



## Szu Yu Lee (Vivian)

Associate

T: +66 2 838 1750 ext. 1833

E: [szu.l@kap.co.th](mailto:szu.l@kap.co.th)

### Languages

- Chinese
- Thai
- English

### Education

- LL.B, Chulalongkorn University

### Profile

Vivian is an associate in Kudun and Partners' China practice with over five years of experience advising clients on corporate and commercial matters in Thailand. She is well versed in market entry strategies, foreign direct investment, regulatory compliance, and Board of Investment (BOI) applications. Her experience spans diverse industries, including automotive, focusing on EVs, software, and emerging technologies. As a native Chinese speaker, she brings a strong cross-cultural perspective to her work, regularly assisting Chinese-speaking investors and multinational clients in navigating Thailand's legal and regulatory landscape.

### Areas of expertise

- Corporate and Commercial
- Foreign Direct Investment
- Regulatory and Compliance
- Corporate Governance & Restructuring

### Professional Experience

- Senior Legal Associate, KPMG Phoomchai Legal Co.,Ltd.
- Legal Advisor, DFDL (Thailand) Limited
- Corporate Lawyer, Nitichai International Law Office


### Practice Focus

A selection of matters in which Vivian has been involved include:

- Providing expert legal advisory and regulatory compliance guidance, specializing in market entry strategies, corporate legal frameworks, and comprehensive regulatory adherence across diverse industries, including emerging sectors such as EV car businesses and software.
- Spearheading investment incentive and corporate due diligence initiatives, offering end-to-end support for BOI applications, meticulously identifying and mitigating risks for overseas investors, and managing governmental compliance with key authorities.
- Managing all facets of commercial contract drafting, review, and negotiation, ensuring legal soundness for a wide array of agreements in

[www.kudunandpartners.com](http://www.kudunandpartners.com)

Kudun and Partners  
34/3 Vivre Langsuan, 4th, 5th, and  
6th Floor, Soi Langsuan, Lumpini,  
Pathumwan, Bangkok 10330,  
Thailand



multiple languages (Chinese, English, and Thai) and providing foundational tax advice (VAT, withholding tax, DTAs).

- Acting as a crucial cross-cultural liaison and key stakeholder contact, enhancing communication for Chinese-speaking clients and internal teams, serving as a primary legal point for the CEO on investment matters, and collaborating effectively with external counsel.
- Contributing significantly to corporate governance and restructuring efforts, ensuring legal compliance in complex initiatives, providing strategic guidance on daily operations, and meticulously preparing essential corporate legal documentation.