



Employer relations - Hungarian practice

LOC Project
March 29, 2007
Vienna



Unemployment rate % (% of job seekers)

Hungary: 7,9

EU 27: 7,5

EU 25: 7,4

EU 15: 6,9

Employment rate



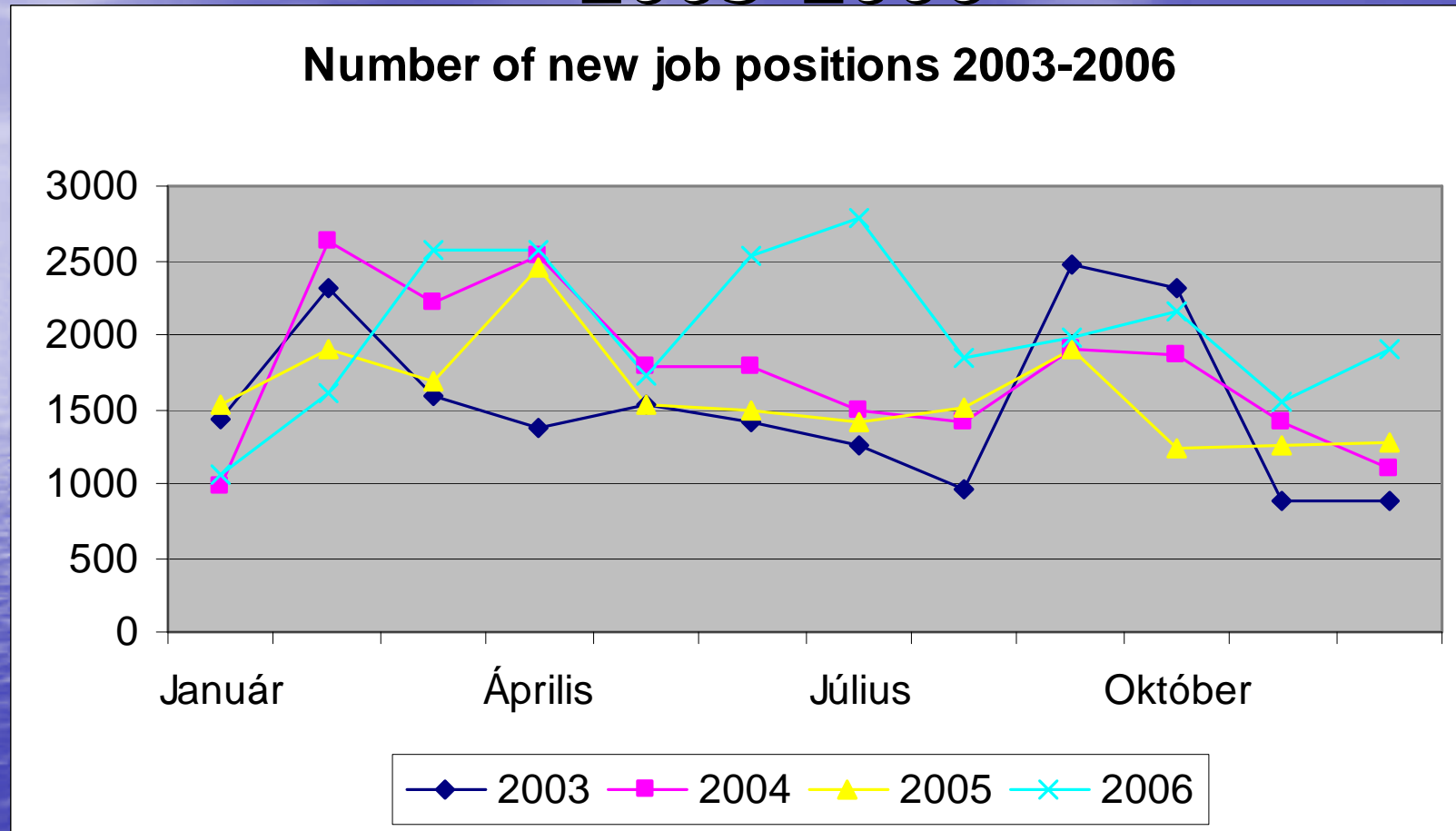
Employment rate %	Hungary	EU 25	EU 15
Male	63,3	70,8	72,5
Female	50,9	55,0	56,0
Age 15-24	26,8	36,7	39,7
Age 55-64	28,9	40,2	41,7
Age 15-64	55,9	62,9	64,3

