

Bui Ngoc Hong

PARTNER

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Education

- LL.M. (Nagoya University, Japan)
- LL.B. (Ho Chi Minh City University of Law, Vietnam)

Membership

- Vietnam Bar Federation
- Ho Chi Minh City Bar Association
- Inter-Pacific Bar Association (IPBA)
- International Bar Association (IBA)
- Arbitrator of Ho Chi Minh City Commercial Arbitration Center (TRACENT)

Profile

Mr. Bui Ngoc Hong is a Partner at LNT & Partners, in charge of the firm's Corporate, Mergers and Acquisitions (M&A) practice. He has been a trusted legal advisor to numerous foreign investors, guiding them through complex investment landscapes in Vietnam. His deep expertise spans corporate restructuring, asset and share acquisitions, private equity transactions, and competition law.

Mr. Hong's advisory work covers a broad spectrum of legal areas, including regulatory compliance, corporate governance, commercial contracts, corporate investigation, employment law, and dispute resolution. He has advised clients across diverse and dynamic sectors such as energy, manufacturing, trade and retail, fintech, logistics, education, healthcare, and pharmaceuticals.

Widely recognized for his contributions to the legal profession, Mr. Hong was honored as *"Commended External Counsel of the Year"* by the Vietnam In-House Community consecutively from 2017 to 2025. He is a regular contributor to leading business publications in Vietnam and the region, and a sought-after speaker at major conferences and seminars on foreign investment, M&A, governance, restructuring, contracts, labor, and dispute resolution.



Practice Areas & Industry Coverage

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| • M&A | • Energy & Natural Resources |
| • Foreign Investment | • Education |
| • Compliance & ABAC | • Private Equity |
| • Employment | • Healthcare & Life Sciences |
| • Litigation & ADR | • Pharmaceutical |
| | • Manufacturing |

Work Highlights

- Advised LEGO on matters regarding manufacturing, renewable energy, employment, and compliance matters;
- Advised Strategic Hospitality Holdings Limited, throughout the transaction process of the IBIS Saigon South and Capri by Frasers;
- Advised MetLife in its investment matters regarding life insurance;
- Advised Chubb Limited via Chubb INA International Holdings Ltd. to acquire the entire equity of Liberty Insurance Limited;

Recognition

- **Commended External Counsel** by *In-House Community* from 2017 - 2025;
- **Notable Practitioner** in M&A – *IFLR1000* 2025;
- **Recommended Lawyer** – *The Legal 500 Asia-Pacific* 2024;
- **Recommended Lawyer** in Corporate and M&A by *The Legal 500 Asia-Pacific* 2022.

Publication

- 2025, (with *Nguyen Quoc Bao*) **Lexology In-Depth: Renewable Energy Law in Vietnam 2025**;
- 2024, (with *Nguyen Quoc Bao, Le Thanh Cong*) **Proposed Change In Tax Law Likely Affecting M&A Transactions In Vietnam**;
- 2024, (with *Nguyen Quoc Bao*) **Lexology In-Depth: Renewable Energy Law in Vietnam 2024**;
- 2024, (with *Vu Thanh Minh, Nguyen Quoc Bao, Nguyen Dieu Quynh, Ngo Thu Ha*) **Chambers Global Practice Guides - Fintech in Vietnam 2024: How the Legal Landscape Looks Like?**;
- 2024, (with *Le Thanh Cong, Ngo Dinh Thien*), **Disclosing confidential information to the arbitral tribunal or arbitration centre is considered a breach of the NDA?**;
- 2023, (with *Nguyen Quoc Bao*), **Vietnam's Sandbox for Fintech: To join or not to join?**;
- 2023, (with *Nguyen Quoc Bao*), **Negative Aspects from the negative-list-approach in Vietnam's market openings under the CPTPP**;
- 2023, (with *Bui Thi Hong Thi và Tran Phan Phuong Tri*), **Chambers Global Practice Guides - Technology M&A 2023**;
- 2022, (with *Hoang Nguyen Ha Quyen, Nguyen Xuan Thuy, and Vu Thanh Minh*), **Investing in Vietnam 2022**;
- 2022, (with *Vu Thanh Minh, Le Thanh Hieu, and Nguyen Ngoc Phuong Trinh*), **Fintech in Vietnam 2022**;
- 2022, **How to optimise legal support for BNPL services**;
- 2021, **Manage M&A Projects: Close Your Deal Remotely**;
- 2021, (with *Huynh Thien Ly, Tran Nguyen Hien Linh and Doan Ngoc Tran*), **Vietnam Chapter, Chambers Corporate Governance Guide 2021**.

- Advised International Dairy Products JSC (IDP), in a significant investment deal of approximately USD 100 million with Growtheum Capital Partners (GCP), a Singapore-based investment fund;
- Advised Taisho Pharmaceutical on acquisition of a controlling stake in DHG Pharmaceutical JSC - Vietnam's largest listed pharmaceutical manufacturer;
- Advised Dragon Capital on all legal aspects (due diligence, deal structuring, transaction documents, closing) for acquiring a solar power plant whose capacity is 49.5MWp from LICOGI 13 Joint Stock Company;
- Advised Hanwha Asset Management, Korea's leading comprehensive asset management company on its investment into Grab Financial Group (Series A funding round);
- Advised Frutarom on acquisition of controlling stake in a Vietnam-based fragrance manufacturing company;
- Advised CJ Logistics on deal structuring and acquiring controlling stake in Gemadept;
- Advised Heritas Capital Management on deal structuring and acquisition of a significant minority stake in a local education group;
- Advised the owner of VBA in selling shares to ADK Advertising;
- Advised Sojitz and MINISTOP on deal structuring and acquiring convenience stores;
- Advised FINACCEL PTE. LTD. and relevant parties on a buy-now-pay-later fintech M&A and JV;
- Advised H&M on all matters relating to retail stores subject to ENT;
- Advised on and reviewed internal regulations on anti-bribery;
- Advised and conducted corporate investigations regarding several large corporations;
- Represented a Japanese machine tool manufacturing company throughout the court proceeding on a dispute with its employee;
- Represented a Japanese company throughout the court proceeding on a dispute with its construction contractor;
- Advised a Vietnam-Singapore joint venture in logistics regarding all legal aspects (due diligence, transaction documents and closing).