Singapore**, to draft the Media Market Conduct Code, which governs competition and market access in the media industry. Also assisted IDA to draft the Postal Competition Code to facilitate liberalisation of the postal industry in Singapore.

- Advised **IDA** on regulatory and competition issues related to tender for the Next Gen NBN, including the conceptualisation and evaluation of competition and regulatory issues to ensure an effective open access infrastructure framework, reviewing and drafting of conditions of the tender documents, as well as advising on the licensing framework and the appropriate corporate structures to be adopted by the selected Next Gen NBN NetCo and OpCo.
- Assisted a **global pet nutrition company** in its competition law compliance, intellectual property and anti-corruption audit across the following ten jurisdictions: Singapore, Malaysia, Indonesia, Thailand, India, South Korea, Hong Kong, Taiwan, the Philippines and Guam.
- Led an **international consortium** that was awarded a prestigious project by the ASEAN Secretariat to study and recommend competition policy and law for implementation in East Asian economies.

## ACCOLADES

### Asian Legal Business

Asia Top 15 TMT Lawyers 2022 – Named as one of Asia's top 15 TMT lawyers by ALB for 2 consecutive years



Asia Super 50 TMT Lawyers 2022 – Named as one of Asia's Super 50 TMT lawyers by ALB for 2 consecutive years



"His long and dependable track record is second to none. He is creative in advancing his clients' position by striking a balance between regulatory requirements and supporting client's business imperatives, treating matters not only expeditiously but

judiciously." – Asia Super 50 TMT Lawyers 2022

"Chong Kin is an exceptional lawyer who approaches legal and regulatory issues with a business-centric and practical mindset," says a client. "It is easy to quote the law and tell your clients to comply - any lawyers can do that. It takes a skilled and experienced lawyer to apply his/her knowledge of the law to a client's specific scenario (or conundrum) and to counsel on various different ways to reach compliance." – Asia Super 50 TMT Lawyers 2021

**The Legal 500 Asia Pacific**  
Antitrust and Competition 2022  
– Leading Individual for 6 consecutive years



Employment 2022 –  
Recommended Individual for 2 consecutive years; Leading Individual for 4 consecutive years (2016-2019)

TMT 2022 – Hall of Fame for 3 consecutive years; Leading Individual for 9 consecutive years (2012-2020)

'Lim Chong Kin has been stellar in his own area of practice, considers macro and micro views and incorporates into sound practical advice.'

'Lim Chong Kin is appreciated for his client-oriented approach and the level of assurance he strives to provide.'

'Lim Chong Kin – Responsive and practical.'

'offers very pragmatic and practical advice'

'is a genuine subject matter expert [in TMT] and is also remarkably responsive and friendly'

'fantastic' and 'deserve strong recognition for their client focus'

"excellent legal knowledge and in-depth understanding of the regulator"

"understands regulatory thinking like no other lawyer in the field"

"Practice head Lim Chong Kin wins plaudits for 'consistent, well-balanced advice and practical solutions'."

**Chambers Asia-Pacific**  
Competition/Antitrust 2022  
– Band 1 Leading  
Individual for 9  
consecutive years



TMT 2022 – Band 1 Leading Individual for 15  
consecutive years

"understands our commercial requirements  
and limitations", "able to provide sound,  
practical advice we can use immediately."

"he is very knowledgeable and knows the  
answers to our questions quickly"

"understands business needs and is very  
responsive."

"a very impressive practitioner"

"a leader in this space [TMT]; his advice is  
both thorough and attuned to the regulator's  
intentions, which is really helpful."

"... provides excellent practical, pithy and  
timely advice."

"commercially savvy and experienced lawyer."

"incisive, insightful and knowledgeable."

"clever, able, bright and estimable man; he is  
terrific"

"he's really exceptional - he has the  
pragmatism, he's plugged-in, and he gives  
solid, clear advice."

"He is an expert in telecoms and he has  
demonstrated his expertise and experience in  
every query and goal that I have forwarded."

"Provides practical solutions to unlock  
opportunities in the business, rather than risk-  
averse legal advice."

"Clients particularly highlight his outstanding  
insight and succinct legal analysis, while one  
peer commented: 'You cannot ask for a better  
collaborator than him.'"

"...an outstanding lawyer who is savvy,  
intelligent and quick, and possesses excellent  
business judgement."

