



UNIONCAMERE

EXCELSIOR INFORMA

COMPANY EMPLOYMENT SCHEMES OBTAINED FROM THE CHAMBER OF COMMERCE SYSTEM



Campania

Year 2021

Introduction

In line with the climate of economic recovery characterising the current year, an increase in employment needs by the Italian business system is expected. In fact, 61% of the total number of companies with employees in industry and services plan to hire workers in 2021, a percentage that is returning to the pre-pandemic level, after a significant decline in 2020. The inflow expected in 2021 - with any contractual form - is approximately 4.6 million units, thereby fully returning to the 2019 levels. This rapid recovery is also accompanied by an increase in the difficulty companies experience in recruiting the professional profiles they are seeking, which involves almost a third of the expected inflow and which can also be attributed to a growing level of experience requested from candidates. The major problems in recruitment will mainly concern specialised profiles: managers and specialists with in-depth knowledge, also of a scientific nature (about 40% will be difficult to recruit) and above all skilled labourers (46%).

This publication focuses on the main characteristics of the inflow planned in the region for the year 2021.



EXPECTED INFLOW



COMPANIES HIRING



YOUNG PEOPLE



DIFFICULT TO RECRUIT

	EXPECTED INFLOW	COMPANIES HIRING	YOUNG PEOPLE	DIFFICULT TO RECRUIT
2021	349,780	59%	26%	26%
2020	266,450	47%	25%	26%
2019	372,020	55%	24%	20%

SUMMARY

Work opportunities in 2021 in the region

		Expected inflow (a.v.)	% difficult to recruit	
Company areas of inclusion and the main professions	page 2	Technical professions	42,240	38.0
Main characteristics of workers requested by the companies	page 3	Specialised labourers	65,020	33.6
Characteristics of inflow by age group	page 4	Managers and Intellectual, scientific and highly-spec. prof.	24,290	32.1
Skills requested	page 5	Plant operators and stationary and mobile machinery operators	52,580	28.3
Qualifications that offer the greatest job opportunities	page 6	Skilled professions in commercial activities and services	92,130	20.6
Several characteristics of the companies	page 7	Office workers	27,190	17.2
Note on methodology	page 8	Unskilled professions	46,320	13.8

N.B. Due to the rounding off, the sum of the single percentage values may differ by 100. This note is valid for all the graphs in this bulletin that show percentage compositions.

COMPANY AREAS OF INCLUSION AND MAIN PROFESSIONS

This page shows the main company areas of inclusion, with several characteristics regarding inflow, and the professions most requested by companies for 2021 in the region. It should be noted that, unless otherwise specified, the professions indicated in the bulletin refer to the classification of professions of ISTAT CP2011 (3 digit).

Characteristics of expected inflow by business area in the region in 2021

COMPANY AREA	INFLOW (a.v.)	% of total	% up to 29 years	% difficult to recruit
Total	349,780	100.0	25.8	25.9
Direction and General services areas	13,590	3.9	30.7	28.9
Administrative areas	11,910	3.4	20.2	17.7
Technical and planning areas	49,110	14.0	24.2	34.1
Area of production of goods and provision of the service	152,270	43.5	22.7	24.9
Commercial and sales areas	72,390	20.7	40.3	24.8
Logistics areas	50,510	14.4	15.6	23.6

The sectors that expect more inflow in the region in 2021 (a.v.)

Retail trade, wholesale trade and repair of motor vehicles and motorcycles	60,020
Accommodation and catering services; tourist services	50,100
Construction	41,460
Transport, logistics and warehousing services	35,690
Operational support services for businesses and individuals	29,130

The professions most requested in the region in 2021

of which difficult to recruit (%)

522-Catering business operators	39,050	20
512-Sales staff	36,650	19
742-Motor vehicle drivers	28,310	32
814-Unskilled cleaning services staff	24,640	13
612-Artisans and specialised labourers in construction and building maintenance	20,630	21
813-Unskilled staff assigned to moving and delivery of goods	13,360	8

MAIN CHARACTERISTICS OF WORKERS REQUESTED BY COMPANIES

The main characteristics of the incoming figures are summarised below, organised by sector. The data concerns the difficulties in recruiting, experience required, gender and type of contract requested; the figure for the region is compared with that of the geographical distribution and the national figure.

