

## Zen Cho

Senior Associate

London

### Biography

As a senior associate in the firm's market-leading Product Liability practice, Zen Cho advises household names in the consumer goods, electronics and tobacco industries on regulatory compliance and commercial litigation.

She has extensive experience advising major manufacturers on EU and English product regulations. This has included helping clients manage potential product safety risks and coordinating their global response, as well as supporting their relationships with national regulators.

She has also acted for clients in regulatory and commercial disputes raising complex multi-jurisdictional issues. She was seconded to the in-house legal team of a FTSE 100 company for more than a year, managing diverse international litigation involving public law, product liability, environmental liability, insurance and employment issues.

Zen is a solicitor advocate qualified to appear at all levels of the English civil courts.

### Representative experience

Acting for a FTSE 100 FMCG company in tax tribunal and judicial review proceedings in respect of legislation previously untested in litigation.



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### Languages

English  
Malay

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### Practices

Litigation Services  
Products Law  
Technology Litigation

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### Industries

Consumer  
Technology & Telecoms

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### Areas of focus

Defending a global manufacturing company in High Court proceedings raising complex multijurisdictional issues.

Advising major consumer product manufacturers on regulatory compliance and supply chain issues and supporting clients' relationships with national regulators.

## Latest thinking and events

- Announcements
  - EU Products Law
- Hogan Lovells Publications
  - International products law review 2020: Issue 77
- News
  - Ramping up production of key medical equipment: new EU guidance issued for manufacturers
- Hogan Lovells Publications
  - Gearing up for enhanced consumer protection: the impact of the EU's new rules
- Hogan Lovells Publications
  - EU Commission seeks feedback on implementing the new Market Surveillance Regulation
- Events
  - Global Products Law Summit 2017 - Navigating the chasm: helping you meet today's legal challenges

Product Litigation

Product Compliance

Retail and Consumer Goods

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## Education and admissions

### Education

L.P.C., BPP University Law School, 2009

Law Degree, University of Cambridge, 2008

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