



# 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



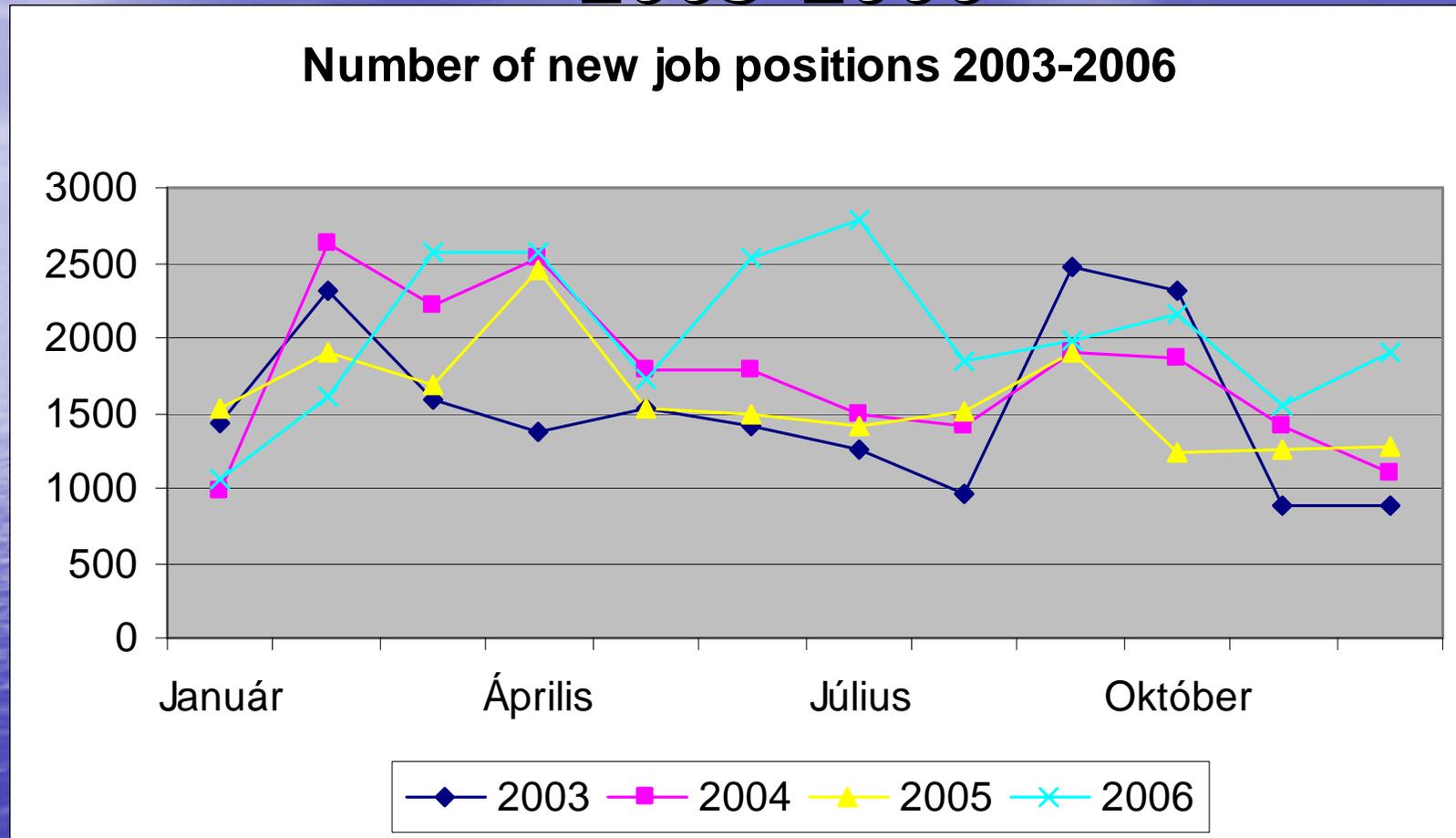
<b>Employment rate %</b>	<b>Hungary</b>	<b>EU 25</b>	<b>EU 15</b>
Male	63,3	70,8	72,5
Female	50,9	55,0	56,0
Age 15-24	26,8	36,7	39,7
Age 55-64	28,9	40,2	41,7
Age 15-64	55,9	62,9	64,3

