



Aoi Inoue

Partner

TEL: 81-3-6775-1122

Tokyo Office

FAX: 81-3-6775-2122

Mr. Aoi Inoue is a partner and the Head of the International Arbitration practice at Anderson Mori & Tomotsune. He specializes in international arbitration and litigation. He represents clients in a wide range of business disputes, including joint venture, distributorship, licensing, franchising, construction projects, complex financial products, labor & employment and product liability. He has acted as counsel in a number of international arbitrations under various rules including the ICC, AAA-ICDR, SIAC, HKIAC, JCAA, VIAC and UNCITRAL. He also serves as arbitrator and has been appointed to the panel of arbitrators of the JCAA, KCAB INTERNATIONAL and Japan Sports Arbitration Agency (JSAA). He has been recognized as a leading arbitration lawyer in Who's Who Legal: Arbitration, Chambers and Partners, The Legal 500: Asia Pacific, Best Lawyers and Benchmark Litigation Asia-Pacific.

Mr. Inoue also acts for overseas clients seeking to expand into Japan through international franchising. His support includes structuring, negotiating and drafting relevant documents such as international direct franchise agreements, international master franchise agreements and joint venture agreements. He also assists Japanese clients seeking to expand into foreign countries through international franchising. Mr. Inoue has been nominated for inclusion in the list of recognized franchise lawyers of the Who's Who Legal: Franchise.

Practice Areas

Key Practice Areas

Dispute Resolution

International Arbitration International Litigation and Cross-Border Disputes
 Product Liability Disputes Companies Act related Disputes General Commercial Litigation
 Franchise Disputes Corporate Scandal Related Securities and Other Civil Litigation
 Real Estate Dispute Energy and Natural Resources
 Resolution Litigation
 Insurance Related Disputes Trade Secret Disputes IP Disputes
 Labor and Employment
 Disputes Financial and Securities Dispute Resolution
 Estate and Business Succession Dispute
 IT Related Disputes Resolution
 Consumer-related Disputes

Corporate

Corporate Disputes

Intellectual Property/TMT

IP Disputes

Labor and Employment

Labor and Employment
 Disputes

Government Investigations and Crisis Management	Quality control, product liability and product fraud Internal investigations and organizing third-party committees	Information leakage
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Related Practice Areas

Corporate	Corporate and Commercial Transactions
Intellectual Property/TMT	IP Licensing and Transactions
Labor and Employment	
Real Estate	Real Estate Transactions
International Practice	United States

Topics

Achievements Feb 15, 2024	Chambers Global 2024
Achievements Jan 17, 2024	The Legal 500 Asia Pacific 2024
Achievements Dec 14, 2023	Chambers Asia-Pacific 2024

Practice Groups

Dispute Resolution Group	Corporate Transaction Group	Asia and Emerging Countries Practice Group
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Background

Mar 2001	The University of Tokyo (LL.B.)
2003 - 2004	The Legal Training and Research Institute of the Supreme Court of Japan
May 2010	Graduate study, Columbia University School of Law (LL.M.)
Sep 2010 - Mar 2011	Associated with Hughes Hubbard & Reed LLP, New York
Apr 2011 - Jun 2011	Trained at the International Centre for Dispute Resolution (ICDR), the international division of the American Arbitration Association (AAA)
Apr 2015 - Mar 2020	Adjunct Lecturer, Keio University Law School, Arbitration
Mar 2018 - Mar 2022	Vice-Chair, Dispute Resolution and Arbitration Committee, Inter-Pacific Bar Association (IPBA)
Apr 2021 - Mar 2023	Adjunct Lecturer, Keio University Law School, Japanese Law in Cross-border Matters
Mar 2022 - Present	Director, Japan Association of Arbitrators (JAA)
Mar 2022 - Present	Executive Director, Japan International Dispute Resolution Center (JIDRC)
Jun 2022 - Present	Fellow, Chartered Institute of Arbitrators (FCIArb)
Jan 2023 - Present	Member, International Advisory Board of the Vienna International Arbitral Centre (VIAC)

