



## Aoi Inoue

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Partner

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Mr. Aoi Inoue is a partner and Co-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, 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.

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### Practice Areas

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### Key Practice Areas

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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/Life Sciences/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

### Related Practice Areas

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

### Topics

External Seminars Jan 20, 2022	ENERAP Japan Inaugural Event
Achievements Jan 13, 2022	The Legal 500 Asia Pacific 2022
Achievements Dec 16, 2021	Chambers Asia-Pacific 2022

### 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 - Present	Vice-Chair, Dispute Resolution and Arbitration Committee, Inter-Pacific Bar Association (IPBA)
Apr 2021 -	Adjunct Lecturer, Keio University Law School, Japanese Law in Cross-border Matters

## Publications

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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
Chambers Global Practice Guides - Enforcement of Judgments 2021 - Japan Law & Practice	Chambers Global Practice Guides - Enforcement of Judgments 2021	Sep 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 - 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
The International Comparative Legal Guide to: Franchise 2020 (Japan Chapter) The International Comparative Legal Guide to: Franchise 2020		Oct 2019
Getting the Deal Through – Investment Treaty Arbitration 2020 (Japan Chapter) Getting the Deal Through – Investment Treaty Arbitration 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-HCHI 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
Investment treaty arbitration attracting attention as emerging legal market The Lawyers 2015-5	May 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
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

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

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

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Japan (2004)  
New York (2011)

## Professional and Academic Associations

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Daini Tokyo Bar Association  
Adjunct Lecturer, Keio University Law School  
Chair of the Research & Study Committee, the Japan Association of Arbitrators  
Member, International Bar Association  
Vice-Chair, Dispute Resolution and Arbitration Committee, Inter-Pacific Bar Association (IPBA)  
Member, Singapore International Arbitration Centre (SIAC) Users Council  
Member, Chartered Institute of Arbitrators (MCIArb)  
Member, International Chamber of Commerce - Commission on Arbitration and ADR (2017 - present)

## Languages

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Japanese (first  
language)                      English