

DOLE-Internet-based job firm forge deal

by VERONICA UY
Inquirer.net

MANILA—The Department of Labor and Employment (DoLE) has partnered with an online recruitment company to help the jobless, especially the new entrants to the labor force and workers displaced by the global crisis, find jobs via the Internet, Labor Secretary Marianito Roque has announced.

In a statement last Mar. 3, Roque said his department entered into an agreement with a private executive search and staffing firm, JobStreet Select Inc., establishing their collaboration to provide jobs, as well as industry-grade skills to employers.

Under the agreement signed by Labor Undersecretary Luzviminda Padilla and Grace Colet, general manager of JobStreet Select, DoLE's Phil-Jobnet homepage would be linked to all the available jobs in the JobsStreet.com website.

Phil-Jobnet is the DoLE's

computerized skills and jobs matching system showing vacancy announcements of employers and resumes of registered jobseekers.

The DoLE online job site will also provide links to the other JobStreet.com contents such as career services, articles, events, guides, etc, Roque said.

JobStreet.com will participate in DoLE job fairs and other events. It will also provide a facility within the JobStreet.com website so that Phil-Jobnet registered jobseekers may be able to view existing vacancies posted in JobStreet.com website without requiring the jobseekers to register with JobStreet.

Roque said JobStreet Select Inc., is the staffing partner of JobStreet.com, one of Asia's

leading online recruitment companies operating in India, Singapore, Malaysia, Vietnam, Indonesia, Thailand, and the Philippines. He said JobStreet.com also has the largest online jobseeker database with over one million registered jobseekers across the Philippines.

He said JobStreet.com has been serving the hiring requirements of over 10,000 employers and processes over 15,000 jobs posted daily on its website.

He asked other firms to also join hands with DoLE in similar undertakings as this would facilitate the employment of workers and expansion of business, thereby, helping the country cope and survive the current global crisis.

Roque said the DoLE-JobStreet Select collaboration would take effect within one year upon signing of the agreement. ■

IBM to beef up multilingual BPO in RP

by LAWRENCE CASIRAYA
Inquirer.net

MANILA—IBM said it will boost language capabilities of its outsourcing operations in the country to cover more markets while introducing new services.

The company announced a seven-year outsourcing deal with consumer products firm Sara Lee Corporation.

IBM will manage a portion of Sara Lee's North American and European finance and applications development and maintenance requirements.

IBM said its global delivery center in Manila has been selected as one of the locations to deliver the finance and accounting services.

As a result of this deal, IBM said it will increase the capabilities of its delivery center here in order to provide multilingual services in German, French, and Spanish, in addition to English and local dialects.

"This pact allows us to further grow our local F&A (finance and accounting) business process services, and at the same time kick off our new supply chain management services locally," said James Velasquez, IBM Philippines country general manager.

Sara Lee manufactures consumer and household brands like Ambi Pur, BallPark, Douwe Egberts, Hillshire Farm, Jimmy Dean, Kiwi, Sanex, Sara Lee and Senseo.

The company employs more than 44,000 employees worldwide.

IBM employs more than 7,000 workers across all business units in the Philippines, a bulk of which is in its call center and business process outsourcing operations. ■

RP claims significant progress in fight vs piracy

MANILA—Despite being elevated in the US priority watch list this year, the Intellectual Property Office of the Philippines (IP Philippines) maintained the country has made significant inroads in the fight against piracy.

We continue to make significant inroads in our fight against piracy and other forms of violations against IP in all fronts, and all critical areas of the campaign," IP Philippines director general Adrian S. Cristobal said.

In a report by the United States Trade Representative (USTR), the Philippines was elevated to the priority watch list after three years in the ordinary list because the piracy situation in the country "worsened in 2008."

"In general, the piracy situation in the Philippines worsened in 2008. In addition to physical piracy (CDs, DVDs, CD-ROMs, photocopies and book reprints), the legitimate market for foreign and local Philippine copy-

right material was decimated by Internet piracy (mainly peer-to-peer), mobile device piracy, camcording piracy, retail piracy, optical disc production, and pay TV theft," the report stated.

However, Cristobal said there were marked improvements in 2008, thanks to the continued partnership of government and the private sector.

One of the priorities in 2009 is further galvanize the judiciary into moving IP cases in the courts. Judicial reforms in support of a stronger IP regime, started in 2008, are expected to be in full swing this year.

Last year was also productive in terms of getting the academe onboard the campaign to create a strong IP regime. Eight universities established their IP policies, mainly to encourage research among its students and faculty. These were: Technological Institute of the Philippines (TIP); Polytechnic University of the Philippines (PUP); Eulogio Amang Rodriguez Institute of Science and Technology; Mari-

ano Marcos State University; Nueva Vizcaya State University; Tarlac State University; Tarlac College of Agriculture; and Bicol State University.

Cristobal also said awareness, knowledge and understanding of IP and related issues also improved, with the creation of the Intellectual Property Research and Training Institute (IPRTI) through Executive Order 737. As of end-2008, IPRTI has already trained some 200 scientists, researchers, lawyers, business executives and patent examiners, 13 of which were from ASEAN countries.

"The fight against intellectual property (IP) violations is a huge challenge worldwide. Each year, since 2005, we have been making headway in the various areas and components that need to be addressed, in order to sustain and nurture a healthy, efficient, and effective IP regime — one that can harness Filipino creativity and contribute to national growth and progress," he stressed. (Philstar.com)

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