Publications

Getting the Deal Through – Investment Treaty Arbitration 2024 (Japan Chapter)	Getting the Deal Through – Investment Treaty Arbitration 2024	Sep 2023
The Role of Precedents in Investment Treaty Arbitration	The Investment Treaty Arbitration Review; edition 8	Aug 2023

GAR Know how Construction Arbitration 2023 (Japan Chapter)	Global Arbitration Review	Aug 2023
Chambers Global Practice Guides - Enforcement of Judgments 2023	Chambers Global Practice Guides - Enforcement of Judgments 2023	Aug 2023
Getting the Deal Through - Arbitration 2023 (Japan Chapter)	Getting the Deal Through - Arbitration 2023	Mar 2023
Getting the Deal Through – Investment Treaty Arbitration 2023 (Japan Chapter)	Getting the Deal Through – Investment Treaty Arbitration 2023	Nov 2022
The International Comparative Legal Guide to: Franchise 2023 (Japan Chapter)	The International Comparative Legal Guide to: Franchise 2023	Oct 2022
Dispute Resolution Group Newsletter - Key amendments to the ICSID Arbitration Rules	AMT Newsletters	Oct 2022
GAR Know how Construction Arbitration 2022 (Japan Chapter)	Global Arbitration Review	Sep 2022
Chambers Global Practice Guides - International Arbitration 2022 -Trends and Developments- (Japan Chapter)	Chambers Global Practice Guides - International Arbitration 2022	Aug 2022
Chambers Global Practice Guides - Enforcement of Judgments 2022 - Japan Law & Practice	Chambers Global Practice Guides - Enforcement of Judgments 2022	Aug 2022
Commentary on the IBA Rules on the Taking of Evidence in International Arbitration (Japanese translation)	Japan Association of Arbitrators	May 2022
IBA Rules on the Taking of Evidence in International Arbitration (Japanese translation)	Japan Association of Arbitrators	May 2022
Case Notes on Investment Treaty Arbitration Awards and Decisions (142) Tribunal Finds Violation of Minimum Standard of Treatment Under Free Trade Agreement Containing General Environmental Exception	JCA Journal (Mar 2022)	Mar 2022
Getting the Deal Through - Arbitration 2022 (Japan Chapter)	Getting the Deal Through - Arbitration 2022	Mar 2022
Publication of proposals for amendments to the Arbitration Act by Ministry of Justice	Shojihomu Portal	Nov 2021
Getting the Deal Through – Investment Treaty Arbitration 2022 (Japan Chapter)	Getting the Deal Through – Investment Treaty Arbitration 2022	Nov 2021
The International Comparative Legal Guide to: Franchise 2022 (Japan Chapter)	The International Comparative Legal Guide to: Franchise 2022	Oct 2021
Evaluation of the Interactive Arbitration Rules of the JCAA from the Perspective of Japanese Court Practices	Japan Commercial Arbitration Journal VOL. 2 [2021]	Sep 2021
Chambers Global Practice Guides - Enforcement of Judgments 2021 - Japan Law & Practice	Chambers Global Practice Guides - Enforcement of Judgments 2021	Sep 2021
Chambers Global Practice Guides - International Arbitration 2021 -Trends and Developments- (Japan Chapter)	Chambers Global Practice Guides - International Arbitration 2021	Aug 2021
GAR Know how Construction Arbitration 2021 (Japan Chapter)	Global Arbitration Review	Jul 2021
Ministry of Justice Releases Interim Proposal for Revision of the Arbitration Act of Japan, etc. prepared by the Arbitration Act Committee of the Legislative Council (March 19, 2021)	Shojihomu Portal	Mar 2021
Getting the Deal Through - Arbitration 2021 (Japan Chapter)	Getting the Deal Through - Arbitration 2021	Mar 2021
The International Comparative Legal Guide to: Franchise 2021 (Japan Chapter)	The International Comparative Legal Guide to: Franchise 2021	Oct 2020
Getting the Deal Through – Investment Treaty Arbitration 2021 (Japan Chapter)	Getting the Deal Through – Investment Treaty Arbitration 2021 (Japan Chapter)	Oct 2020
International Arbitration 2020 Japan Trends and Developments	Chambers and Partners' website	Sep 2020
Agency and Distribution Agreements in Japan	LexisNexis	Jun 2020
Getting the Deal Through - Arbitration 2020 (Japan Chapter)	Getting the Deal Through - Arbitration 2020	Feb 2020
Case Notes on Investment Treaty Arbitration Awards and Decisions (117) Third-Party Funding and Investment Arbitration	JCA Journal (Jan 2020)	Jan 2020
Getting the Deal Through – Investment Treaty Arbitration 2020 (Japan Chapter)	Getting the Deal Through – Investment Treaty Arbitration 2020	Oct 2019
The International Comparative Legal Guide to: Franchise 2020 (Japan Chapter)	The International Comparative Legal Guide to: Franchise 2020	Oct 2019
Getting the Deal Through - Arbitration 2019 (Japan Chapter)	Getting the Deal Through - Arbitration 2019 (Japan Chapter)	Feb 2019