Rate of the inactive

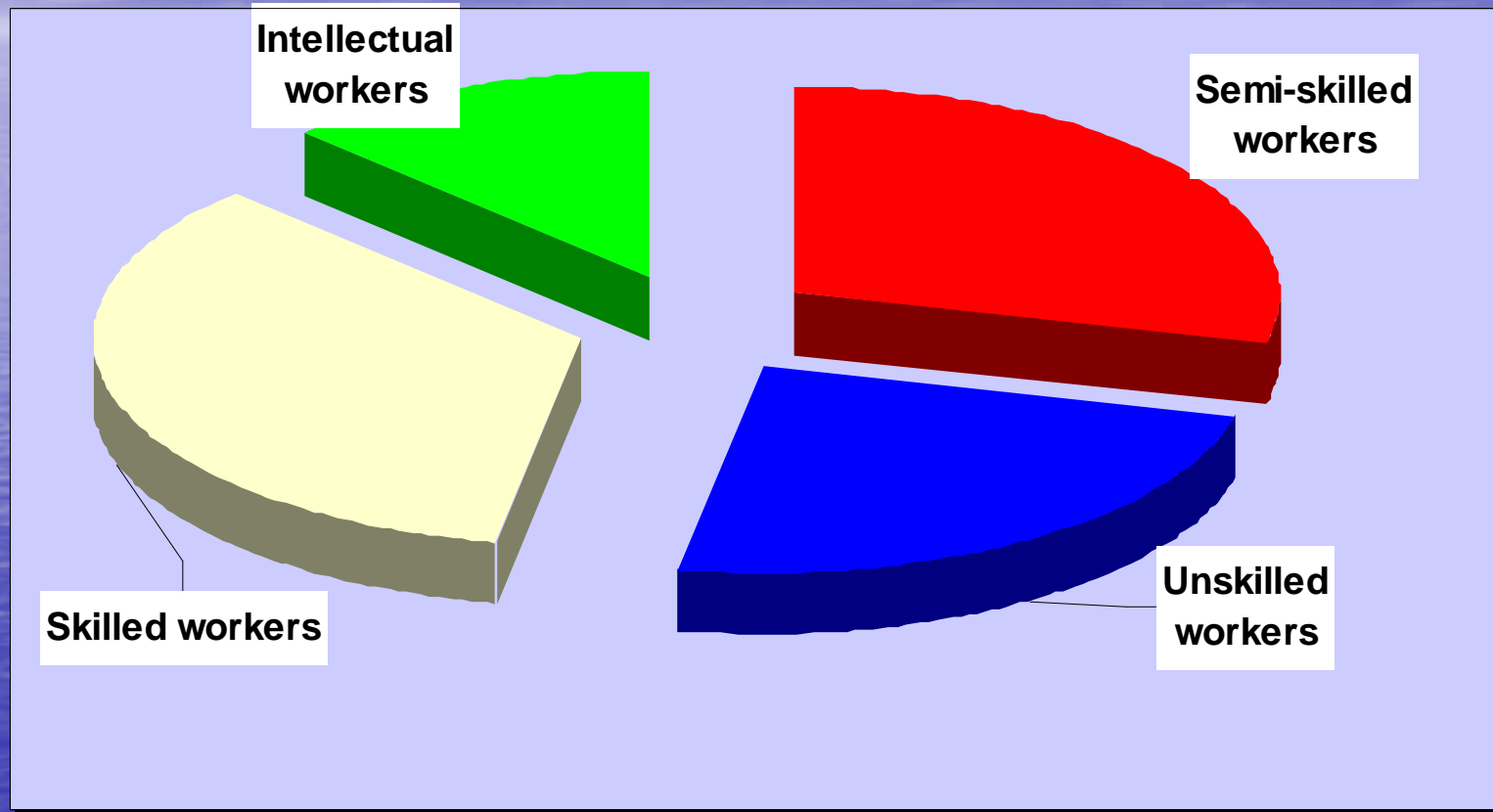


% rate of the inactive	Hungary	EU 15	EU 10 (countries accessing EU in 2004)
% rate of the inactive	39,4	30,8	33,9

Number of new job positions 2003-2006



Composition of current job positions





- Our tasks have changed since 1995
- Intensively developing economy
- Arrival of multinational companies – new challenges
- Industrial park of Győr (opened in 1996, today - 76 companies; 6,000 employees)

Employer relations - main targets

- Establishing extensive relations with local employers
- Collecting information on the current and prospective demands of employers including their demands for skilled workers and further training for the personnel
- Establishing extensive personal relations with staff-members involved in the recruitment
- Increasing the share of the Hungarian Public Employment Service (AFSz) in the labour-market
- Improving our knowledge of the employers' demands including production procedures, required qualifications and the „mission and spirit“ of the company