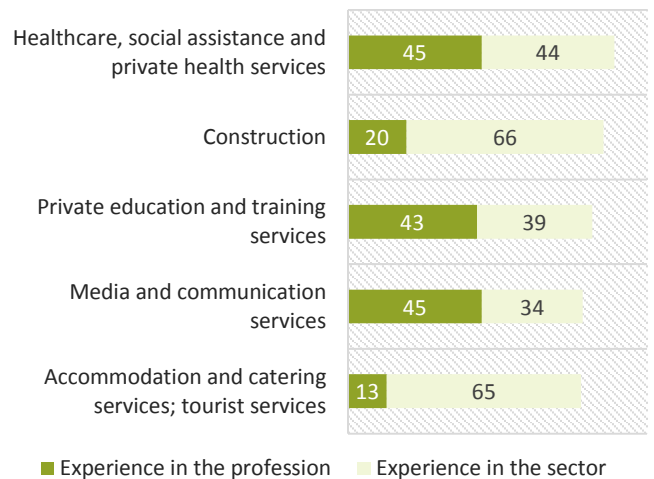
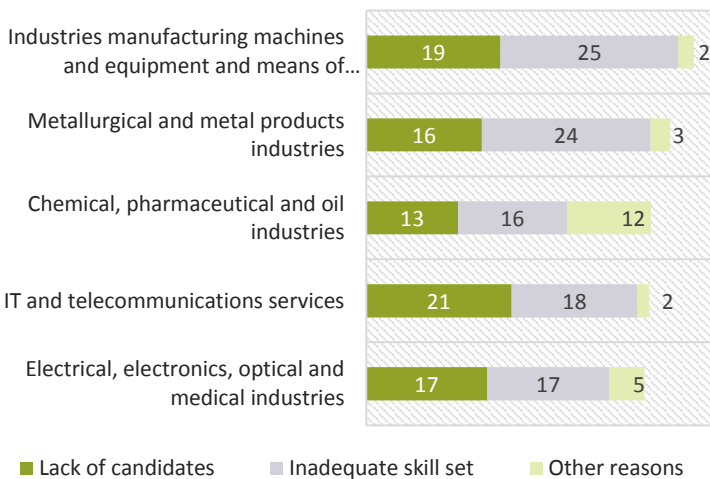
Difficulty in recruiting (%)	Reg.	South and islands	Italy
Total, of which:	25.9	26.6	32.2
for lack of candidates	11.9	12.0	16.2
due to inadequate skill set	11.8	12.1	12.8
for other reasons	2.2	2.5	3.2

Experience requested (%)	Reg.	South and islands	Italy
Total, of which:	71.4	71.3	68.7
in the profession	20.7	21.5	21.9
in the sector	50.7	49.8	46.8
non requested	28.6	28.7	31.3

The regional sectors...

...with greatest DIFFICULTIES IN RECRUITING and the reasons (%)

...that request specific work EXPERIENCE the most (%)



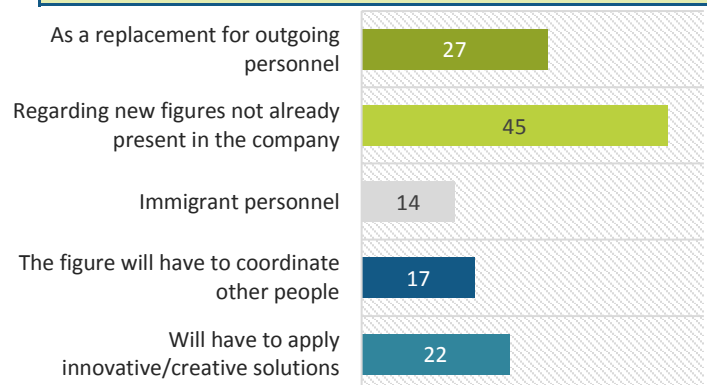
Gender requested (%)	Reg.	South and islands	Italy
Female	16.6	18.0	18.6
Male	35.9	36.1	34.0
equally suitable	47.5	45.9	47.3

