



Partner China Desk



Sam Cai has a Master degree from the Transnational Law and Business University in Korea and a Master degree from the University of Paris I: Panthéon-Sorbonne's EU and International Economic Law Programme). He passed the Chinese Bar Exam and received the Legal Professional Qualification Certificate in 2011. He is a member of the prestigious China Law Society.

At X-Media Strategies, Sam advises and assists companies that are looking for investment opportunities in the media, entertainment and electronic communications business, the e-commerce business and the gaming industry in China (see:

<http://www.xmediastrategies.eu/uncategorized/china-services/>).

Sam worked at the China Academy for Telecommunications Research and at the Ministry of Industry and Information Technology. His areas of expertise are Telecommunications and Internet Law, E-Commerce, Intellectual Property Protection, Competition Law, and WTO rules.

He assisted in drafting a series of laws and regulations targeting the Chinese Internet and Telecommunications industries, including the 'Regulation on Real Name Registration System of Telecommunication', 'Several Provisions on the Internet Information Service Market Order', 'Provisions on Administration of Internet Information Service', 'Telecommunication Services Catalogue 2013', the implementation opinions on Encouraging and Guiding Private Capital to further Enter into Telecommunication Industry' and the 'Pilot Plan for Resale of Mobile Telecommunication Services'.

Sam also developed the negotiation strategy for and provided legal advice to the Chinese government on the China and Australia Free Trade Agreement, the China-Korea Free Trade Agreement, the China-U.S. Bilateral Investment Treaty (BIT) and the Shanghai Free Trade Zone Pilot.

He also served as a telecommunications negotiator representing the Chinese government in the China-Switzerland Free Trade Zone negotiations. Upon the invitation of the WTO, in 2012, Sam gave a keynote speech on "International Mobile Roaming-Chinese Experience" (to access the presentation, see:

http://www.wto.org/english/tratop_e/serv_e/sym_march12_e/sym_march12_e.htm under "National Experience", Mr Xiongshan Cai).