



## Kazuhilo Kikawa

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Utilizing his twelve years of experience in the Ministry of Justice and the Prosecutors' Office, Mr. Kikawa represents domestic and foreign clients in administrative and criminal investigations by enforcement agencies, and in complex commercial, administrative, and consumer disputes. He also has extensive experience in advising on internal investigations of corporate scandals and compliance with various regulations.

Although his range of legal practice is broad, he has been particularly busy in the fields set out below.

### Advertising, Labeling, and Marketing Regulations (Consumer Protection Laws)

Mr. Kikawa provides wide-ranging advice about the Premiums and Representations Act, Pharmaceuticals and Medical Devices Act, Medical Care Act, Health Promotion Act, Unfair Competition Prevention Act, Specified Commercial Transactions Act, Consumer Contract Act, and related laws regulating the advertising, labeling, and marketing activities of entities. He also has extensive experience responding to administrative investigations regarding misrepresentation and extravagant advertising (puffing) brought by the Consumer Affairs Agency, Fair Trade Commission, regional governments, public health centers, and similar agencies.

From 2017, Mr. Kikawa has been a member of the Medical Advertising Rules Study Group of the Ministry of Health, Labor and Welfare.

### E-commerce (Internet Business)

Mr. Kikawa handles myriad legal issues arising from internet sales, web-media, portal sites, reservation sites, and other e-commerce. He has broad experience with the legal issues relating to e-commerce, including legal services such as reviews of advertising expression on product landing pages and web-media articles, drafting of use rules, privacy policies, and related agreements, and responses to online defamation.

### Consumer Group Disputes

Mr. Kikawa advises numerous companies on injunction actions and Japan class actions by qualified consumer groups regarding misrepresentation and unfair agreement provisions.

### Medical and Health Care Regulations

Based on his experience with medical disputes at the Tokyo Prosecutors Office, as the prosecutor in charge of cases involving medical patient death and violations of regulations under the Pharmaceuticals and Medical Devices Act and Medical Care Act, he represents medical institutions in medical malpractice disputes, advises on import and sale restrictions on medical products and devices, and restrictions on promotional activities of pharmaceutical companies, and handles other legal issues relating to medical and health care.

### Immigration Control and Refugee Recognition Act

When Mr. Kikawa was an officer in the Immigration Bureau of the Ministry of Justice, he was in charge of drafting the bill and dealing with the Diet for the 2009 revisions to the Immigration Control Act, and based on that experience, gives advice regarding legal issues connected with visas for foreign employees and visas for foreign performers and presenters invited to events in Japan.

## Practice Areas

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Government Investigations and Crisis  
Management

Dispute Resolution

### Topics

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Achievements

Apr 18, 2024

The Best Lawyers in Japan™ • Best Lawyers: Ones to Watch in Japan™ (2025 Edition)

Achievements

Jan 17, 2024

The Legal 500 Asia Pacific 2024

Achievements

Apr 20, 2023

The Best Lawyers in Japan™ 2024

## Practice Groups

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Corporate Crisis Management Practice Group

Dispute Resolution Group

Life Sciences and Health Care Practice Group

## Background

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Mar 1998

Kyoto University (LL.B.)

Apr 1998 - Mar 2000

The Legal Training and Research Institute of the Supreme Court of Japan

Apr 2000	Tokyo District Public Prosecutors Office
Jun 2000	Takamatsu District Public Prosecutors Office (Investigation Department/Special Investigation Department)
Apr 2001	Naha District Public Prosecutors Office (In charge of international crime/mafia crime)
Apr 2003	Tokyo District Public Prosecutors Office
Apr 2003	The Ministry of Justice, Criminal Affairs Bureau (Inmate Death Record Investigation Team)
Apr 2004	Yokohama District Public Prosecutors Office (Special Investigation Department/Trials Department)
Apr 2005	Okayama District Public Prosecutors Office (Instructor of legal trainees/In charge of international crime)
Apr 2007	The Ministry of Justice, Immigration Bureau, Adjudication Division (In charge of administrative litigation/refugee recognition)
Apr 2008	The Ministry of Justice, Immigration Bureau, Office of Counselor (In charge of 2009 immigration reform)
Apr 2010	Tokyo District Public Prosecutors Office (Chief Prosecutor of Medical Affairs at Investigation Division)
Apr 2012	Registered as a private practitioner
Jul 2014	Graduate study, University of California, Berkeley, School of Law (LL.M.)
Sep 2017	Member of "Study Group on Appropriate Medical Information," Health Policy Bureau of the Ministry of Health, Labour and Welfare
May 2018	Member of "Study Group on advertisements of massage and shiatsu practitioners, acupuncturists, moxibustion practitioners and judo therapists," Health Policy Bureau of the Ministry of Health, Labour and Welfare
Sep 2023	Member of "Subcommittee on Medical Function Information Provision System, Medical Advertisement, and Other Related Affairs," Health Policy Bureau of the Ministry of Health, Labour and Welfare

## Publications

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Japan: Trends & Developments	Chambers and Partners	Mar 2021
Legal Matters regarding Life Sciences and Health Care - Navigation regarding Regulations, Intellectual Properties and Corporate Matters (Second Edition)	Shojihomu Co., Ltd.	Oct 2020
Introduction to Advertising & Marketing Law	CHUOKEIZAI-SHA, INC	Jun 2020
Government Investigations 2020 (Japan Chapter)	Lexology Getting The Deal Through	Sep 2019
Getting the Deal Through - Government Investigations 2019 (Japan Chapter)		Sep 2018
Legal Matters regarding Life Sciences and Health Care - Navigation regarding Regulations, Intellectual Properties and Corporate Matters	Shojihomu Co., Ltd.	Sep 2018
Getting the Deal Through - Government Investigations 2018 (Japan Chapter)		Sep 2017

## Lectures

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Series of seminars on Government Investigation & Crisis Management - Second seminar : Administrative Monetary Penalties for Misleading Representations under the Unjustifiable Premiums Act and for False or Exaggerated Advertising under the Pharmaceutical and Medical Device Act	Anderson Mori & Tomotsune	Jun 10, 2020
International Consumer Protection Developments Japan, Singapore and Taiwan	American Bar Association	Nov 30, 2018

## Achievements

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Apr 18, 2024	The Best Lawyers in Japan™ • Best Lawyers: Ones to Watch in Japan™ (2025 Edition)
Jan 17, 2024	The Legal 500 Asia Pacific 2024
Apr 20, 2023	The Best Lawyers in Japan™ 2024
Jan 11, 2023	The Legal 500 Asia Pacific 2023
Apr 14, 2022	Best Lawyers 2023
Jan 13, 2022	The Legal 500 Asia Pacific 2022
Apr 15, 2021	Best Lawyers 2022
Jan 13, 2021	The Legal 500 Asia Pacific 2021
Apr 9, 2020	Best Lawyers 2021

## Professional Admissions

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Japan (2000)

## Professional and Academic Associations

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Dai-ichi Tokyo Bar Association

## Languages

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Japanese (first  
language)

English