



Joanna Jiang (Lulu) Partner

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Languages: Mandarin, English, Shanghai dialect

PRACTICE AREAS

Family and Wealth Management, Corporate and M&A, Tax

EXPERTISE

Joanna focuses on private wealth practice and tax planning, and cross-border M&A. Representative clients include private banks, family offices and HNWI's, and MNC, listed companies, and unicorn startups in healthcare and high-tech sectors. In private wealth practice, Joanna is known for her holistic and pragmatic approach in guiding family offices and HNWI families through complex succession planning.

In the private wealth sector, she has extensive knowledge in cross-border structures, trust and estate planning, and business succession planning. Her practice centres on handling complex issues including corporate restructuring across multiple jurisdictions, and establishing trusts for succession planning and compliance with a view to de-risking and mitigating tax exposure.

Joanna has been recognized as a Trust and Estate Practitioner (TEP). She has been recognized as Wealth Management Rising Star by Wealthbriefing Asia Great, Growth Driver by China Business Law Journal, China Business Law Journal by Legal 500 Asia-Pacific.

EDUCATION

China Europe International Business School, Executive Education, Family Office Diploma Program.

Fudan University, Juris Master

Dalian Maritime University, Bachelor of Management

PROFESSIONAL EXPERIENCE

Feb 2026 – Present East & Concord Partners, Partner

May 2023- Jan 2026 Wei Tu Law Firm (Shanghai office, in association with Stephenson Harwood) Partner

July 2012 – May 2023, Zhong Lun Law Firm (Shanghai office), associate, non-equity partner

PUBLICATIONS

Company Law, STEP course manual, 2024

The Great tax wall, Issue 5, 2025, STEP Journal

PROFESSIONAL ASSOCIATIONS

STEP China committee board member (2023-2024)