



World Administrative Attorneys
세계 행정사사무소

YOUR ASIA VANGUARD

*Built on the ground,
Not just in the boardroom.*

CORE VALUE

Our journey began in the vibrant, complex markets of East Asia (**Korea, Japan and China**). Today, we bridge global ambition with local reality. Beyond strategic advice, our clients from Europe and the U.S. value the security of our presence—because in the field, we operate as one team, turning every challenge into shared success.

Strategic Services

SERVICE

CONTENTS

Global Consulting

We leverage a vast global network and proven expertise, defined by a proactive, boots-on-the-ground approach. Our team goes beyond advice, taking full ownership of problem-solving to drive your success to the finish line.

Key Projects



Alibaba

Content Strategists for ongoing Korean localization, adapting user-facing materials.



Hyundai Motor

U.S. documentation, handling cross-border administrative and legal paperwork.



U.S. Baseball Umpire System

On-site field lead managing simultaneous real-time data collection across 5 live Korean games and Japanese stadium operations concurrently.



Tokyo Vehicle Market Research

Direct field research conducted nationwide across Japan and Korea, gathering live pricing and competitive intelligence across 3 major automotive brands.

EXPERTISE & TEAM

WAA is driven by a horizontal culture where diverse experts collaborate to deliver premium global business experiences.

In-House Staff



**CEO /
ADMINISTRATIVE
ATTORNEY**

Darren Lee

- 10+ years of experience in legal and IT translation (KR ↔ EN)
- Interpreter, Monterey County Superior Court, California, USA
- Extensive experience leading complex, large-scale consulting engagements



JAPAN REAL ESTATE

Bonwoo Koo

- Expert in Japanese market, real estate and administrative management
- Managing legal documentation and complex administrative procedures



COMMUNICATIONS

Yunmi Kim

- 30 years of experience in French linguistics and translation
- Master of International Communication, Macquarie University, Australia



BRAND MARKETING

Seoeun Lee

- Multilingual communication strategist
- Expert in global brand content localization and digital marketing strategy

Global Specialist Network



Kristin Bloom 🇺🇸

- Decades of experience in board, governance structure, board evaluation, skills matrices, charters, and committee structures



Carosella 🇮🇹

- 10+ years of copywriting and translation experience
- Expertise in English, Italian, and French translation



Nick 🇨🇳

- 10+ years worked for multiple MNCs like Kimberly-Clark, Abbott, J&J
- Broad connection with channels like JD, Tmall, PDD and distributors



Sinambela 🇮🇩

- Multilingual Liaison & Cultural Expertise: fluency in Indonesian, English, and Russian
- Cross-Cultural Content Strategist: brand messaging



Sungjae Ha 🇯🇵

- Experience across e-commerce, fintech, gaming, and AI training platforms

Global industry leaders trust WAA's team for their most critical operations.

GLOBAL CLIENTS

YEARS EXPERIENCE

Notes

Website: <https://wtrans.kr>