

Global AI Trends: Cost, Accessibility, and Governance

September 26, 2025



TODAY'S PANEL

Moderator



Wesley Pang

Partner

Eversheds Sutherland

Panelists



Kisoong Ahn

*Head of the Legal AI Research
Lab*

Law&Company



Wan Kim

Manager/Legal Counsel

SK Telecom



Paul Nam

*Senior Vice President
and General Counsel*

Bluefin Payment Systems



Kyung Sin Park

Professor

*Korea University Law
School*

Government Initiatives & Sovereign AI Development

Korean Government Strategy and Policy

**National AI Strategy
&
Sovereign AI Infrastructure**

How about other jurisdictions?

Korea Government Strategy

“Not Number 3, Big 3” → France as her rival?



- National AI Data Center
- Native AI Chips – Furiosa, Rebellions
- K-Cloud project
- Sovereign AI – NAVER Cloud, LG AI, SK Telecom, NC AI
- AI for All?

But will it work?

- “Need more GPUs” – 10K GPUs v Open AI’s 1M
- Public vs Private → local requirement, low price requirement → National Data Center RFP snubbed twice
- Need more investment – Samsung, SK not much interested in vertical integration vs Global Big Techs

Does left hand know what right hand is doing?

What AI needs is good law – judicial debacles in AI

Data protection law

- pseudonymization rule
- absolute ban on non-consensual data processing

Copyright law

- Exhaustion Doctrine – AI needs this – but **Louis Vuitton repairer case**
- Idea-Expression Dichotomy – AI needs this but **Baseball reality program case**

Deepfake bans

- Sexual
- Electoral

Trump's nude figurine banned?



Industry Insights

- Dependence on government subsidies

The National Team of K-AI

K-AI

NAVER Cloud

 **LG** AI Research

NC AI

 **SK** telecom

 **Upstage**

FURIOSA 
rebellions_

U.S.'s Current Focus: Innovation
The OBBA...오빠

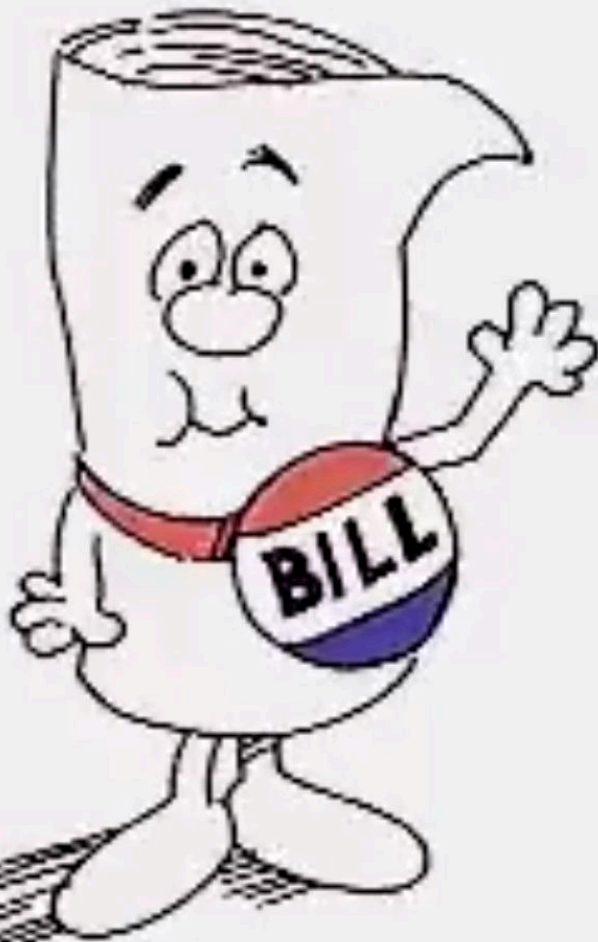


U.S.'s Current Focus: Infrastructure Development

Data Center in Georgia



Regulatory Frameworks & Challenges



Recent U.S. Laws Related to AI

i. **"TAKE IT DOWN ACT" (Federal)**

- ❑ May 19, 2025, to address non-consensual imagery& AI-generated deepfakes
- ❑ Within 48 hours to remove such content
- ❑ Up to 2 years in prison and up to 3 years if minors were involved
- ❑ First federal law specifically addressing AI misuses

ii. **"Deepfake/Disinformation Law" (New Jersey)**

- ❑ April 2025, to address creation and distribution of deceptive AI-generated media
- ❑ Up to 5 years of prison and victims can pursue civil suit