Getting the Deal Through – Investment Treaty Arbitration 2019 (Japan Chapter)	Getting the Deal Through – Investment Treaty Arbitration 2019	Nov 2018
The International Comparative Legal Guide to: Franchise 2019 (Japan Chapter)	The International Comparative Legal Guide to: Franchise 2019	Sep 2018
The International Comparative Legal Guide to: International Arbitration 2018 (Japan Chapter)		Jul 2018
U.S. Contracts: Basic Principles and Practice	DAI-ICHI HOKI CO.,LTD.	Jun 2018
Third Party Funding in International Arbitration -the perspective from Japanese law-	JCAA Newsletter, March 2018	Mar 2018
Handbook on Third-Party Funding in International Arbitration	Juris Publishing LLC	Mar 2018
Getting the Deal Through - Arbitration 2018 (Japan Chapter)	Getting the Deal Through - Arbitration 2018 (Japan Chapter)	Feb 2018
The System of Business Law - Business Transactions Law	Dai-ichi Hoki Co., Ltd.	Dec 2017
Case note on a decision by an investment treaty arbitration tribunal that the award of a prior commercial arbitration tribunal have a res judicata effect on the parties in the investment treaty arbitration	JCA Journal 2017-11	Nov 2017
Getting the Deal Through – Investment Treaty Arbitration 2018 (Japan Chapter)	Getting the Deal Through – Investment Treaty Arbitration 2018	Nov 2017
The International Comparative Legal Guide to: Franchise 2018 (Japan Chapter)	The International Comparative Legal Guide to: Franchise 2018	Sep 2017
The International Comparative Legal Guide to: International Arbitration 2017 (Japan Chapter)		Jul 2017
The International Comparative Legal Guide to: Franchise 2017 (Japan Chapter)	The International Comparative Legal Guide to: Franchise 2017	Dec 2016
U.S. Contracts: Basic Principles and Practice	LexisNexis Japan Co., Ltd.	Oct 2016
Business must get used to Japan's new class action system		Oct 2016
Law and Practice of International Commercial Arbitration	Maruzen-Yushodo	Aug 2016
The International Comparative Legal Guide to: International Arbitration 2016 (Japan Chapter)		Aug 2016
Getting the Deal Through – Investment Treaty Arbitration 2016 (Japan Chapter)	Getting the Deal Through - Investment Treaty Arbitration 2016	Dec 2015
The International Comparative Legal Guide to: Franchise 2016 (Japan Chapter)	The International Comparative Legal Guide to: Franchise 2016	Dec 2015
Getting the Deal Through – Investment Treaty Arbitration 2017 (Japan Chapter)	Getting the Deal Through - Investment Treaty Arbitration 2017	Oct 2015
The International Comparative Legal Guide to: International Arbitration 2015 (Japan Chapter)		Aug 2015
Explanatory Notes for case where violation of fair and equitable treatment was found for measures against an investor's breach of duty	Journal of the Japan Commercial Arbitration Association 2015-5	May 2015
Investment treaty arbitration attracting attention as emerging legal market	The Lawyers 2015-5	May 2015
The International Comparative Legal Guide to: Franchise 2015 (Japan Chapter)	The International Comparative Legal Guide to: Franchise 2015	Jan 2015
Getting the Deal Through – Investment Treaty Arbitration 2015 (Japan Chapter)	Getting the Deal Through - Investment Treaty Arbitration 2015	Dec 2014
The International Comparative Legal Guide to: International Arbitration 2014 (Japan Chapter)		Aug 2014
The SIAC Arbitration Training Video	Singapore International Arbitration Centre (SIAC)	Jun 2014
Product Liability (Japan Chapter)	Thomson Reuters	Jun 2014
Commissioned Investigation Report on the Investigation and Analysis for the Nomination of the Arbitrator and Mediator According to the ICSID Convention Article 13	Japan Association of Arbitrators	Mar 2014
Getting the Deal Through – Investment Treaty Arbitration 2014 (Japan Chapter)	Getting the Deal Through - Investment Treaty Arbitration 2014	Dec 2013
FDI Moot 2013	FDI Moot 2013	Aug 2013
The International Comparative Legal Guide to: International Arbitration 2013 (Japan Chapter)		Aug 2013
"Focus on Trends of Practical Finance by Lawyers," in Careful Selection of Comments about Authority of Finance	Nihon Kajoshiki Shuppan Kabushikigaisha	Feb 2013
Arbitration/ADR Forum Vol. 4,	Shinzansha Publisher Co.,Ltd.	Feb 2013

