

the SUNDAY TIMES
EMPLOYMENT TIMES
MAKING OPPORTUNITIES KNOCK ON YOUR DOOR

Confidentiality and your

No company wants to lose its valuable sensitive information to a competitor, potentially creating negative client situations and compromising future growth. The vigilant protection of company information is an issue that needs to be discussed with employees during their employment and, more especially, as they are leaving your employ. What practical and legal steps can you take to guard your company's secrets?

Start at the beginning

The best time to have an employee agree to confidentiality obligations is right at the time of hire. Managers (or HR professionals) should have employees sign a confidentiality agreement unless they have already signed a document with confidentiality provisions during the interview process.

At times, it may also be desirable for a company to require stronger post-employment restrictions, such as non-compete obligations, on a key hire. In most states, non-compete agreements are fairly routine. For example, in California, the conventional wisdom is that enforceability is limited - which is generally true. There is, however, some belief for enforcing agreements that do not actually prevent that restricted employee from earning a living within his or her field.

What are trade secrets, really?

The core of confidentiality obligations is the protection of trade secrets. While many states have statutes to help protect trade secrets, specific confidentiality provisions in the terms and conditions of employment re-enforce those protections, calls them to the employee's attention, and binds the employee to them using the employee's signature.

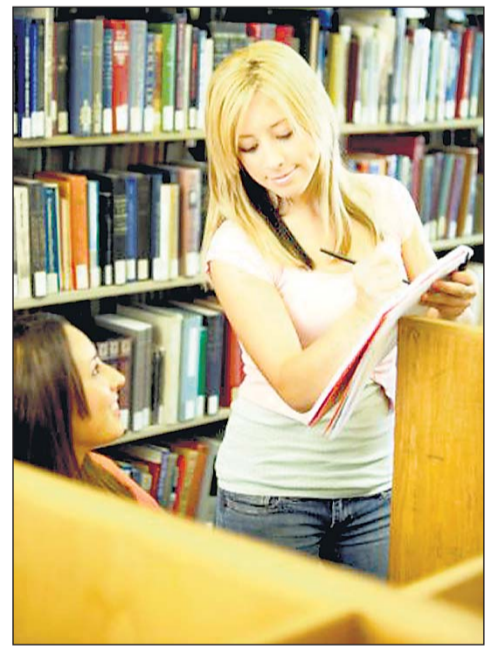
A trade secret may consist of any formula, pattern, device, or compilation of information which is used in one's business and which gives the employer an opportunity to obtain an advantage over its competition. Generally, a trade secret is a process, device, or information intended for continuous use in the operations of the business.

Trade secrets can include customer lists, pricing structures, business strategy, marketing plans, financial information, product development strategy, intellectual property, current and anticipated research and development, and inventions. Following are some questions that should clarify if you're not sure if some information, a device, or a formula constitutes a trade secret:

- Is the information known outside of the employer's business?
- Is the information known by employees and others involved in the business?
- What measures does the employer take to guard the secrecy of the information?
- What is the value of the information to the employer and to the competitors?
- What is the amount of effort or money expended by the company in developing the information?
- How easily or readily could the information be obtained by a competitor through an independent source?

Note that trade secrets need not be technical in their nature. Market-related information and documents may be deemed to be trade secrets, and thus confidential.

Contd on p3



IMMEDIATE VACANCY
Training Manager

N.D.T or Equivalent (Engineering Council).
At least 20 Years experience in field of heavy machinery.

Either ;

- Training School
- Factory
- Workshop
- Project

Having experience in the above fields will be an added advantage
Dynamic person with a good appearance & personality.
Knowledge with teaching techniques.