Employer relations – development tools

- Action plans and cooperation agreements
- Information service
- Counselling
- Pre-selection, customer service
- Increasing the market share in the field of intellectual jobs (FIC)
- Application of IT technology
- Collecting information on the labour market
- Marketing in the field of employer relations

Employer relations – organisational structure and methods

- Strategic
- Tactic
- Operative
- Human Resources Management Elite Club
- Marketing managers
- Brokerage

Company segmentation:

1. Rapidly growing permanent clients

- Immediate demand for labour force
- Supply of qualified and motivated clients
- Competition with other personnel recruiters
- What are the expectations:
 - Fast reaction
 - Pre-screening and selection
 - Training, re-training (for the new and existing employees)
 - Access to CV databank

Company segmentation:

2. Neural potential clients

- Retraining of the existing labour force
- Assistance in solving the task stemming from fluctuation
- Learning about development plans
- Following the changes in work conditions
- Providing information on new possibilities (grant applications, services and funding)

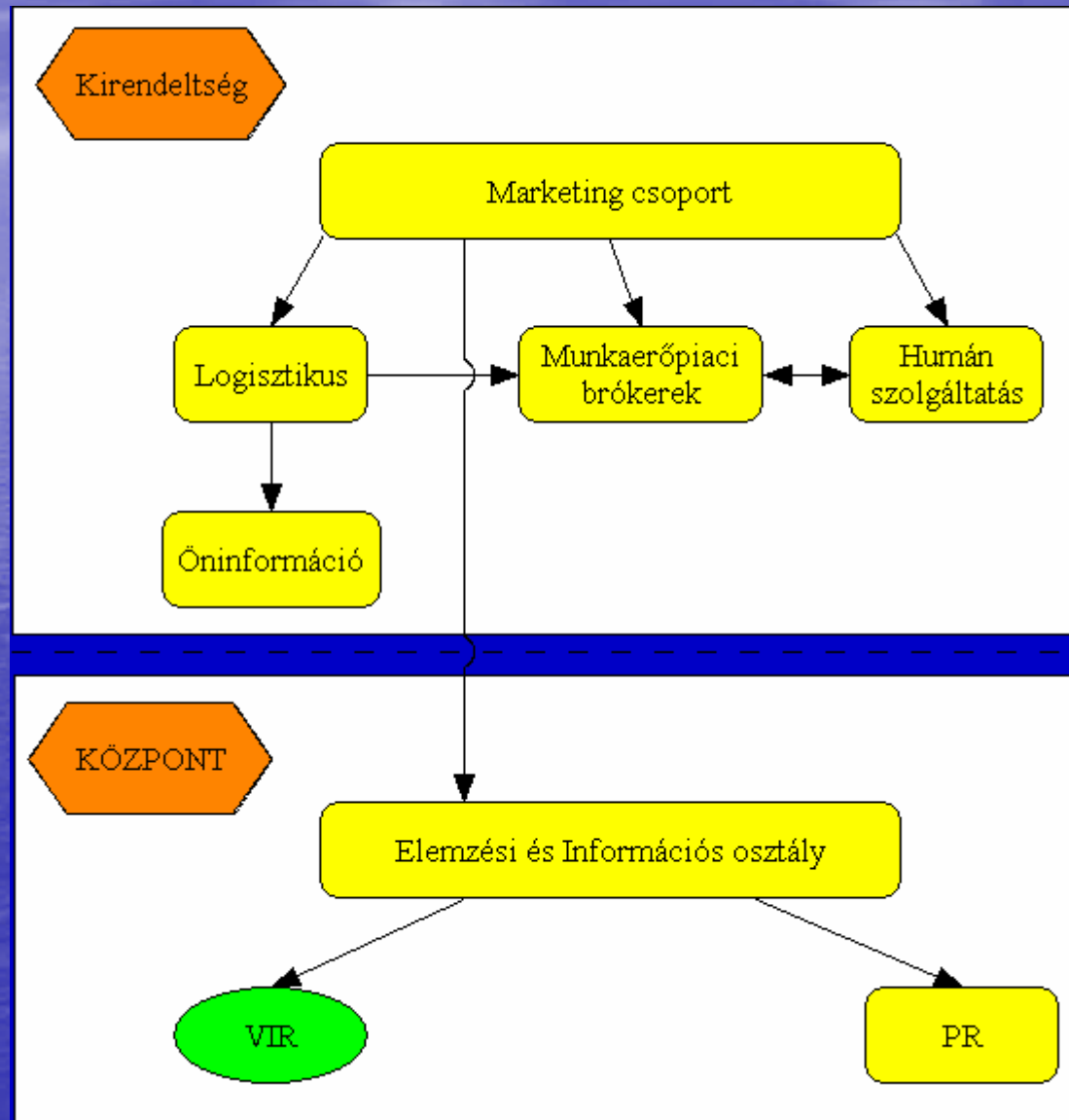
Company segmentation:



