UNIONCAMERE

EXCELSIOR INFORMA
COMPANY EMPLOYMENT SCHEMES OBTAINED FROM THE CHAMBER OF COMMERCE SYSTEM

PROGETTO EXCELSIOR
SISTEMA INFORMATIVO PER L'OCCUPAZIONE E LA FORMAZIONE

Puglia   Year 2022

Introduction

The international problems of a political and economic nature linked to the conflict in Ukraine do not so far seem to have had a negative impact on the 2022 employment requirements forecast by private industrial and services companies operating in Italy. Among the companies with employees, those that have planned to hire are 60% of the total, a percentage substantially in line with that recorded last year. On the other hand, we notice significant growth in expected inflow of workers into companies - with any form of contract - passing from 4.6 million units in 2021 to around 5.2 million in the current year (an increase of about 11%). While the propensity of companies to resort to young workers remains almost unchanged, a significant increase in their difficulty in recruiting the profiles they are seeking emerges, concerning 41% of inflow (compared to 32% last year). In almost two out of three cases, the expected recruiting problems appear to come from a scarce presence of people available and only in one out of three cases it can be attributed to an inadequate skill-set of candidates or to other reasons. This publication focuses on the main characteristics of the inflow planned in the region for the year 2022.

	EXPECTED INFLOW	COMPANIES HIRING	YOUNG PEOPLE	DIFFICULT TO RECRUIT
2022	**289,630**	**57%**	**28%**	**34%**
2021	259,080	58%	27%	25%

SUMMARY		Work opportunities in 2022 in the region		
			Expected inflow (a.v.)	**% difficult to recruit**
Company areas of inclusion and the main professions	page 2	Specialised labourers	48,670	44.7
Main characteristics of workers requested by the companies	page 3	Managers and intellectual, scientific and highly-specialised…	15,220	44.5
Characteristics of inflow by age group	page 4	Technical professions	32,810	43.0
Skills requested	page 5	Plant operators and stationary and mobile machinery operators	34,210	32.1
Qualifications that offer the greatest job opportunities	page 6	Skilled professions in commercial activities and services	95,680	30.5
Several characteristics of the companies	page 7	Employees	20,010	25.3
Note on methodology	page 8	Unskilled professions	43,030	22.6

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 2022 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 2022

COMPANY AREA	INFLOW (a.v.)	% of total	% up to 29 years	% difficult to recruit
Total	**289,630**	**100.0**	**28.4**	**33.7**
Direction and General services areas	**8,210**	2.8	35.2	36.3
Administrative areas	**10,320**	3.6	27.1	32.2
Technical and planning areas	**37,450**	12.9	27.7	43.9
Area of production of goods and provision of the service	**148,760**	51.4	24.3	32.5
Commercial and sales areas	**52,080**	18.0	42.2	30.6
Logistics areas	**32,800**	11.3	24.9	31.9

The sectors that expect more inflow in the region in 2022 (a.v.)

Sector	Value
Accommodation and catering services; tourist services	71,770
Retail trade, wholesale trade and repair of motor vehicles and motorcycles	39,810
Construction	36,940
Operational support services for businesses and individuals	23,820
Healthcare, social assistance and private health services	20,050

The professions most requested in the region in 2022   *of which* **difficult to recruit** *(%)*

Profession	Inflow	difficult to recruit (%)
522-Catering business operators	53,130	33
512-Sales staff	27,150	28
814-Unskilled cleaning services staff	27,100	23
742-Motor vehicle drivers	19,620	37
612-Artisans and specialised labourers in construction and building maintenance	18,170	35
321-Health technicians	8,920	46

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:*	**33.7**	**35.8**	**40.5**
for lack of candidates	18.7	20.0	24.6
due to inadequate skill set	11.9	12.6	12.4
for other reasons	3.1	3.3	3.6

Experience requested (%)	Reg.	South and islands	Italy
Total, *of which:*	**70.7**	**71.8**	**67.0**
in the profession	22.9	24.0	23.6
in the sector	47.8	47.7	43.4
non requested	29.3	28.2	33.0

The regional sectors...