Continued

- **iii. Executive Order – Advancing U.S. Leadership in AI Infrastructure (January 14, 2025)**

- ☐ Directs the development of AI infrastructure within the U.S., including data centers and energy systems, to maintain economic competitiveness and national security

- **iv. Executive Order – Accelerating Federal Permitting of Data Center Infrastructure (July 23, 2025)**

- ☐ Speeds up approvals for energy-intensive AI infrastructure

- **v. Big Beautiful Bill – Federal Budget (July 4, 2025)**

- ☐ \$9 Billion funding towards innovation

- **iv. U.S. Status**

- ☐ No cohesive federal law which applies to all states regulating AI similar to E.U.'s AI Act
- ☐ Reliance on patchwork of state laws, (e.g., CO, CA, IL, OR, etc.) and executive orders
- ☐ Focus on research, expansion, and innovation, but no national establishment of regulatory controls over AI deployment of usage
- ☐ Environmental and infrastructure concerns on the rise with drive for innovation and development

Companies Usage of AI



Are you ready?

- ☐ ChatGPT/GPT-4/GPT-4o (OpenAI)
- ☐ Claude
- ☐ Microsoft Copilot
- ☐ Google Gemini
- ☐ Notion AI
- ☐ Otter.ai
- ☐ GrammarlyGO
- ☐ Tableau GPT
- ☐ ThoughtSpot Sage
- ☐ GitHub Copilot
- ☐ TabNine
- ☐ Amazon CodeWhisperer
- ☐ Okta
- ☐ ZenDesk AI
- ☐ Intercom Fin
- ☐ HubSpot AI
- ☐ Salesforce Einstein
- ☐ Aidoc
- ☐ Kensho
- ☐ Uptake
- ☐ CrowdStrike Falcon
- ☐ SentinelOne
- ☐ IBM Qradar Suite
- ☐ IRONSCALES
- ☐ AWS Lacework
- ☐ Vectra AI

Korea AI Act

Development v regulation, compared to EU AI Act

- Market facing activities only
- Government control stronger
- No prohibited artificial intelligence practices
- not singling out general-purpose AI with distinct obligation (instead generative AI singled out)
- not requiring use of the certified AI systems
- emphasizing *ex post* regulation via AI Safety Institute as opposed to *ex ante* third party conformity assessment
- maintaining the financial penalty at insignificant levels
- not shifting the burden to disprove liability on “high-impact” AI systems.

More than Differences, Similarity Looms large

Are you regulating AI or AI's application?

- “High impact/risk” usage. Isn't it regulated already? More regulation if done with software?
- If we are automating the decision-making, shouldn't we regulate AI itself?
- Is AI truly “intelligent” in the evolutionary sense? Or a stochastic machine?
- Any attempt to regulate bias? E.g., Amazon Hiring AI, MS Chatbot Tay
- AI is trained like a child. Where are the textbooks for the child?
- Paris AI Action Summit → Current AI