Contracts proposed (% values)	Reg.	South and islands	Italy
Workers employed by the company	86.4	86.2	81.4
with a permanent contract	19.4	15.3	17.0
with a fixed-term contract	60.9	64.8	55.9
with other contracts	6.1	6.1	8.6
Company non-salaried workers	13.6	13.8	18.6
agency workers	3.3	4.2	9.8
coll. and other non-salaried empl.	10.3	9.6	8.8

The main sectors that expect inflow of female personnel (%)

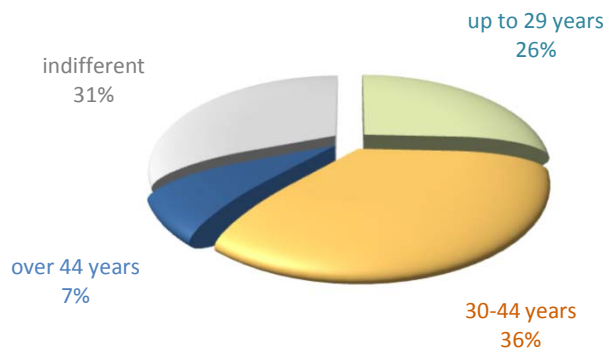


Other characteristics of the inflow in the region (%)



CHARACTERISTICS OF INFLOW BY AGE GROUP

Expected inflow by age group in the region (%)



% of young people up to 29 years against the total inflow:

25.8%

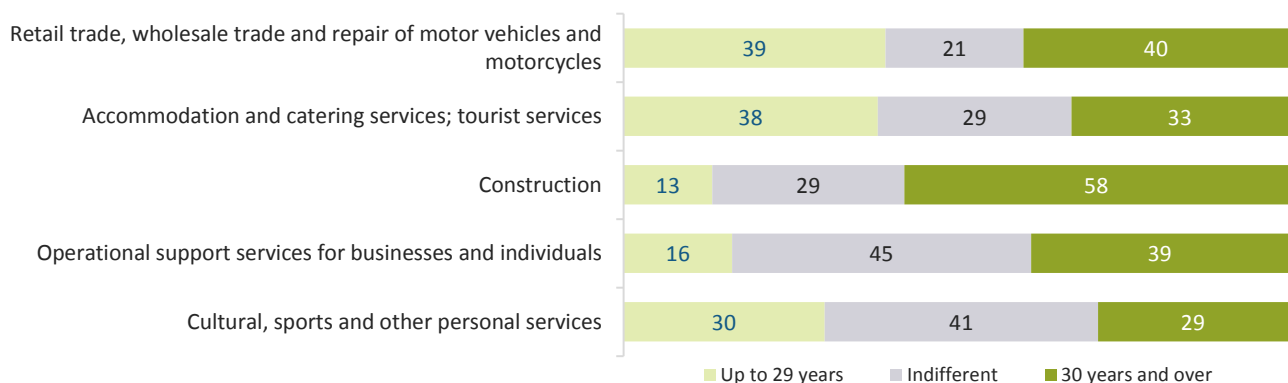
A specific detailed study concerns the age groups of the professional figures requested by companies in the region in 2021, with a detailed breakdown of the professions most requested and of the main business sectors that plan inflow from the younger segment, i.e. the figures with an age explicitly indicated by companies as "up to 29 years". The report that includes "difficulties in recruiting" offers key ideas for analysis with regard to the relationship between training and companies.

The professions with the greatest difficulty in recruiting young people

(expected inflow of young people - % share and a.v.)