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

- IT and telecommunications services: 29 | 27 | 1
- Metallurgical and metal products industries: 21 | 24 | 8
- Electrical, electronics, optical and medical industries: 25 | 25 | 1
- Industries manufacturing machines and equipment and means of transport: 21 | 24 | 4
- Textile, clothing and footwear industries: 31 | 12 | 0

■ Lack of candidates ■ Inadequate skill set ■ Other reasons

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

- Healthcare, social assistance and private health services: 54 | 36
- Metallurgical and metal products industries: 34 | 49
- Industries manufacturing machines and equipment and means of transport: 36 | 46
- Construction: 22 | 60
- Transport, logistics and warehousing services: 25 | 54

■ Experience in the profession ■ Experience in the sector

Gender requested (%)	Reg.	South and islands	Italy
female	17.6	17.7	18.1
male	35.0	36.2	33.4
equally suitable	47.4	46.0	48.5

Contracts proposed (% values)	Reg.	South and islands	Italy
Workers employed by the company	**85.6**	**85.6**	**80.2**
with a permanent contract	16.0	17.4	18.8
with a fixed-term contract	63.2	61.5	52.5
with other contracts	6.5	6.6	8.9
	14.4	**14.4**	**19.8**
Company non-salaried workers			
agency workers	4.8	4.7	10.8
coll. and other non-salaried empl.	9.5	9.7	9.0

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

- Textile, clothing and footwear industries: 58 | 11 | 31
- Household goods, leisure goods and other manufacturing industries: 34 | 49 | 16
- Healthcare, social assistance and private health services: 33 | 3 | 64
- Media and communication services: 31 | 22 | 47
- Private education and training services: 29 | 5 | 65

■ female ■ male ■ equally suitable
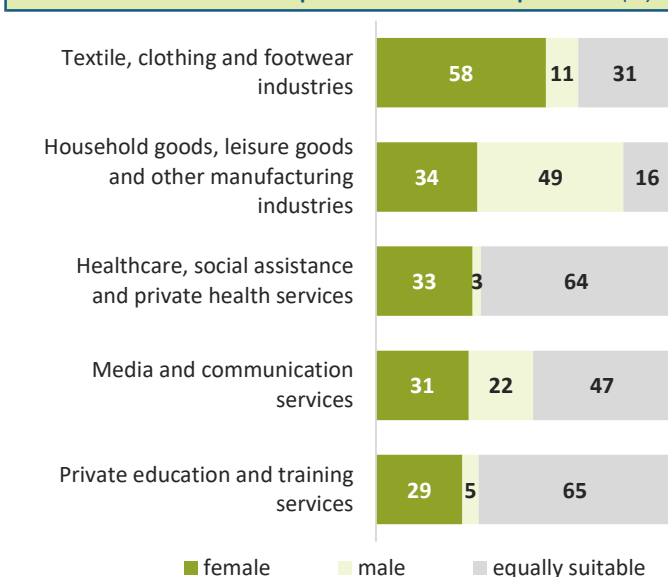
Other characteristics of the inflow in the region (%)

- As a replacement for outgoing personnel: 25
- Regarding new figures not already present in the company: 23
- Immigrant personnel: 14
- The figure will have to coordinate other people: 20
- Will have to apply innovative/creative solutions: 24
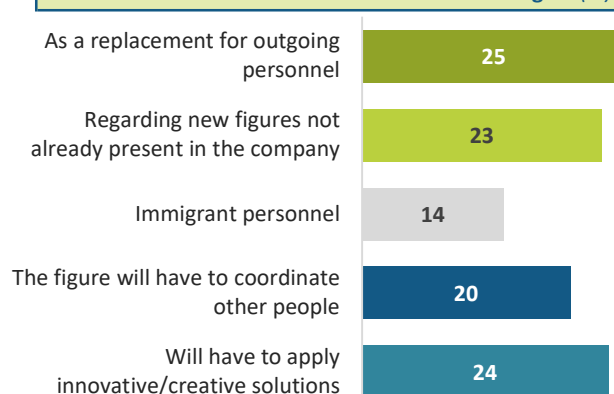
CHARACTERISTICS OF INFLOW BY AGE GROUP