# Rate of the inactive

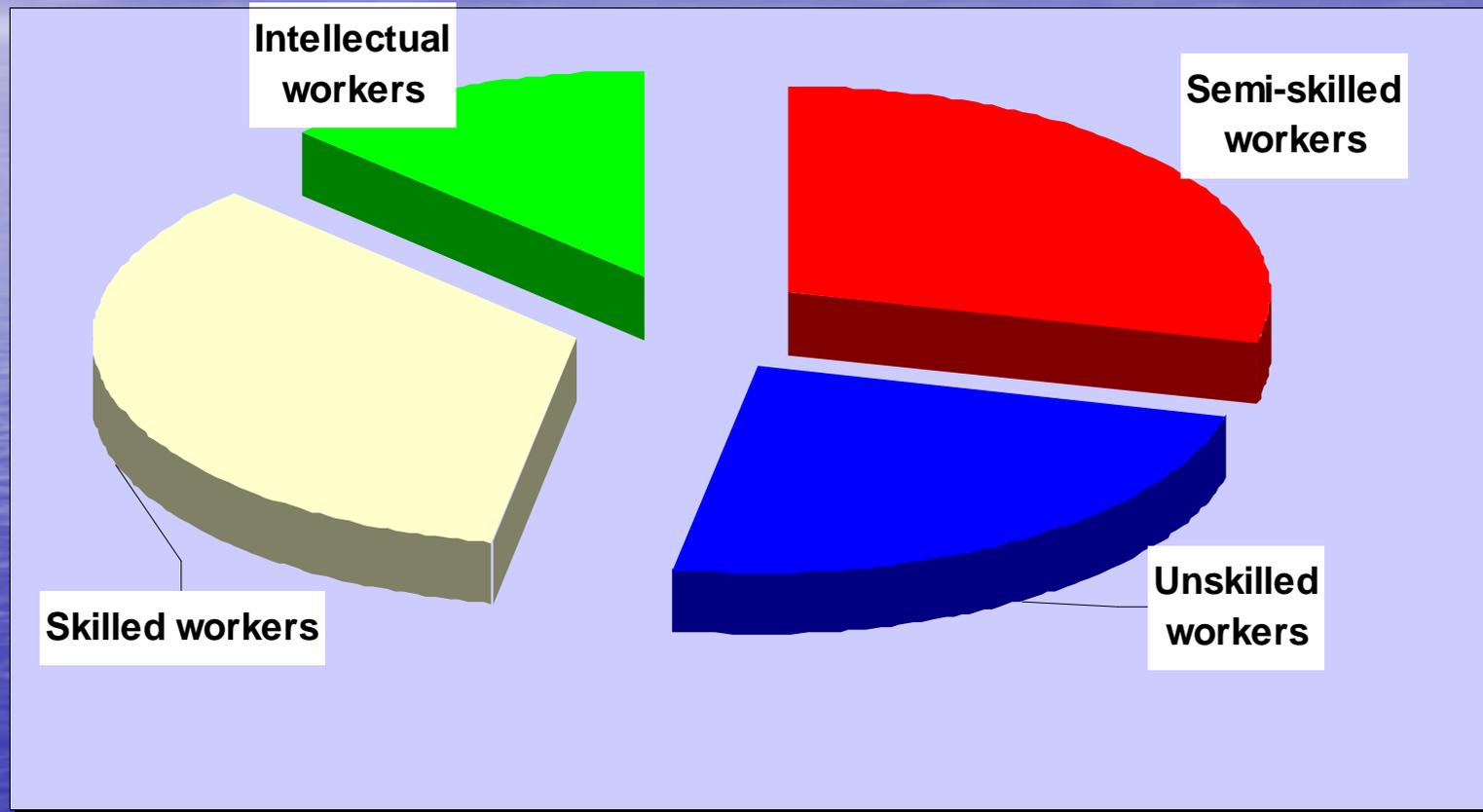


<b>% rate of the inactive</b>	<b>Hungary</b>	<b>EU 15</b>	<b>EU 10 (countries accessing EU in 2004)</b>
<b>% rate of the inactive</b>	<b>39,4</b>	<b>30,8</b>	<b>33,9</b>