	Average difficulty in recruiting young people Campania region 27%	difficult to recruit young people	Inflow of young people
Sales assistants and other skilled staff in shops and wholesale stores	65%	750	1,150
Social welfare workers in institutions or at home	48%	670	1,410
Cooks, waiters and other tourist services professions	48%	3,960	8,320
Administrative, financial and production management experts	46%	1,440	3,170
Designers, engineers and similar professions	43%	1,000	2,320
Doctors and other health specialists	40%	1,200	2,970
Healthcare, social services and education specialists	38%	40	100
Specialists in computer, physical and chemical sciences	37%	930	2,520
Warehouse management, logistics and purchasing staff	37%	1,710	4,640
Economic and business management sciences specialists	35%	560	1,600

The main business sectors seeking young people in the region (%)

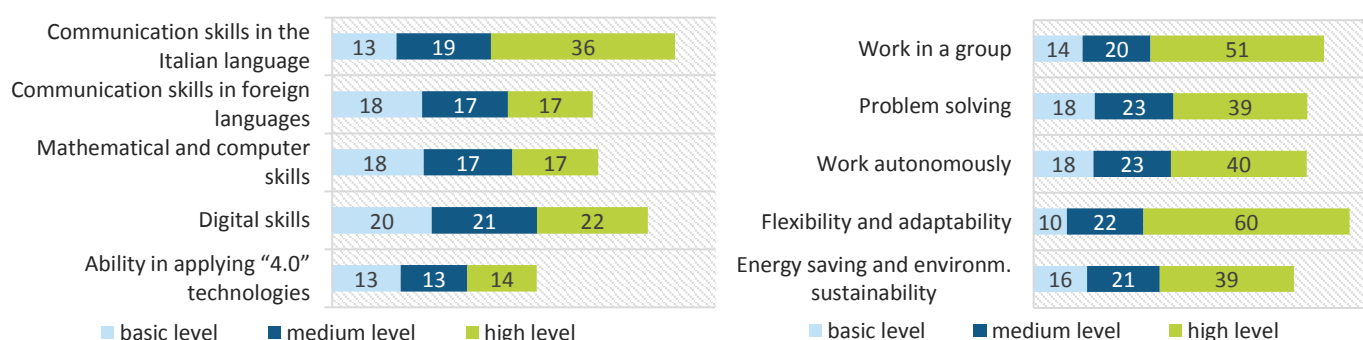


The top sectors for inflow of young people up to 29 years have been selected, as an absolute value

SKILLS REQUESTED

A skill is the "proven ability to use, in work situations or in professional and personal development, a structured set of knowledge and skills acquired in formal, non-formal or informal learning contexts". This section analyses some of the main skills required by companies for incoming profiles, as well as an in-depth analysis of the main fields of study in the territory and the skills required for each of them.

The importance of skills for the professional figures required in the region (% of total inflow)



The companies assign each skill a score from 0 (non-requested skill) to 4: the basic level corresponds to the percentage of companies that assign a score of 1 to that skill, the medium level a score of 2 and the high level a score of 3 or 4.

Skills considered of "high" importance according to the main fields of study in the region*

Key:	Soft	Green	Technological	Communicative						
from 1% to 33%										
from 34% to 66%										
from 67% to 100%										
	Work in a group	Problem solving	Work autonomously	Flexibility and adaptability						
		Energy saving and environmental sustainability	Use mathematical and computer methods and languages	Use digital skills						
			Use "4.0" technologies to innovate processes	Communicate company information in Italian						
				Communicate company information in foreign languages						
UNIVERSITY	82%	76%	66%	85%	49%	46%	68%	31%	65%	44%
Economics specialisation	82%	81%	68%	87%	57%	51%	67%	30%	65%	48%
Teaching and education specialisation	84%	76%	69%	87%	47%	44%	65%	23%	66%	34%
Healthcare and paramedical specialisation	81%	66%	58%	84%	44%	14%	33%	19%	58%	20%
HIGHER TECHNICAL EDUCATION (HTE)	59%	62%	58%	67%	43%	42%	45%	30%	53%	29%
SECONDARY (5-year diploma)	57%	45%	44%	67%	42%	18%	27%	15%	42%	20%
Administration, finance and marketing specialisation	60%	50%	46%	70%	41%	24%	45%	17%	59%	31%
Mechanics, mechatronics and energy specialisation	58%	41%	46%	69%	43%	9%	10%	19%	25%	6%
Tourism, food and wine and hospitality specialisation	69%	37%	41%	73%	50%	14%	23%	10%	52%	41%
Professional QUALIFICATION (3-year) or professional DIPLOMA (4-year)**	40%	26%	33%	51%	36%	8%	7%	8%	27%	9%
Catering specialisation	37%	23%	31%	45%	37%	10%	4%	5%	34%	18%
Building specialisation	40%	23%	34%	47%	33%	5%	1%	8%	18%	1%
Mechanical specialisation	34%	29%	28%	56%	36%	6%	4%	12%	14%	0%

* The skills with "high" importance are those to which the companies assign a score of 3 or 4.