Expected inflow by age group in the region *(%)*
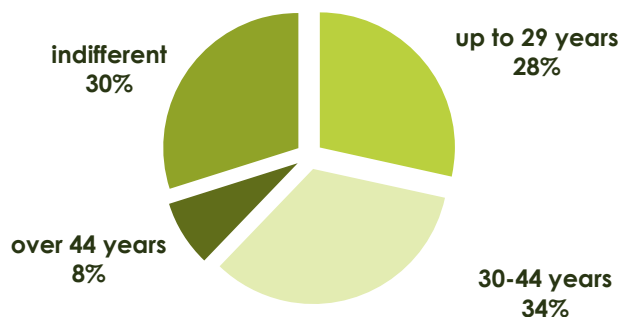
% of young people up to 29 years against the total inflow: **28.4%**

indifferent
30%

up to 29 years
28%

over 44 years
8%

30-44 years
34%

A specific detailed study concerns the age groups of the professional figures requested by companies in the region in 2022, 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 Puglia region 36%	difficult to recruit young	Inflow of young people
Experts in mathematical, computer, chemistry, physical and natural sciences	90%	510	560
Smelters, welders, tinsmiths, boilermakers, metal structure fitters and similar professions	70%	750	1,080
Operators of earthmoving, lifting and material handling machinery	65%	510	780
Artisan mechanics, fitters, repairers and maintenance technicians for stationary and mobile machines	60%	820	1,370
Building finisher artisans and specialised labourers	59%	1,420	2,400
Electrical and electronic equipment installation and maintenance artisans and specialised labourers.	56%	710	1,260
Engineering technicians	56%	390	690
Goods and services production processes management technicians	54%	620	1,160
Artisans and specialised workers in food processing	51%	470	920
IT, telematics and telecommunications technicians	51%	850	1,660

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

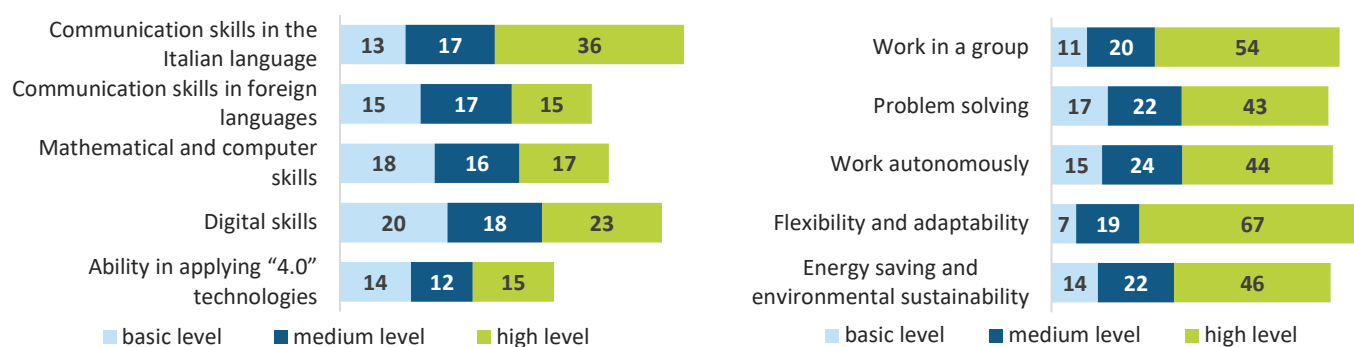|	Up to 29 years	Indifferent	30 years and over
Accommodation and catering services; tourist services	32	34	34
Retail trade, wholesale trade and repair of motor vehicles and motorcycles	42	18	39
Construction	21	27	52
Cultural, sports and other personal services	39	34	27
Healthcare, social assistance and private health services	24	29	47