Outline of Investment Treaty Arbitration and the Usage by Japanese companies	The Lawyers 2012-9	Sep 2012
The International Comparative Legal Guide to: International Arbitration 2012 (Japan Chapter)		Aug 2012
Convenience Store Franchisor Breached Anti-monopoly Act		Sep 2009
New Act Sets Out Terms of Jurisdictional Immunity for Foreign States		Aug 2009
Case note on the Supreme Court decision confirming the presumption of a bad faith beneficiary in Article 704 of the Civil Code where a money lending business falls outside the application of Article 43, Paragraph 1 of the Money-Lending Business Act	Minji Kensyu No. 626	Jun 2009
Fair Trade Commission Investigates Convenience Store Franchisor		May 2009
Court Rules on Trademark Dispute between Franchisors	International Law Office 2008-11	Nov 2008
Supreme Court Rules on Franchisor's Duty to Disclose Information to Franchisees	International Law Office 2008-9	Sep 2008
International Arbitration in Business Dispute Resolution - Introduction	Lexis Kigyo Homu	May 2007
Guide to Japan's New Corporation Law: An analysis of the new corporate system based upon a review of the new provisions		Aug 2005

Lectures

International Arbitration Webinar	JIDRC / JCAA	Mar 22, 2023
ICDR Arbitration and Mediation Procedures: Introduction of Rules and Procedures: A discussion with special focus on Japan.	AAA-ICDR, JIDRC	Mar,2 2022
ENERAP Japan Inaugural Event	Energy Related Arbitration Practitioners Japan (ENERAP-Japan)	Jan 20, 2022
The Impact of Online Dispute Resolution and AI	The Inter-Pacific Bar Association (IPBA)	Jun 16, 2021
Developments in Third Party Funding	Organized by : Inter-Pacific Bar Association (IPBA) , Japan International Dispute Resolution Center(JIDRC)	Nov 14, 2019
Third Party Funding of Arbitrations	Organized by : Keio University Law School Co-organized by : JIDRC (Japan International Dispute Resolution Center)	Nov 12, 2019
Gas Price Review in Japan	Anderson Mori & Tomotsune Wilmer Cutler Pickering Hale and Dorr LLP	Oct 28, 2019
Simulation of ICC Emergency Arbitrator Proceedings	Organized by: International Chamber of Commerce Japan (ICCJ) Co-organized by: International Chamber of Commerce (ICC), Japan International Dispute Resolution Center (JIDRC)	Oct 16, 2019
Utilizing TPP in Business - Commemorating publication of Commentaries on the TPP	Anderson Mori & Tomotsune	Sep 9, 2019
International Construction Law Association Tokyo Conference 2019	International Construction Law Association (ICLA)	May 29, 2019
TPP11 and Asian Business Strategies	Anderson Mori & Tomotsune Osaka Office	Mar 29, 2019
TPP11 and Asian Business Strategies	Anderson Mori & Tomotsune	Feb 19, 2019
IPBA – THAC Arbitration Day	The Inter-Pacific Bar Association (IPBA), Thailand Arbitration Center (THAC)	Nov 6, 2018
SIAC Academy Tokyo 2018	Singapore International Arbitration Centre (SIAC)	Sep 7-8, 2018
YSIAC-YJAA Tokyo Workshop 2018	YSIAC Committee, Young Japan Association of Arbitrators (YJAA)	Sep 6, 2018
SIAC-JAA Tokyo Conference 2018	Singapore International Arbitration Centre (SIAC), Japan Association of Arbitrators (JAA)	Sep 6, 2018
HKIAC Pre-arbitration Strategy Workshop: Maximising Recovery in International Arbitration	Hong Kong International Arbitration Centre	Mar 2, 2018
Workshop on Third Party Funding in International Commercial Arbitration	UNCITRAL Regional Centre for Asia and the Pacific and gave a presentation	Dec 18, 2017
Where in the world should we start? Defective products and collective redress in an age of global supply chains	IBA (International Bar Association)	Oct 10, 2017
