

Bruce (Guanbao) Li

Senior Partner



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Overview

Bruce is a senior partner at Dentons with a comprehensive understanding of the equity/venture capital market. He has participated in many private equity investment projects and worked with IDG, Banyan, Sequoia, Matrix China, CDH, SAIF and other top international PE funds. Bruce provides one-stop comprehensive legal services to clients and is famous for his efficiency and high quality. Bruce has sufficient hands-on experiences on the establishment and de-establishment of VIE structure, and filing of SAFE 37, the approval of the outbound direct investment (ODI) and the tax withholding report on SAT 37 (successor of SAT 698).

Bruce advises for a number of the P.R.C clients on their listings at the capital markets home and abroad, including 51 Credit (02051.HK), Finger Tango (06860.HK), Game Hollywood (02022.HK), CCMG (6404.TW), Anqu Technology (NEEQ: 835804), Xibao Technology (NEEQ: 832115), Jiefu (NEEQ:831670), etc.

Bruce has experience in the establishment of private equity funds and is very familiar with local incentive and subsidy polices for private equity funds. He participated in the establishment of a number of high profile funds, including the RMB funds raised by SNDA and SINA.

He has also participated in many cross-border M&A transactions and worked with CBS, AMBOW, Tyson and other large international firms.

Bruce also has much experience on foreign direct investment. He is a member of the Chinese legal team for Manheim Auctions, Inc., which is the world's largest used automobile auction company. He has also represented Dupont, Shell and other companies in their efforts to enter the Chinese commercial market under Chinese laws.

Experience

- **51 Credit:** Advised as its PRC counsel for its overseas IPO.
- **Finger Tango:** Advised as its PRC counsel for its overseas IPO.
- **Game Hollywood:** Advised as its PRC counsel for its overseas IPO.
- **51 Credit:** Advised in its B round equity financing.

- **36Kr**: Advised in its A/B/C round equity financing.
- **Weibo.com**: Advised in connection with the establishment its RMB Fund.
- **Shanghai Zhongji Investment Holding Co., Ltd.**: Advised an A-listed company on its acquisition of Diandian Interactive Holding.
- **Manheim Auctions Inc.**: Advised the world largest used automobile auction company on establishing its joint ventures in Shanghai, Shenzhen and Beijing.

Insights

- *Chinese Regulation on Private Equity Industry*, ALB, 2007

Activities and Affiliations

Prior and Present Employment

- Dentons, 2010–present
- Guangsheng Law Firm, 2009–2010
- Jincheng Tongda & Neal, 2004–2009

Areas of focus

Practices

- Mergers and Acquisitions
- Capital Markets
- Corporate
- Securities and Corporate Finance

Industry sectors

- Communications
- Media, Entertainment and Sports
- Private Equity

Education

- Tsinghua University, Master of Laws
- Tsinghua University, Bachelor of Literature

Admissions and qualifications

- China

Languages

- Chinese
- English