■ Up to 29 years ■ Indifferent ■ 30 years and over

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)*

	basic level	medium level	high level
Communication skills in the Italian language	13	17	36
Communication skills in foreign languages	15	17	15
Mathematical and computer skills	18	16	17
Digital skills	20	18	23
Ability in applying "4.0" technologies	14	12	15
Work in a group	11	20	54
Problem solving	17	22	43
Work autonomously	15	24	44
Flexibility and adaptability	7	19	67
Energy saving and environmental sustainability	14	22	46

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:

| from 1% to 33% |
| from 34% to 66% |
| from 67% to 100% |

|	Soft				Green	Technological				Communicative	
	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	80%	77%	69%	86%	49%	46%	68%	36%	57%	33%
Economics specialisation	86%	71%	61%	84%	46%	48%	80%	38%	62%	36%
Teaching and education specialisation	80%	79%	66%	91%	53%	36%	63%	18%	48%	29%
Healthcare and paramedical specialisation	62%	73%	59%	82%	42%	14%	21%	20%	47%	11%
HIGHER TECHNICAL EDUCATION (HTE)	68%	71%	67%	71%	68%	61%	82%	55%	58%	43%
SECONDARY *(5-year diploma)*	61%	51%	47%	73%	46%	20%	32%	18%	45%	20%
Administration, finance and marketing specialisation	62%	47%	44%	70%	38%	25%	51%	14%	51%	18%
Tourism, food and wine and hospitality specialisation	64%	49%	50%	77%	53%	11%	17%	14%	58%	36%
Social and healthcare specialisation	46%	46%	27%	63%	29%	7%	1%	8%	22%	1%
Professional QUALIFICATION *(3-year)* **or professional DIPLOMA** *(4-year)***	50%	35%	42%	60%	46%	10%	8%	11%	30%	12%
Catering specialisation	48%	32%	39%	53%	50%	10%	5%	5%	32%	21%
Building specialisation	52%	39%	46%	60%	43%	12%	0%	13%	16%	1%
Mechanical specialisation	45%	31%	35%	65%	35%	5%	4%	9%	12%	1%

* 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.

FIELDS OF STUDY THAT OFFER THE GREATEST JOB OPPORTUNITIES

Below, there is some data related to the levels of education and qualifications most requested of the inflow of professional figures in 2022. Data on the demand for workers with professional diplomas or qualifications is presented based on two different approaches. In fact, in addition to workers with professional diplomas and qualifications expressly indicated ("explicit inflow"), companies are looking for workers who generically went through "compulsory education". With a specific in-depth study, there have been cases in which the request for workers who have generically gone through "compulsory education" was associated with professions for which there are three-year professional training courses formally included among the 26 in the State Regional Agreement of 1 August 2019. A further potential demand for professional qualifications was thus identified and, when added to the demand explicitly expressed by the companies as part of the survey, provides an overall estimate of the "potential inflow" expected by the companies for which a professional qualification is required.

Inflow expected by level of education in 2022 (%)*

- Puglia
- South and islands
- Italy
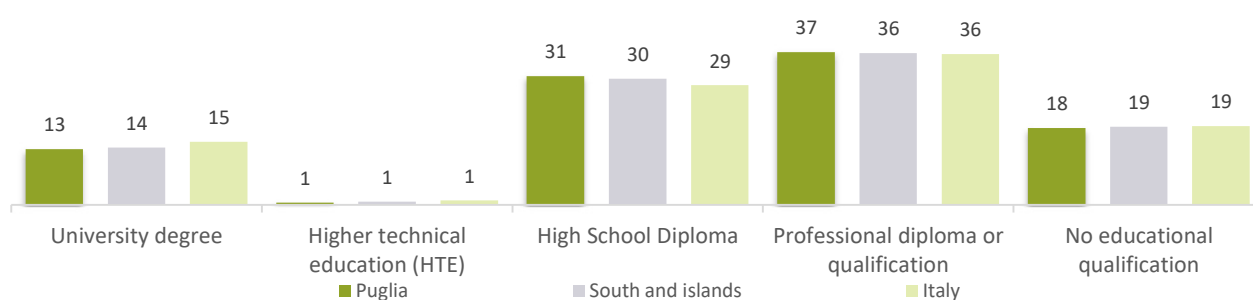
* The data regarding Professional diplomas or qualifications refers to potential inflow

