


Joyce He


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Joyce is a senior legal and tax manager in the corporate team.

She is a PRC legal and tax specialist based in Wither's corporate team in Hong Kong. She focuses on mergers and acquisitions, foreign direct investments, joint ventures, corporate, commercial and employment matters related to investment and operation in China. Joyce also advises on a variety of PRC-related tax matters, including tax compliance and tax incentive application.

Joyce advises clients across a diverse range of sectors, including retail, distribution, technology and pharmaceutical.

Track record

International investment management firm

Represented an international investment management firm in a Series C round investment in a leading Chinese smart electric vehicle by subscribing Series C preferred shares for a total consideration of US\$15,000,000.

International investment management firm

Represented an international investment management firm in its investment in a Beijing-based developer of an open-source, distributed SQL database for real-time analytics by purchasing Series D preferred shares for a total consideration of US\$30,000,000.

Italian luxury brand

Represented an Italian luxury brand on the review of an e-commerce solutions agreement relating to the development, launch and management of their Chinese online channels, including their brand site and WeChat platform, through Chinese solutions provider D1M.

Private equity fund management company

Represented a private equity fund management company focusing on real estate markets in Asia Pacific in relation to the development of a mobile application for their office tenants in Hong Kong

Product manufacturing company

Represented a product manufacturing company on its two parallel joint ventures in Hong Kong and Shanghai regarding the manufacturing and distribution of products using the "Germagic" technology on antimicrobial coating for long-term disinfection of surfaces.

Tate Gallery

Represented Tate Gallery on a ground-breaking collaboration and exhibition with Shanghai's Pudong Museum to help Tate negotiate with the state-owned Shanghai Lujiazui Group and advised on English and Chinese law contracts.

Programme developer for VR games

Representing on the sale and purchase of shares in a company incorporated in Hong Kong, which acts as the programme developer for VR games (for example, on PlayStation) to be initiated in Wuxi, China.

Water technologies company

Advising on a water technologies company in its joint venture with a Singapore listed company to set up two joint ventures for investments in China. The transaction involved joint venture structure, cross-licensing of both parties' technology and IP.

Leading luxury goods company

Advising a world's leading company in the field of luxury goods on the tax-driven business restructuring in China.

Sale and spin-off of China-based manufacturing business

Advising a US-based optical communications and measurement equipment company in selling the manufacturing business in China and the spin-off.

Deregistration of the entities in China

Assisting clients in establishment, subsequent changes and deregistration of the entities in China.

Silicon Valley companies

Advising on Silicon Valley-based companies regarding the PRC individual income tax.

American technology companies

Advising on American technology companies on the labor disputes arising from employment termination.

China stock incentive plans

Advising on implementation of the stock incentive plans in China.

Employment documentation

Drafting and reviewing the employment-related documents, such as employment contract, termination agreement, employee manual, etc.

Talks

- *'China subcontractors and logistic in the time of covid - useful tips for sourcing from China'*, Confindustria Vicenza - Dec 2021
- *'Data Theft - What Employers Should Know'*, Withers and FTI Consulting - Apr 2021
- *'Impact of the New Laws on the practical guidelines to NGO's operation in China'*, Council for Advancement and Support of Education - Oct 2017

External publications

'Cross-border Data Transfers between Hong Kong and mainland China - what do we need to know?' - July 2022, co-author

'Working and holidaying across Hong Kong and Mainland China, there is tax to consider' - July 2022, co-author

'China revamps overseas listing rules' - Jan 2022, co-author

'Fight against doxxing: The Hong Kong response and regional landscape in Mainland China and Singapore' - Dec 2021, co-author

'Tackling Sexual Harassment in China: Shenzhen Rules Break New Ground' - 30 August 2021, co-author

'Cross-border employment between Hong Kong and Mainland China' - April 2021, co-author

'A Glance at China's Draft Personal Information Protection Law' - 16 November 2020, co-author

'Highlights of the Civil Code of the People's Republic of China' - 4 September 2020, co-author

'How are 'force majeure' events regulated under PRC laws?' - 6 Mar 2020, co-author

'Employment law around the COVID-19 outbreak in China' - 5 Mar 2020, co-author

'Move Towards a Chinese FATCA' - DLA Piper client newsletter - March 2014, co-author

'China to launch a pilot free trade zone in Shanghai' - DLA Piper client newsletter, September 2013, co-author

Admissions

PRC Lawyer Qualification, Shanghai, 2001 (currently non-practising)

Education

University of Central Lancashire, M.A., International Law and Business

Guangdong University of Foreign Studies, B.A., International Business

Languages

English

Mandarin

Cantonese

Key dates

Year joined: 2017

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