



Jun PENG

Senior Partner

Name: Jun PENG

Position: Senior Partner

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Language: Mandarin, English

Practice Area: CROSS BORDER INVESTMENT、DATA COMPLIANCE AND PRIVACY PROTECTION、INTERNATIONAL TRADE AND WTO

Professional Experience

Jun PENG specializes in foreign direct investment (FDI), M&A, venture capital and private equity investment, IPO, international trade and WTO trade policy.

Mr. Peng's practice focuses on foreign direct investment (FDI) and he has advised investors on FDI projects in China for over 10 years, representing a wide variety of clients, from major multinational corporations, large PRC state-owned enterprises and leading private companies to small- and medium-sized start-up companies.

Mr. Peng has an extensive practice advising clients on mergers and acquisitions, including venture capital and private equity investment transactions. He has been actively involved in dozens of VC and PE projects on behalf of clients such as International Data Group (IDG), CDH VC, Sequoia Capital, SAIF Capital, Intel, Carlyle, International Finance Corp (IFC), Singapore Vertex and Singapore OWW.

Mr. Peng also has substantial experience in restructuring and IPOs, in both the PRC and overseas capital markets, with particular expertise in PRC regulatory practices. Mr. Peng's clients have been successfully listed in the US or Hong Kong or acquired by strategic investors.

In the WTO and international trade area, Mr. Peng has represented the PRC government and the Ministry of Commerce (MOFCOM) in WTO dispute resolution negotiations and acted as chief defense counsel in the special safeguard investigations initiated by the US and Turkey against textiles and apparel from China. He represented the largest Chinese pharmaceutical producer in the first antitrust case filed in the US against Chinese companies. In addition to representing Chinese producers in antidumping and countervailing investigations, Mr. Peng also represents companies and associations in the US, EU and Taiwan in antidumping and safeguard investigations initiated in China.

Representative Performance

- Venture Capital and Private Equity
- Investment by IDG and several investment funds from Singapore and Germany in Beijing Gaoweida Science and Technology Development Company
- Investment by Sequoia Capital in a insurance brokerage
- Investment by CDH in Umessage, a wireless telecommunication value added service company in China
- Investment by IDG, Intel, Hong Kong New World and Founder in LinkAir.com, raising a US\$65 million fund
- Investment in the website 3721 by IDG
- Investment in the website 8848 by IDG
- Investment by Orchid Asia fund in IT168, an online digital product information company
- Investment by CDH in Firestone, a game software developer
- Investment by CDH in China Data, the largest commercial outsourcing company in China
- Investment by MIH in Tixa Internet Technology, a Internet media company
- Investment by OWW in a beauty care medical institute
- Investment by CDH in REC, a customer relationship management company

- Investment by CDH in YOHO, a print media company
- Investment by CDH in Xueda Education Technology
- International M&A and Foreign Investment
 - Kodak's US\$250 million takeover of China Lucky, named one of the top 10 M&As in 2003 in China and a landmark for the takeover of assets of State-owned enterprises by foreign investors
 - Takeover by Hong Kong Land of a major real estate project from Vantone Real Estate
 - Takeover by SYNEX, a NASDAQ-listed company, of HiChina Web Solutions, the largest PRC domain registration and virtual host computer service provider
 - Negotiation and establishment of a Sino-foreign joint venture value-added service company by SK Telecom and China Union, the first Sino-foreign joint venture enterprise to be granted a value-added telecommunications service permit following China's entry into the WTO
 - Represented SK Telecom in negotiations with Datang Telecommunications for the establishment of a joint venture mobile phone manufacturer
 - Takeover by Telstra, a Australian-listed company, of Norstar (controlling IT168.COM and CHE168.COM), one of the largest IT and auto internet advertisement provider in China
- Investment by IDG and Singapore Vertex Fund in the website jrj.com
- Investment by Sequoia Capital in a diamond sales company
- Overseas IPOs
 - IPO of jrj.com on NASDAQ (completed)
 - IPO of ATA on NASDAQ (completed)
 - IPO of an IT service company on NASDAQ (quiet period)
 - IPO of a real estate company in Hong Kong (quiet period)
 - IPO of a shipping company in Hong Kong (preparation period)
- Investment by Sequoia Capital in a new energy equipment producer
- Investment by SAIF Capital in a coal chemical company
- Investment by Singapore OWW fund in two shipping agencies in Qingdao and Beijing
- Investment in Chinaedu.net by IDG and McGraw-Hill
- Takeover of Tong Tech by IDG and Shanghai Yongjin Investment Company
- Investment by Newbridge Capital and IDG in HiChina Web Solutions, China's largest domain registration and virtual host computer service provider
- Investment in EachNet by IDG
- Investment in GCTech Company by Singapore Vertex and Cheung Kong (Holdings) Limited
- Investment in Inca Co.Ltd. by Singapore Vertex
- A 250-million investment in a domestic real-estate developer by Lehman Brothers and CDH
- Investment by Sequoia Capital in a travel company specializing in scenic tours
- Investment by IDG in Zonbo, a film and television program maker

Education Background

- Graduate School of China Foreign Affairs Law School, LLM, 1999
- China Foreign Affairs University, Beijing, LLB, 1996