Please forward your complete Bio data to;
harshanasenatne@gmail.com, Tel: 0715 354 932



A leading International Education consultant with over 19 offices in Australia, India, Nepal & Sri Lanka, is looking for suitable candidate for the COLOMBO office

Assistant Manager

Job Description:

- Counseling students on various higher education opportunities (US/ UK/ Australia/ Canada/ Singapore/ New Zealand)
- Responsible for supervising office operations
- Maintaining relation with Channel partners
- Planning, marketing & achieving results as per required

Desired candidate Profile:

- Relevant experience of min.1-2 years
- Excellent communication skills
- Good interpersonal & analytical skills
- Fluency in English, Tamil & Singhalese is must
- Candidates must be smart with pleasing personality
- NO salary barrier for deserving candidate

email CV to Regional Manager averma@pacasia.org
PAC Asia Services Pvt. Ltd
28, Dharmarama Road, Colombo - 06
Ph: 011-2585764, 2594429 www.pacasia.org



SEEKING
CHAMPIONS
FOR OUR BRAND AND
GUARDIANS
FOR OUR CORPORATE IDENTITY

Marketing Managers

We are a State Trading Corporation. Our Charter defines our mission as providing services to the State Sector with a view to giving them the maximum benefit through strategic trading and marketing practices. Some of our memorable projects are:

- Upahara in association with Mobitel which gives the State employees mobile connectivity at baseline rates.
- The Exide Battery project, which enables State Sector organizations and employees to purchase vehicle batteries at discounts.
- The Yokohama Tyre project which offers discounts up to 25% to the State Sector when purchasing tyres.
- Technomart Showroom where Information and Communication Technology related products of the highest quality are on offer at special discounts for the State Sector.
- Office Equipment and stationery and cartridge refilling projects introduced to streamline State Sector overhead expenditure.
- The TVS motorbike package for State employees which produces a current sales volume of around 800 bikes a month.
- Offering Unilever products at a very special price to the State Sector.
- Importing and supplying of household items including glassware, sports goods and electrical items.
- Supplying of industrial and lab chemicals.
- Participating in Government Tenders.
- Self-employment project and agricultural equipment.

We are on the lookout for exceptional individuals to serve us as Marketing Managers on a contract basis. They should be below 45 years of age and possess a degree, preferably an MBA from a recognized University or an equivalent professional qualification capped by experience in Marketing or Sales.

The Job Profile

- Identifying and profiling of the different market segments.
- Working with the Finance department to analyze profitability of current projects.
- Analyzing and profiling various suppliers, distributors and joint venture partners and others.
- Identifying marketing and social trends and inform the Corporational marketing analysis.
- Develop a marketing strategy designed to maximize revenues and social benefits.
- Initiate and co-ordinate new projects, corporate and business plans.
- Help evolve the Corporation's marketing mix to consistently deliver a compelling value proposition that builds consumer loyalty and corporate image among target customers while achieving financial objectives.

Remuneration and fringe benefits that are attractive and negotiable await the right candidates. Apply with complete resume within 10 (ten) days to

P.O. Box 1686, Colombo
Tel : 011 2422341-3 Fax : 011 2447970
Email : lankagen@sltnet.lk Web : www.stcgeneral.com

PRIMARY TEACHERS - COMPUTING
Applicants should have
✓ A recognised Diploma in Computing.
✓ Prior experience in Primary Teaching.

FULL / PART TIME LECTURERS
Applicants should have relevant qualifications and experience to lecture in these areas.
✓ Computing - Cambridge / Local O'L & BIT
✓ Computer Hardware & Network Admin.
✓ Computer Graphics, & Web Design
✓ Accounting (Financial & Management)
✓ Computerised Accounting
✓ Marketing
✓ Management
✓ Travel and Tourism
✓ Human Resources Management
✓ Business Mathematics
✓ English Language

ACCOUNTS ASSISTANT
Applicants should have
✓ AAT or equivalent qualifications.
✓ Previous Experience.

STUDENT SERVICES ASSISTANT
✓ Applicants should be good communicators.
✓ Previous Experience will be advantageous.

APPLY BEFORE 3rd SEPTEMBER 2010.

BSC The Business Studies Centre
@ **OKI** International School of IT
43, Old Negombo Road, Wattala.
Tel: 2949299 E-mail: bsc-vacancies@live.com