Korean AI Act & Development-Oriented Approach



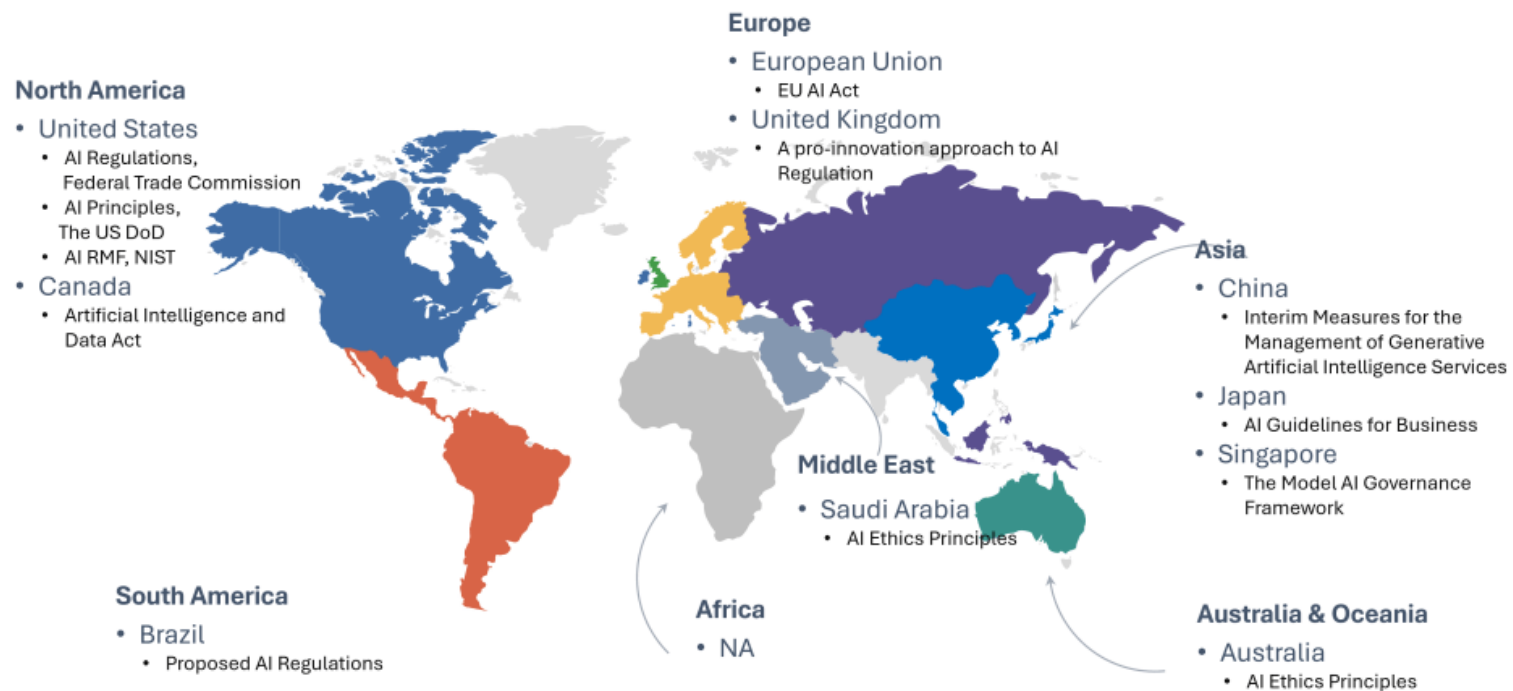
AI기본법 제정안 주요내용

AI 및 AI 시스템 정의	학습·추론·지각·판단·언어의 이해 등 인간이 지닌 지적 능력을 전자적 방법으로 구현한 것
고영향 AI 정의 및 사업자 책임	사업자가 고영향 AI에 대한 정보를 이용자에게 고지하지 않거나 정부의 시정명령에 따르지 않을 경우 3000만원 이하의 과태료
AI 기본 계획 수립	과학기술정보통신부 장관이 3년 단위로 AI 기본 계획을 국가AI위원회의 심의·의결을 거쳐 수립 및 시행

[그래픽=김아람 미술기자]

NEWSPIM

Navigating regulatory uncertainty across jurisdictions



AI Regulations Globally: Same Goal, Different Paths - Data Crossroads

Industry Adoption of AI

Launch and adoption of “Super Lawyer” in Korea

**Legal tech innovation
and
market reception**

**Regulatory and security
concerns from law firms and
corporates**

Simple Steps and Considerations

I. Business Alignment

- ☐ What problem or process will the AI solution address?
- ☐ What are some short term and long term goals?
- ☐ Are there measurable KPI's?
- ☐ Cultural fit?
- ☐ Cost vs. Outcome

II. AI Corporate Governance or Committee

- ☐ INFOSEC
- ☐ Vendor Management
- ☐ Legal
- ☐ Compliance
- ☐ Finance
- ☐ Operation

Continued

III. Due Diligence

- ❑ Vendor – RFP/RFQ
- ❑ Data & Security – Types of data, aggregation, algorithm, integration, open or closed source, IP ownership, controls and security, third party contractors or sources, model updates, SLA and processing/latency, disaster recovery, security response, output bias
- ❑ Legal & Compliance – Jurisdiction, data processing, applicable laws (e.g., GDPR, CCPA, HIPAA, EU AI Act, DORA, SOC 2), certifications, IP and data ownership, notices, training, internal controls, contract, etc.
- ❑ Finance – Financial impact, cost, resources, savings, etc.
- ❑ Operation – Implementation, integration, functionality

Continued

IV. Management

- ☐ Duty to review new laws down the legislative pipeline
- ☐ Duty to test for vulnerability
- ☐ Duty to review ethical and bias considerations and safeguard against bias output
- ☐ Duty to train employees
- ☐ Duty to maintain appropriate compliance certificates and other requirements

Questions?



This information pack is intended as a guide only. Whilst the information it contains is believed to be correct, it is not a substitute for appropriate legal advice. Eversheds Sutherland (International) LLP can take no responsibility for actions taken based on the information contained in this pack. All rights reserved.

cloud_asia\201328402\1