#### Global Data Review - GDR 100

One client notes Chong Kin's "impressive"  
knowledge of personal data protection law  
and appreciates ability to provide advice on a  
"regulator's stance and rationale for the law".  
– GDR 100 2022

"Whether you have a fat or lean legal budget,  
Chong Kin remains consistent as a true

partner and far-sighted adviser. His  
knowledge of data protection law is  
impressive but, best of all, he is able to advise  
about the regulator's stance and the rationale  
behind the law. He is also incredibly  
responsive and gives matters his personal  
attention." – GDR 100 2021

#### Global Competition Review

"Antitrust specialist Lim Chong Kin is well  
known for his telecommunications, media and  
technology practice, and rivals say he  
combines the two practices flawlessly."

#### The Guide to the World's Leading Competition & Antitrust Lawyers/ Economists

Competition & Antitrust 2016 - Leading Antitrust  
Lawyer in Singapore.

"...one of the outstanding practitioners in this  
field..."

#### asialaw Profiles

Competition & Antitrust 2023 – Outstanding  
practice for 5 consecutive years; Highly  
Recommended for 5 consecutive years

Technology & Telecommunications 2023 –  
Outstanding practice for 8 consecutive years;  
Highly Recommended for 3 consecutive years

Chong Kin is "proactive, client- and solutions-  
focused, quick, knowledgeable, experienced  
and capable".

"Breadth and depth of subject matter  
knowledge."

"'He's provided excellent client service and  
demonstrated depth of knowledge. Always  
responsive and available for ad hoc  
assistance,' comments one client."

"He is a competent, professional and  
experienced legal adviser. It is not often that  
heads of department personally do the work  
for a client..."

"Clients praise the TMT practice, which is  
headed by Lim Chong Kin. 'Their TMT team is  
superb and knowledgeable,' says a client, with  
Lim singled out for praise: 'Lim Chong Kim's  
work is consistently exceptional.'"

#### asialaw Leading Lawyers

Competition & Antitrust  
2023 – Elite Practitioner for  
3 consecutive years  
Technology &  
Telecommunications 2023 –  
Elite Practitioner for 3



consecutive years

### **Who's Who Legal**

Global Guide: Competition 2022 – Recommended Lawyer for 4 consecutive years

Global Guide: Data – Information Technology 2022 – Recommended Lawyer for 4 consecutive years

Global Guide: Data – Data Privacy & Protection 2022 – Recommended Lawyer

Global Guide: Telecoms & Media 2022 – Recommended Lawyer for 4 consecutive years

National Guide: Southeast Asia – Competition 2022 – Recommended Lawyer for 2 consecutive years

National Guide: Southeast Asia – Data 2022 – Recommended Lawyer for 2 consecutive years

Global Guide: Regulatory Communications 2013 – Leading Lawyer for 4 consecutive years

"Chong Kin is a renowned competition practitioner."

"He has long standing experience in competition, especially in the telecoms market."

"He is usually the first port of call for clients in the telecommunications sector when they encounter competition issues."

"He is a very knowledgeable and efficient operator for merger control filings in Singapore."

"Chong Kin Lim is a 'true leader at the Singaporean competition bar', say sources, who note his 'fine sense for how to navigate the enforcement regime'."

"Chong Kin Lim is highly sought-after by clients across the IT sector who commend his great ability to 'brilliantly resolve complex matters'."

"Chong Kin Lim is held in high esteem by sources thanks to his adept handling of competition-related matters across the telecoms and media sector."

**Best Lawyers International: Singapore**  
Competition/Antitrust 2023 – Endorsed individual for 11 consecutive years

Media Law 2023 – Endorsed individual for 9 consecutive years

Regulatory Practice 2023 – Endorsed individual for 9 consecutive years

Telecommunications Law 2023 – Endorsed individual for 9 consecutive years

Telecommunications Lawyer of the Year Singapore 2020

### **Asia IP Experts 2016**

Leading individual in IT & Telecoms, Media & entertainment

### **Practical Law Company Which Lawyer?**

Competition/Antitrust and TMT 2012 – Endorsed individual

## **APPOINTMENTS/MEMBERSHIPS**

- Member, Law Society of Singapore
- Member, Singapore Academy of Law
- Member, Law Society of England and Wales
- Member, Pacific Telecommunications Council
- Associate member, American Bar Association