# 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)

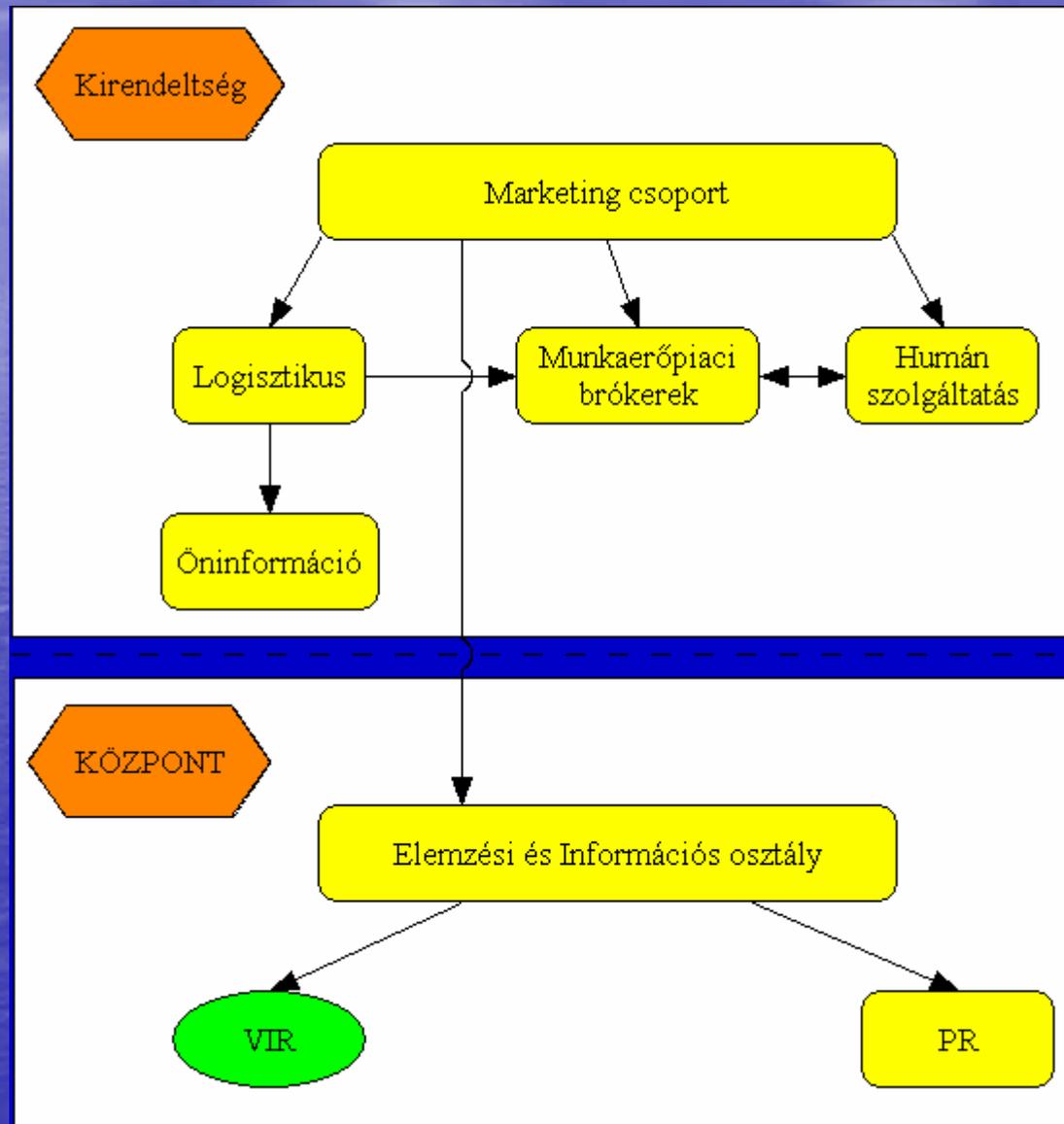
# Company segmentation:



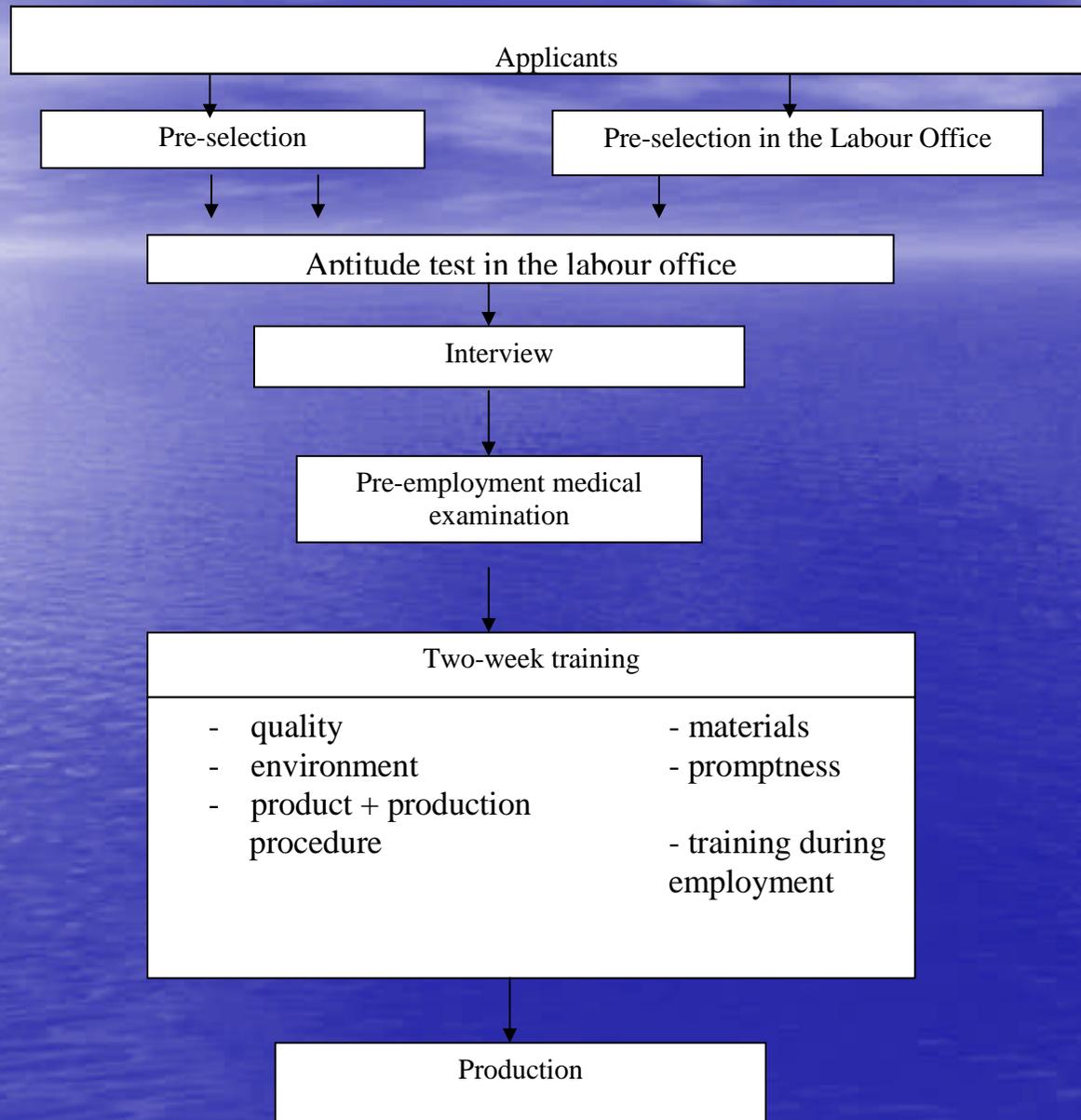
## 3. Declining potential clients

- 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!

Rimányiné Somogyi Szilvia  
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