** The data refers to the potential inflow with a professional diploma or qualification. Please refer to the introductory text on page 6 "The fields of study that offer greatest job opportunities" for the definition of potential inflow.

SEVERAL CHARACTERISTICS OF THE COMPANIES

This page presents several characteristics of the companies that are hiring, highlighting the relative share of the total number of companies with employees present in the region, and detailed breakdown by size class. The training carried out by companies for their employees in 2020 and 2021 and the share of companies that hosted trainees/interns in 2020 is also analysed. The page also presents some data on the investments made by companies in the various areas of digital transformation in 2021 and on the channels for selecting incoming personnel.

Companies hiring in 2021

Companies hiring against the total number of companies with employees in the region: **59%**

Training and internship activities

Companies in the region that hosted trainees/interns in 2020 **9%**

of which, in collaboration with schools (school-work alternation) **1%**

Percentage of interns/trainees employed in 2021 **32%**

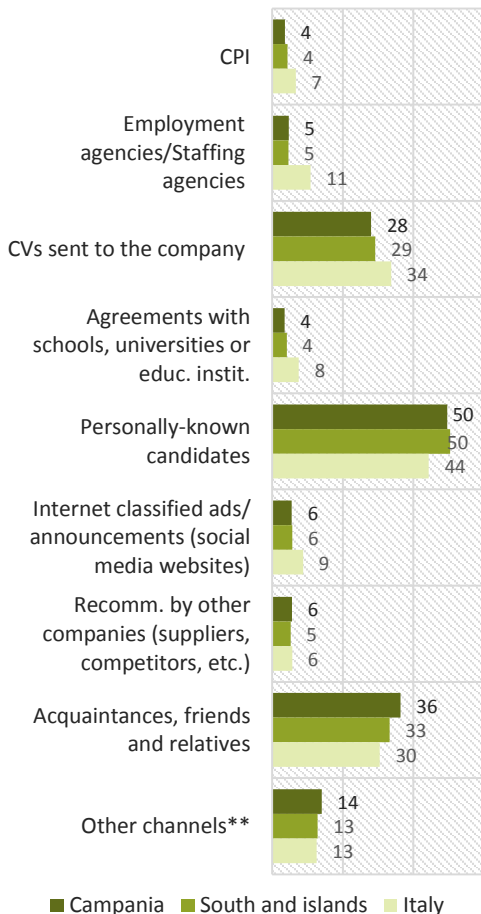
Inflow by company size class in 2021 (%)