Hot topics in international sales, franchising and product law: Cryptolock, ransomware, bitcoin, the new reality; impact to franchise systems	IBA	Oct 9, 2017
International Trends on Third Party Funding – Will Japan Ever Adopt It?	YJAA, AFIA	Sep 29, 2017
SIAC Seminar: The Confluence Of Civil Law And Common Law Influences In International Arbitration Practice And Procedure	Singapore International Arbitration Centre (SIAC)	Jul 14, 2017
HKIAC Arbitration Clause Negotiation Workshop - Tokyo	HKIAC	Jul 5, 2017
Privilege and its impact on discovery/documents production	IPBA	Apr 6, 2017

Third Party Funding in Arbitration-The New Counsel Guideposts by the ABA SIL International Arbitration Committee	ABA	Oct 10, 2016
The YSIAC Tokyo Advocacy Roadshow	Intellectual Property Office of Singapore	Sep 15, 2016
Analysis on the Investment Chapter of the Trans-Pacific Partnership (TPP)	The Society of Global Business	Jul 10, 2016
Practical tips for managing international business disputes	Pronexus Inc.	May 25, 2016
The Expanding Role of Japanese Lawyers in International Dispute Resolution	Keio University Law School	Apr 27, 2016
Modern Modes of Resolving Insurance and Other Financial Disputes	IPBA	Apr 13 - 16, 2016
Practical tips for managing international business disputes	Business Research Institute	Apr 11, 2016
Joinder and Intervention in International Arbitration	The Japan Association of Arbitrators	Jan 19, 2016
The YSIAC Advocacy Roadshow	Singapore International Arbitration Centre (SIAC)	Nov 12, 2015
Enforcement of Foreign Arbitral Awards in Japan		Oct 21, 2015
International Franchising Committee: Distinctions between civil and common law jurisdictions on treatment of franchise	IBA	Oct 4, 2015
The Economic Impact of the Trans-Pacific Partnership (TPP)	The Society of Global Business	Jul 4, 5, 2015
Speed-Conferencing Sessions "Is mediation a toothless bite? What about the SIAC-SIMC Arb-Med-Arb Protocol? Is mediation gaining currency in Asia?"		Jun 4, 2015
Legal and Practical Guidelines for International Franchising	Asian Food Business Association	Mar 19, 2015
Intercontinental Arbitration in Asia – What is the impact of cultural divergence?	Chinese European Arbitration Centre	Oct 20, 2014
Young International Arbitration Practitioner's Workshop on Witness Testimony	IBA (International Bar Association)	Oct 19, 2014
International Arbitration Seminar - Practice and Latest Trends of Arbitration in Japan and Singapore	Anderson Mori & Tomotsune, Rajah & Tann LLP	Aug 18 - 20, 2014
Developments and Issues in Investment Treaty Arbitration	The Society of Global Business	Mar 23, 2014
Practical guide to managing international business disputes - the basics of international litigation and arbitration	Shoji Houmu	Jan 20, 2014
Disclosure of Electronic Documents in International Arbitration and the ICDR Guidelines for Arbitrators Concerning Exchanges of Information		May 29, 2013
The potentials of investment arbitration for doing business in China - the use of the Japan-China-Korea Trilateral Investment Agreement by the Japanese companies	Bank of Tokyo-Mitsubishi UFJ	Oct 2012
Practice of International Commercial Arbitration administered by the American Arbitration Association (AAA) / the International Centre for Dispute Resolution (ICDR)	The Japan Association of Arbitrators	Dec 7, 2011
New Standards in International Business Dispute Resolution - Recent Movements and Practice of International Commercial Arbitration	The Financial Management Forums, Inc.	Nov 24, 2011

