



## Seh Ping KONG

Partner  
Eldan Law LLP

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### Profile

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Seh Ping's principal areas of practice are in Mergers & Acquisition (M&A), Corporate Commercial, and Technology Media and Telecommunications (TMT). Effectively bilingual in English and Malay and conversant in Mandarin, coupled with her years of practice in Malaysia, Singapore, China and Hong Kong, Seh Ping has wide and deep exposure and experience representing clients in multi-jurisdictional cross-border investments, M&A, sale and purchase of companies and business and other corporate transactions.

Due to her substantial experience advising on distribution, franchising, licensing, co-branding and other IP intensive commercial matters, as well as working on regulatory issues arising from e-commerce and IT transactions, Seh Ping has particular expertise in analyzing, structuring and documenting IP/IT aspects of acquisitions, spin-offs, joint ventures and corporate restructurings.

Seh Ping also frequently advises start-ups and small and medium enterprises in their corporate and fund-raising transactions.

Seh Ping is the co-author of the publication, *Your Guide to E-commerce Law in Singapore*.

### Qualifications

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- LL.B. (Upper Second Class Honours), 1994
- Barrister-at-Law (Middle Temple), 1995
- Advocate and Solicitor, High Court of Malaya, 1996
- Advocate and Solicitor, Supreme Court of Singapore, 1999
- Solicitor, High Court of Hong Kong SAR, 2008

### Memberships / Awards

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- Member, Law Society of Singapore
- Member, Singapore Academy of Law
- Honorary Secretary, Singapore Chapter of Chartered Management Institute

## Some Notable Matters

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- Advised the Lonza Group on its joint venture with Bio\*Capital One, the investment arm of EDB, in connection with the establishment of 2 commercial-scale mammalian cell-based contract manufacturing facilities located in Tuas Biomedical Park at a total costs of more than US\$700 million.
- Advised one of the largest calcium carbonate producers in the world on acquisition of chemicals distribution business in Indonesia and the Philippines respectively, and on mining related acquisitions and joint ventures in Bhutan, Malaysia and the Philippines respectively.
- Advised the Breadtalk Group on joint ventures in Thailand, Hong Kong and Taiwan respectively in relation to the establishment and management of food courts and food atriums under the tradename, “Food Republic”, and on joint ventures in Thailand and Hong Kong respectively in relation to the establishment and management of restaurants under the trade name, “Din Tai Fung”.
- Advised MoneyMax Financial Services Ltd in respect of its first overseas investment to hold the majority stake, through its own wholly-owned subsidiary, Cash Online Sdn Bhd, in a network of Malaysian pawnshops. Catalyst-listed MoneyMax owns and operates one of Singapore’s largest pawn broking chains.
- Advised the beneficial shareholders of EPC Holdings Pte Ltd (“EPCH”) on the sale of all the issued and paid-up share capital of EPCH to Hagihara Industries, Inc. (listed on Tokyo Stock Exchange). EPCH is a holding company incorporated in Singapore, with 9 subsidiaries located in various jurisdictions, including Australia, Ireland, USA and South America, and is a major distributor of synthetic fibre reinforced concrete to the construction sector in over 20 countries.
- Advised the Fintonia Group in connection with its management buyout of Bluescope Buildings’ pre-engineered building business and the formation of Nova Buildings, headquartered in Singapore, to take over ownership and operations of BlueScope Buildings’ key fabrication assets located at a facility in Bien Hoa of the Dong Nai province in Vietnam.
- Advised Moneymax Financial Services Ltd (which is listed on Singapore’s Catalist Board) on a new joint venture with Aucnet, Inc. (which is listed on the Tokyo Stock Exchange) to develop Singapore’s first online live B2B auction platform.
- Advised Macnica Networks, Inc., on its acquisition of a majority stake in Netpoleon Solutions Pte Ltd a leading VAD for network and IT security solutions and services with regional subsidiaries in Malaysia, Indonesia, Thailand, Vietnam, Myanmar and the Philippines.
- Advised NTUC FairPrice Co-operative on its acquisition of NTUC Health Co-operative’s pharmacy business which involved 60 pharmacy stores under the “Unity” brand name and the “Origins Healthcare” distribution business.
- Advised a technology start-up on its establishment of a Singapore based survey platform that allows members to contribute to various charities and causes, including drafting all documentation relating to seed funding round, attending to regulatory submission to relevant authorities in Singapore on regulated aspects of the business, and drafting all documentation relating to back-end and front-end services.
- Advised Gong Cha (Singapore) Pte Ltd on its successful application for and appointment as the master franchisee for the “Gong Cha” bubble tea chain business in Singapore.
- Advised AIDA Technologies Pte Ltd and its founders in connection with the Series A fundraising which successfully closed on 12 April 2019 with investors comprise Mastercard, Kuok Ventures and SGInnovate. AIDA Technologies Pte Ltd, a Singapore start-up that provides AI based predictive analytics solutions, was founded in 2016 by a team of data scientists from a research institute run by Singapore’s Agency for Science, Technology and Research (A\*Star).