

# Qinggu RU Partner

PE/VC, M&A | Regulatory and Compliance Dispute Resolution



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Shenzhen

Qinggu Ru is a partner at Merits & Tree. Prior to joining at Merits & Tree, Mr. Ru worked for several leading high-tech companies such as Huawei, Yutong Bus, OPPO, Skyworth, etc. He held the positions of senior legal manager, senior overseas legal director, vice president and director of strategy, legal compliance, intellectual property, and operations. He has also worked as a senior consultant for a domestic law firm.

Mr. Ru's main practice areas are cross-border investment, financing, M&A, regulatory and compliance. With years of experience in business operation and legal risk control in the fields of semiconductor, new energy, advanced materials, automobile, communication and other industries, Mr. Ru is able to approach the essence of the transaction from the business perspective and provide differentiated and customized transaction risk control services for investment and financing of different types of clients, such as institutions and companies, to meet the diversified needs of clients.

Mr. Ru has long been serving Chinese companies in their going abroad strategy. Mr. Ru has led companies' cross-border investments and M&A, localized compliance operations in Hong Kong, China, Dubai, Bahrain, the United States, Germany, Japan, India, Singapore, Indonesia, Vietnam, Algeria and other countries and regions when working in the companies. Mr. Ru has also provided multi-dimensional comprehensive risk management and control system construction services for many domestic listed companies or above-scale enterprises when going abroad, including but not limited to systems for investment, decision-making, R&D and technology cooperation, factory construction, channel negotiation and management, global supply chain management, sales and service, etc. Mr. Ru has also provided special compliance services for many domestic and foreign companies and research institutes on multi-country export control and trade sanctions, GDPR compliance, overseas labor law compliance, etc.

## Achievements

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## Compliance

- Providing comprehensive compliance services for export control and data security in Greater China as the contracted compliance lawyer of AVAYA global headquarters in Greater China.
- Providing legal services for Chinalco's overseas acquisition of mining and infrastructure in a country in relation to legal risk control under a country's law.
- Provided training services for China Construction Eighth Engineering Division Co., Ltd on risk management of overseas entity operations.
- Providing export control compliance services under U.S. law for a leading global research institution in Shenzhen.
- Providing special legal services for the overseas employment of Meituan.
- Providing data compliance services for DXY.
- Providing data compliance services under GDPR for Yutong Bus.
- Providing contract management services for DJI in various business scenarios worldwide.
- Providing comprehensive solution for Akrostar Technology for export control compliance under U.S. law and Canada law.
- Providing overall legal risk control services for a leading domestic EDA company.
- Providing comprehensive overseas legal risk control services for leading companies in the industry, such as Wayzim and CNGR Advanced Material.

## Investment, Financing and Merger and Acquisition

- Participating in and presided over a number of influential global investment and M&A projects in the industry as an in-house counsel.
- Providing full process legal services for Skyworth's investment in new energy, semiconductor and other projects.
- Providing full process legal services for a number of institutions such as Lida Capital, Yufu Capital, and Hongsheng Capital to invest in a number of chip and advanced manufacturing targets.

## Education

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J.M., Peking University

B.A., Henan Normal University

## Admissions

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PRC Bar

## Language

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