

Practical Example for Protection of Trade Secret in Thai Company

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CBM
Cement-Building materials



Chemicals



Packaging





Vision: ASEAN Sustainable Business Leader

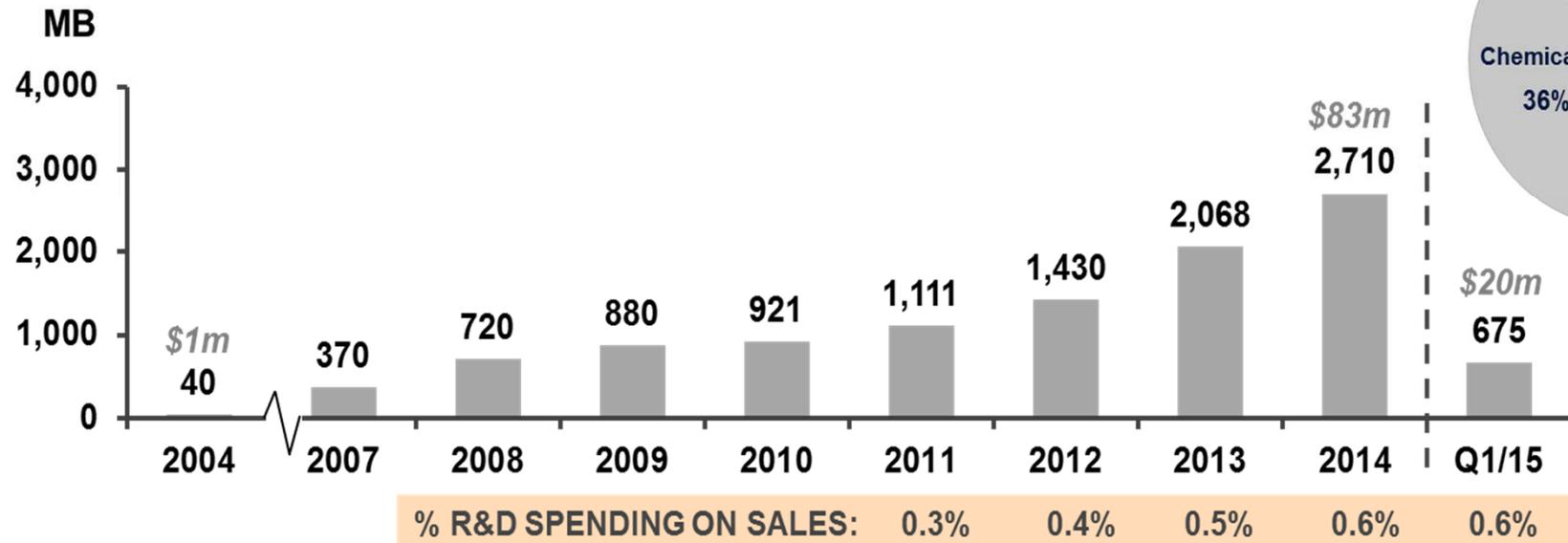
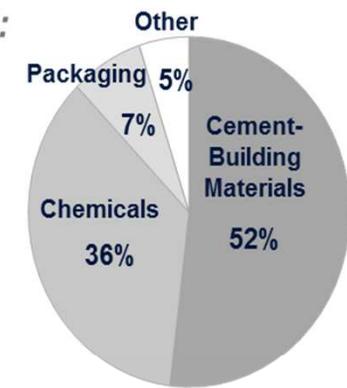
Strategies: 1. ASEAN Expansion

2. High Value Added products & services (HVA)

1. R&D Spending

R&D and Product Design Team:

SBU:



2. R&D Product and Design Team


364 (Ph.D. = 9)
2007




1,519 (Ph.D. = 104)
Mar/15

Note: includes recent acquisition of Norner Group (Norway)
50 R&D staffs (10 Ph.D.)