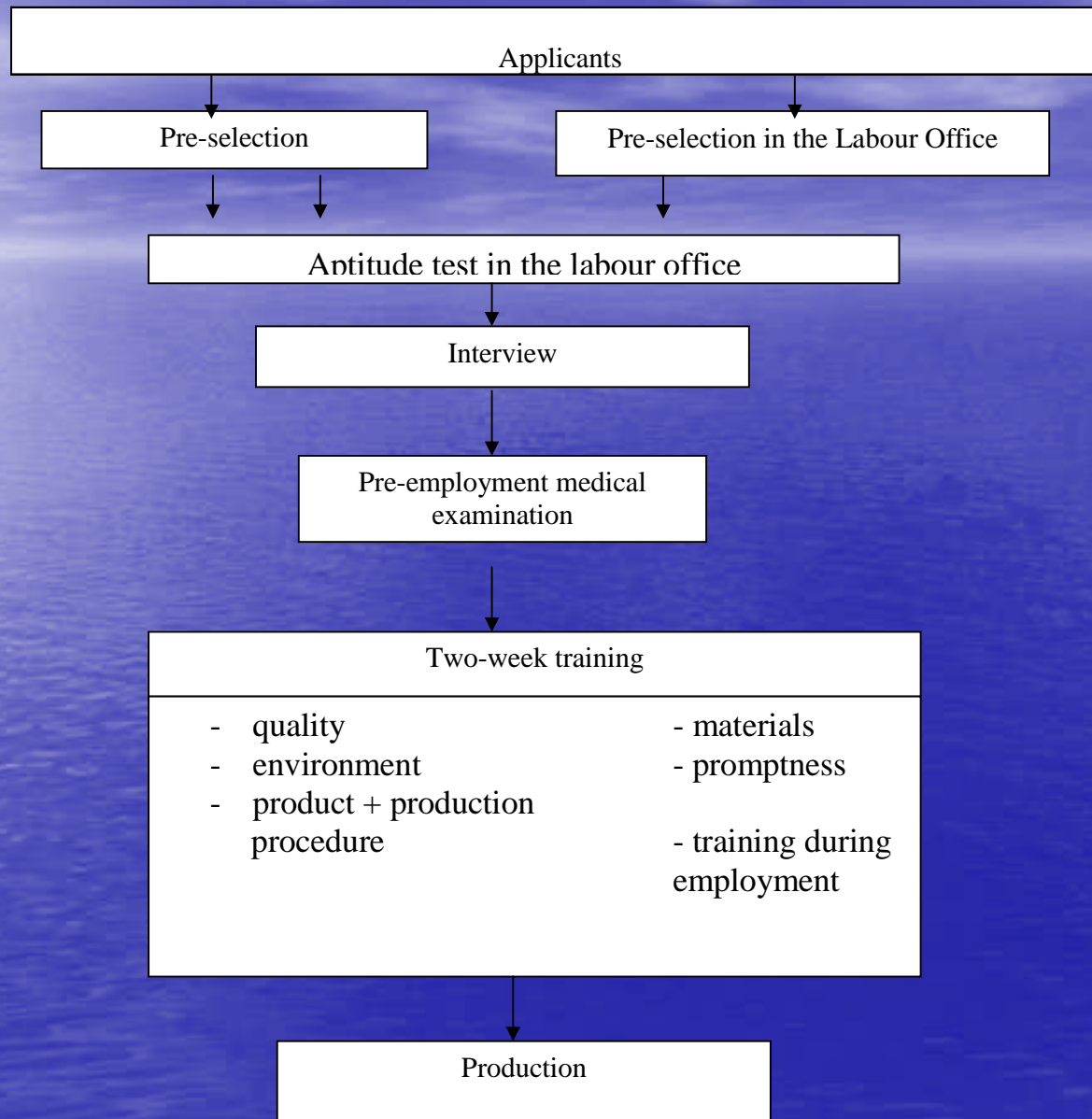
3. Declining potential clients

- Preventing and managing the potential reduction in the working force
- Ensuring the access to available services and funding
- Re-qualification of the existing workforce
- Information on new possibilities

Information technology for the new structure of services



RECRUITMENT PROCESS





Thank you for your attention!

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