



## 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 2021 – Named as one of Asia's top 15 TMT lawyers in ALB's inaugural list



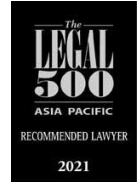
Asia Super 50 TMT Lawyers 2021 – Named as one of Asia's Super 50 TMT lawyers in ALB's inaugural list



"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 Asia Pacific Legal 500**  
Antitrust and Competition 2021  
– Leading Individual for 5 consecutive years



Employment 2021 – Recommended Individual; Leading Individual for 4 consecutive years (2016-2019)

TMT 2021 – Hall of Fame for 2 consecutive years; Leading Individual for 9 consecutive years (2012-2020)

'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 2021 – Band 1 Leading Individual for 8 consecutive years



TMT 2020 – Band 1 Leading Individual for 14 consecutive years

"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**

GDR 100 2021 – Listed as one of the world's top 100 data law firms

"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."

#### **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 2021 – Outstanding practice for 4 consecutive years; Highly Recommended for 4 consecutive years

Technology & Telecommunications 2021 – Outstanding practice for 5 consecutive years; Highly Recommended for 3 consecutive years

"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 2021 – Elite Practitioner

Technology & Telecommunications 2021 – Elite Practitioner

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

Competition 2020/21 - Leading Lawyer for 14 consecutive years

Data (IT, Telecoms & Media) 2020/21 - Leading Lawyer for 3 consecutive years

Telecommunications, Media & Technology 2014-2017 - Leading Lawyer for 4 consecutive years

Regulatory Communications 2013 – Leading Lawyer for 4 consecutive years

"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 2022 – Endorsed individual for 11 consecutive years

Media Law 2022 – Endorsed individual for 9 consecutive years

Regulatory Practice 2022 – Endorsed individual for 9 consecutive years

Telecommunications Law 2022 – 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