HVA Strategy

HVA = High value added products and services

- *5-10% higher margin*
- *Higher performance attribute*
- *Solution provider*
- *Service & design*
- *Branding.*

Chemicals examples

“Medical grade plastic”



“EU-certified PE water pipe”



“Wire & Cable”



Cement-Building Materials examples

“Color rendered mortar”



“Roofing solution”



“Large format ceramics”



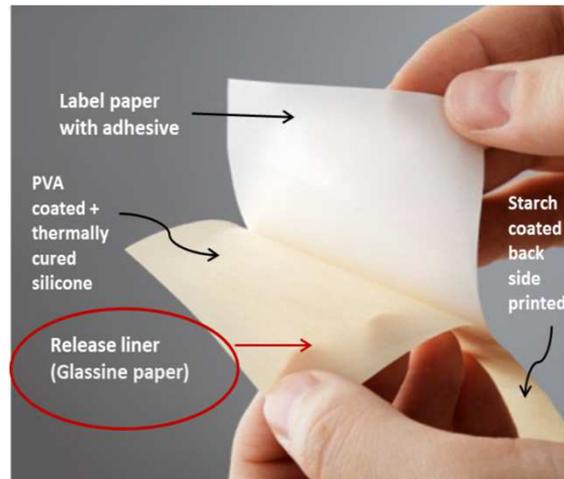
Packaging examples

“Lightweight packaging solution”



“Less paper-Same strength”
 “Up to 25% lighter”

“Glassine paper”



Pressure Sensitive Label (PSL)



“Flexible Packaging”



Type of Trade Secret in SCG

Product information

- Formula and Manufacturing methods such as material details, test results or production flow
- Know-How for production
- Plant model
- Draft of a patent application
- Memorandum on Invention

Employee information

- Salary
- Employees' benefit
- Salary increase rate

Business Partners' Information

- Technical information or know-how that SCG received from Licensors or Joint Ventures
- Information under the contract

Business information

- Marketing plan
- Customer list
- Medium Term Plan
- Financial information

SCG's Collaboration with Universities

University



Faculty of Engineering,
Chulalongkorn U.



AP TU
INNOVATION
THROUGH
INTEGRATION

Faculty of Architectural &
Planning, Thammasat U.



Sirindhorn International
Institute of Technology



Faculty of Agriculture,
Kasetsart U

Industry



Co-Research Lab:

- For researchers & students
- Extended research facility
 - Industrial experienced students



Green Building



Marine Cement:

Cement composition that
resist against chloride ingress from
external marine environment



Organic fertilizer:

- Utility of waste material from paper
for agricultural usage
- Reducing landfill
 - Improving plant growth
 - Lowering cost of chemical fertilization