Achievements

Feb 15, 2024	Chambers Global 2024
Jan 17, 2024	The Legal 500 Asia Pacific 2024
Dec 14, 2023	Chambers Asia-Pacific 2024
Nov 29, 2023	Who's Who Legal: Arbitration 2024
Oct 4, 2023	Who's Who Legal: Japan 2023
Jul 28, 2023	Who's Who Legal: Thought Leaders - Arbitration 2023
May 5, 2023	Benchmark Litigation Asia-Pacific 2023
Apr 20, 2023	The Best Lawyers in Japan™ 2024
Feb 16, 2023	Chambers Global 2023
Jan 11, 2023	The Legal 500 Asia Pacific 2023
Dec 15, 2022	Chambers Asia-Pacific 2023
Dec 6, 2022	Who's Who Legal: Arbitration 2023
Sep 22, 2022	Who's Who Legal: Japan 2022
Sep 22, 2022	Who's Who Legal: Franchising 2022
Apr 14, 2022	Best Lawyers 2023
May 2022	Benchmark Litigation Asia-Pacific 2022
Feb 18, 2022	Chambers Global 2022
Jan 13, 2022	The Legal 500 Asia Pacific 2022

Dec 16, 2021	Chambers Asia-Pacific 2022
Nov 30, 2021	Who's Who Legal: Arbitration 2022
Oct 9, 2021	Who's Who Legal: Japan 2021
May 10, 2021	Benchmark Litigation Asia-Pacific 2021
Apr 15, 2021	Best Lawyers 2022
Jan 13, 2021	The Legal 500 Asia Pacific 2021
Dec 8, 2020	Who's Who Legal: Arbitration 2021
Sep 1, 2020	Who's Who Legal: Japan 2020
May 7, 2020	Benchmark Litigation Asia-Pacific 2020
Apr 9, 2020	Best Lawyers 2021
Jan 20, 2020	The Legal 500 Asia Pacific 2020
Nov 29, 2019	Who's Who Legal: Japan 2019
Nov 7, 2018	Who's Who Legal: Japan 2018
Nov 2, 2017	Who's Who Legal: Japan 2017
Nov 10, 2016	The Legal 500 Asia Pacific 2017
Nov 2, 2016	Who's Who Legal: Japan 2016
Sep 1, 2015	Who's Who Legal: Japan 2015
Oct 30, 2014	Who's Who Legal: Japan 2014
Jul 22, 2014	The International Who's Who of Franchise 2014
Jul 19, 2013	The International Who's Who of Franchise 2013

Professional Admissions

Japan (2004)
New York (2011)

Professional and Academic Associations

Daini Tokyo Bar Association
Director, Japan Association of Arbitrators (JAA)
Executive Director, Japan International Dispute Resolution Center (JIDRC)
Fellow, Chartered Institute of Arbitrators (FCIArb)
Adjunct Lecturer, Keio University Law School
Member, International Bar Association (IBA)
Member, Inter-Pacific Bar Association (IPBA)
Member, Singapore International Arbitration Centre (SIAC) Users Council
Member, International Chamber of Commerce - Commission on Arbitration and ADR

Languages

Japanese (first
language) English Mandarin