

关于亚洲浆纸集团 Intro to APP APP由一个小公司成长为世界纸业列强之一。 One of the world's largest paper companies. · 总部在上海的APP-China是中国纸业的领头羊。 A leader in the industry with HQ in Shanghai. • 总资产超过150亿美金。 Over US\$15 billion in assets. 年产量超过8百万吨。 Over 8 million tons annual production. · APP-China在中国拥有超过20个浆厂、纸厂, 并有最顶尖的技术和设备。 Over 20 mills in China with leading technology. • APP-China旗下经营世界最大、最快、最干净 和最先进的工厂。 **GAPP** Some of the most advanced mills in the world.







T.S. Recommendations / 基本建议

- Get started: Conduct a trade secret audit 开始啦! 记录主要商业秘密(进行审核)
 - What are your most valuable secrets?
 最宝贵的秘密是什么?
 - Who knows them? 谁知道你的秘密?
 - How are they being protected? 秘密如何保护?
 - How are they vulnerable? 有什么风险?



Not all confidential info is a trade secret: it must be used and give comp. advantage.

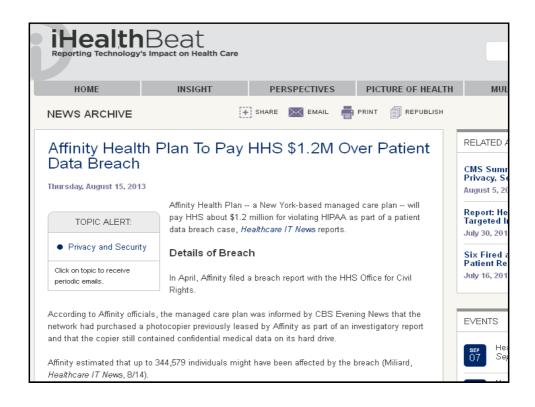
Take Action 保护商业秘密的步骤

- · Record 记录主要商业秘密(进行审核)
- Physical measures 实体的安全措施, 以防止知识产权丢失 (limit access, etc.)
- IT Measures IT安全措施
- Train 培训员工和供应商
- Confidentiality agreements 保密协议
- Exit interviews 离职面谈
- Suppliers 管理供应商,减少信息流通
- Litigate if needed 诉讼,如果需要

电子威胁 Electronic Threats

- 电子邮件 / Email
- U-盘 / Flash drives, USB drives
- 病毒,键盘记录,等 / Viruses, key loggers, Trojan horses, back doors, etc.
- 手机 / Cell phones
 - 照片、图片 /Images
 - 电子邮件、短信 / Emails, texts
 - SIM卡或手机记忆体数据 / Data on SIM cards or phone memory
 - 视频和语音记录 / Recorded video and voice







不当地取得秘密 Improper Gaining of Secrets

- 商业秘密的损失不是唯一的问题 Loss of trade secrets is not the only problem.
- 公司需要避免非法获得的商业秘密
 Companies need to avoid illegally obtained trade secrets from competitors
- 员工和管理人员需要培训和严格的指导 Employees and managers need training and strict guidance

开始在公司内: Start with IP Respect at Home

- 尊敬知识产权的法律是每个员工的任务。这个原则包括尊敬竞争对手的有效的知识产权.
 - Employees must accept the principle that valid IP should be respected, whether it is ours or someone else's.
- "我们不会故意侵犯他人的有效的IP" Clear messaging is needed: We will not knowingly infringe the valid IP of others. We will play fair.