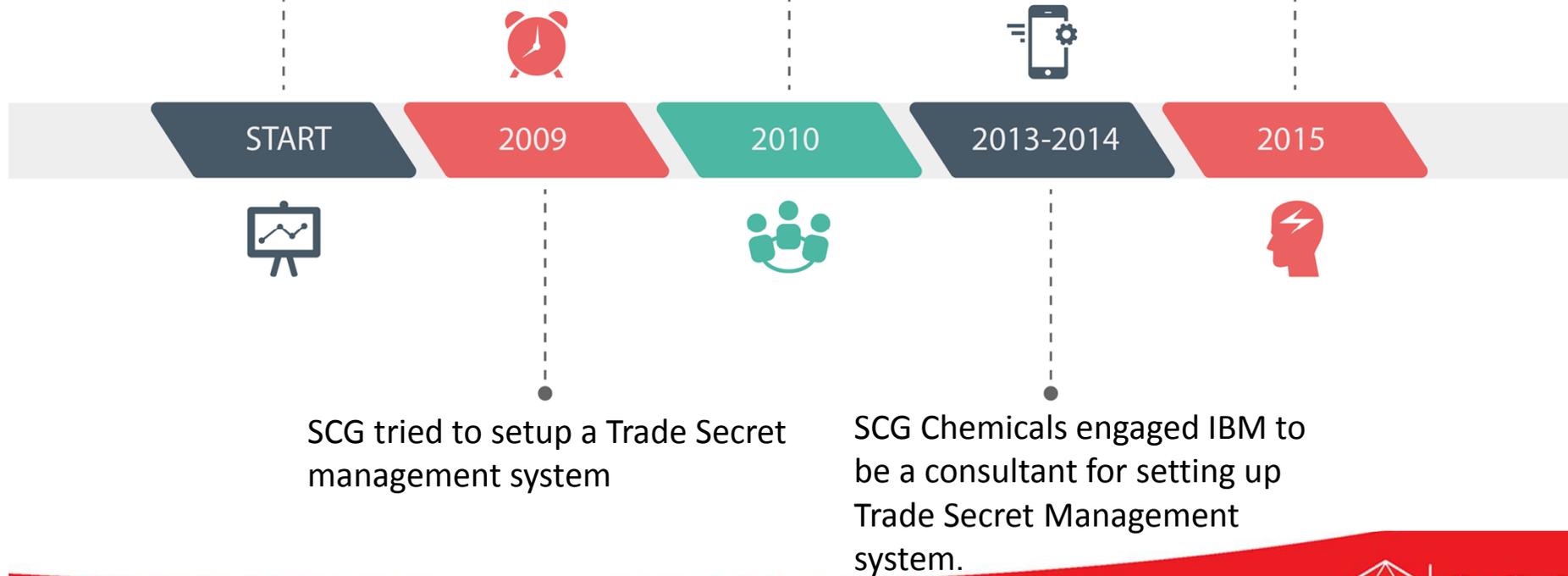


SCG Story

The information was attached to individual, Engineer or Researcher, if they resigned, the secret information may be revealed to the public.

Drafted the Trade Secret management procedure to be applied with SCG's Trade Secret information.

Nowadays, protecting company's confidential information is employees' obligation regulated in SCG's Code of Conduct



Guideline for Trade Secret Management

1. Screening information

Separate the trade secret information from the general information

Disclose Information	Non-disclose Information
For example; Annual report, Turnover, Brochure or hand guide, Advertise or product	Internal Information For example; Training document, Costumer list, product handbook
	Secret Information For example; Cost reduction, Medium Term Plan, working handbook, employees data privacy, supplier evaluation
	Top Secret Information For example; Business strategy, new product, criminal or civil case, research report, production formula

2. Notify the recipient about trade secret status



Provide Trade Secret Procedure to Employees

- To inform type of Trade Secret
- To provide example or case study related to Trade Secret
- To inform the objective of Trade Secret Protection



Set the Informing System

- To determine authorized persons who are permitted to access trade secret information
- Non-disclose Agreement



Identify Documents

- For Individual Use Only. Not for circulation
- Internal Use only. Do Not Distribute
- Confidential For Authorized Use Only, Do Not Distribute
- Top Secret For Authorized Use Only, Do Not Distribute

3. Management of Trade Secret Documents

- To classify trade secret information from general information
- To keep the information in the secured place
- To specify the list of authorized person
- To update the list of authorized person
- To record accessed person
- Portable memory devices are prohibited
- To Specify unauthorized area
- To Specify person who authorized to access in the restricted area
- To provide password to authorized person
- To use security system

4. Delivery of Trade Secret

- To stamp “Confidential / Top Secret – For Authorized Use Only, Do not Distribute” on every pages of documents
- To seal and stamp “For Authorized Person Only” on envelopes
- To make a sending record
- To make NDA, before sending trade secret to third person/party
- Sending top secret by email is prohibited
- To use the password for access electronic file
- To use water-mark
- To control the copy of document by using authorized system and identify and record name of accessed persons

5. Destroy of Trade Secret

- Destroy of trade secret needs to be recorded
- Hard copies of trade secret document must be destroyed or use Infosafe service
- Do not reuse or recycle paper which contains trade secret

6. Challenges on Trade Secret Protection of SCG

- Lack of understanding from employees
- Improper security tools
- Insufficient communication & education to employees about trade secret protection and procedure
- Habitual working of employee
- Disclosure of trade secret by ex-employees
- Disclosure of trade secret by vendors

Q & A



THANK YOU