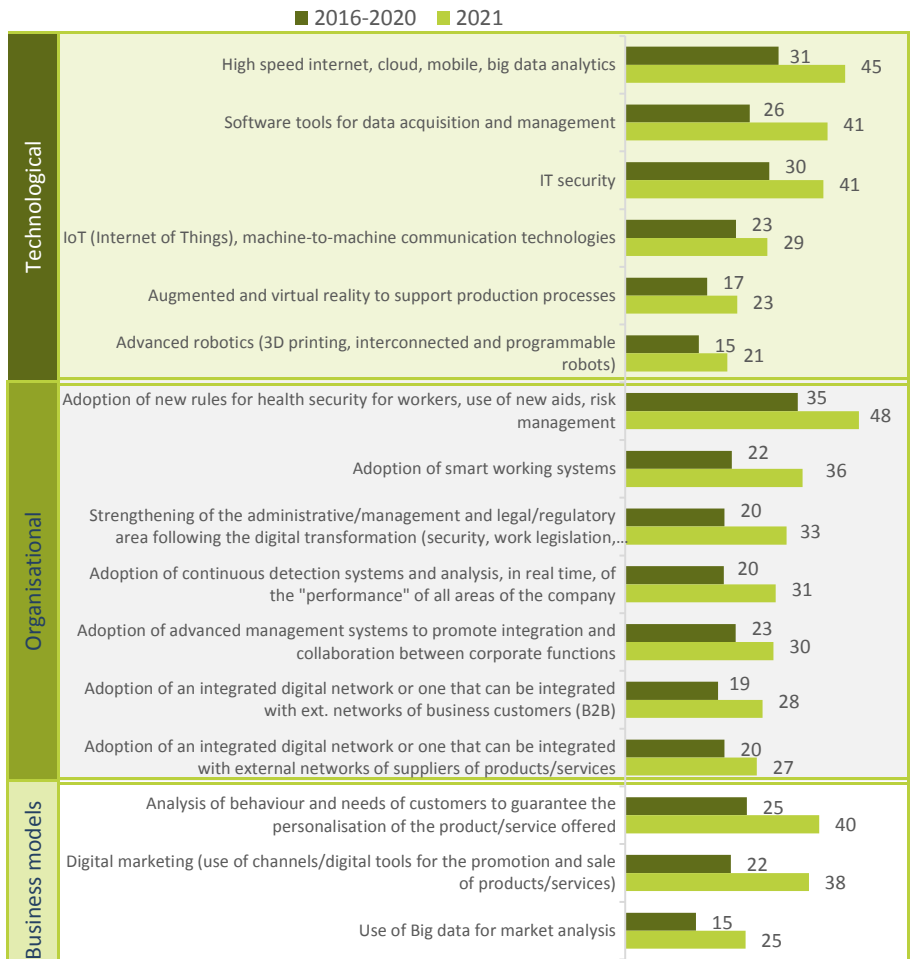
Companies that held training courses for its employees (% of total companies)



Selection channels used by the companies* (% of the total number of companies that indicate at least one selection channel)



Areas of digital transformation* (% of companies that made investments)



* This is a multiple choice question

**Trade associations/trade unions, classified ads/announcements in newspapers, labour consultants, other channel

* Companies that declared they made investments of high importance for corporate strategies in the 2016-2020 period and in 2021 in relation to each aspect of digital transformation

Note on methodology:

The data presented comes from the Excelsior survey carried out by Unioncamere in agreement with the National Agency for Active Labour Policies (ANPAL). The survey, which is included in the National Statistical Programme (UCC-00007) among those that imply an obligatory response, has been carried out on a monthly basis since 2017.

The information contained in this bulletin was acquired by processing all the information obtained through the monthly surveys carried out up until August 2021, mainly by using the compilation technique in CAWI mode, carrying out approximately 282,500 interviews at companies, a representative sample of companies with employees in 2020 in the various industrial and service sectors. The main innovation introduced, starting from the 2017 survey, concerns the adoption of specific modelling of the historical series of data, obtained from administrative sources on businesses and employment and appropriately integrated with the sample data relative to each monthly survey, in order to assess the forecasted inflow. The concept of inflow (i.e. the number of work contracts that companies intend to enter into within a given period) and their relative characteristics has also been extended to the flow of collaborators, agency workers, and other non-salaried workers, in addition to the employment of salaried workers. The data regarding the forecast for the entire year therefore no longer come from a specific annual survey, but from the integrated processing of the available monthly surveys.

The projection of the data from the monthly surveys and the strengthening of the integration between these and the administrative data, through a forecast model, as previously mentioned, allow comparisons with the forecasts made in the years prior to 2017 only in trend and qualitative terms. In this bulletin, the analysis focuses mainly on the characteristics of the planned inflow in 2021, according to the professional profiles and levels of education requested. The results of the survey are available at provincial and regional level according to a variable number of economic sectors, obtained as a grouping of economic activity codes of the ATECO2007 classification. The distribution of inflow envisaged by "professional group" refers to the codes of the ISTAT CP2011 classification.

Excelsior Informa is created by Unioncamere in collaboration with ANPAL as part of the Excelsior Information System.

For in-depth information, refer to the following website: <http://excelsior.unioncamere.net> where data and analyses referring to all the regions and all the provinces is available.

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