The fields of study most highly requested in the region

	Expected inflow (a.v.)	% of the total	% difficult to recruit	% with experience
University	**38,690**	**13%**	**41%**	**88%**
of whom with post-graduate education	*6,439*	*17%*	*51%*	*96%*
Economics specialisation	9,310		24%	71%
Teaching and education specialisation	7,050		29%	98%
Healthcare and paramedical specialisation	4,900		60%	93%
Higher technical education (HTE)	**1,500**	**1%**	**39%**	**76%**
SECONDARY (5-year diploma)	**89,530**	**31%**	**34%**	**73%**
Administration, finance and marketing specialisation	23,520		29%	65%
Tourism, food and wine and hospitality specialisation	19,700		40%	78%
Social and healthcare specialisation	8,000		25%	89%
Professional qualification (3-year) or explicit inflow	**53,720**	**19%**	**38%**	**79%**
professional diploma (4-year) potential inflow	**106,420**	**37%**	**35%**	**74%**
Catering specialisation	17,130 / 33,110		30%	72%
Building specialisation	6,000 / 19,300		36%	90%
Mechanical specialisation	4,880 / 9,660		40%	79%

- explicit inflow
- potential inflow

The percentages of difficult to recruit inflow and inflow with experience refer to potential inflow

		Expected inflow	% of the total	% difficult to recruit	% with experience
No educational qualification	explicit inflow	106,200	37%	28%	58%
	potential inflow	53,500	18%	26%	48%

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 2021 and 2022 and the share of companies that hosted trainees/interns in 2021 is also analysed. The page also presents some data on the investments made by companies in the various areas of digital transformation in 2022 and on the channels for selecting incoming personnel.

Companies hiring in 2022

Companies hiring against the total number of companies with employees in the region:	**57%**

Inflow by company size class in 2022 (%)

1-49 employees	50-249 empl.	250 empl. and over
74	13	13

Training and internship activities

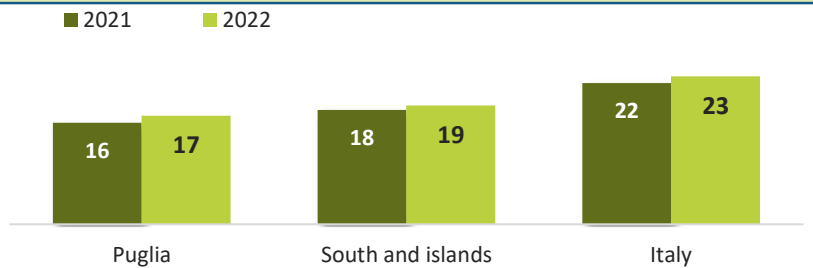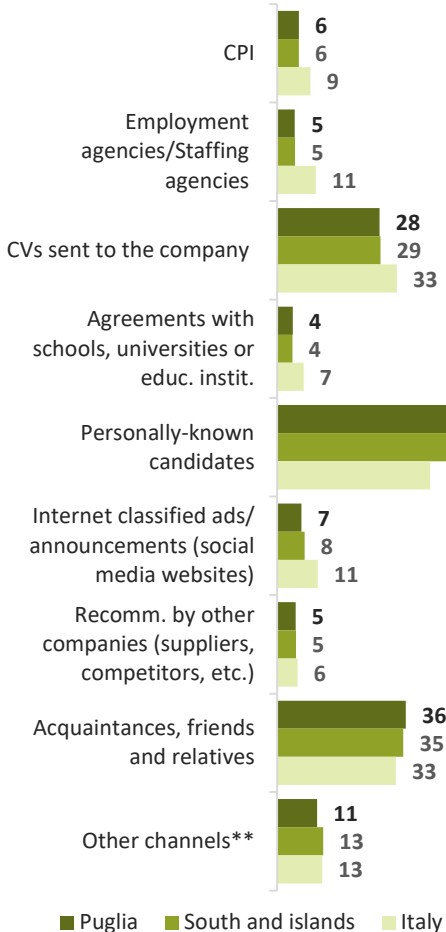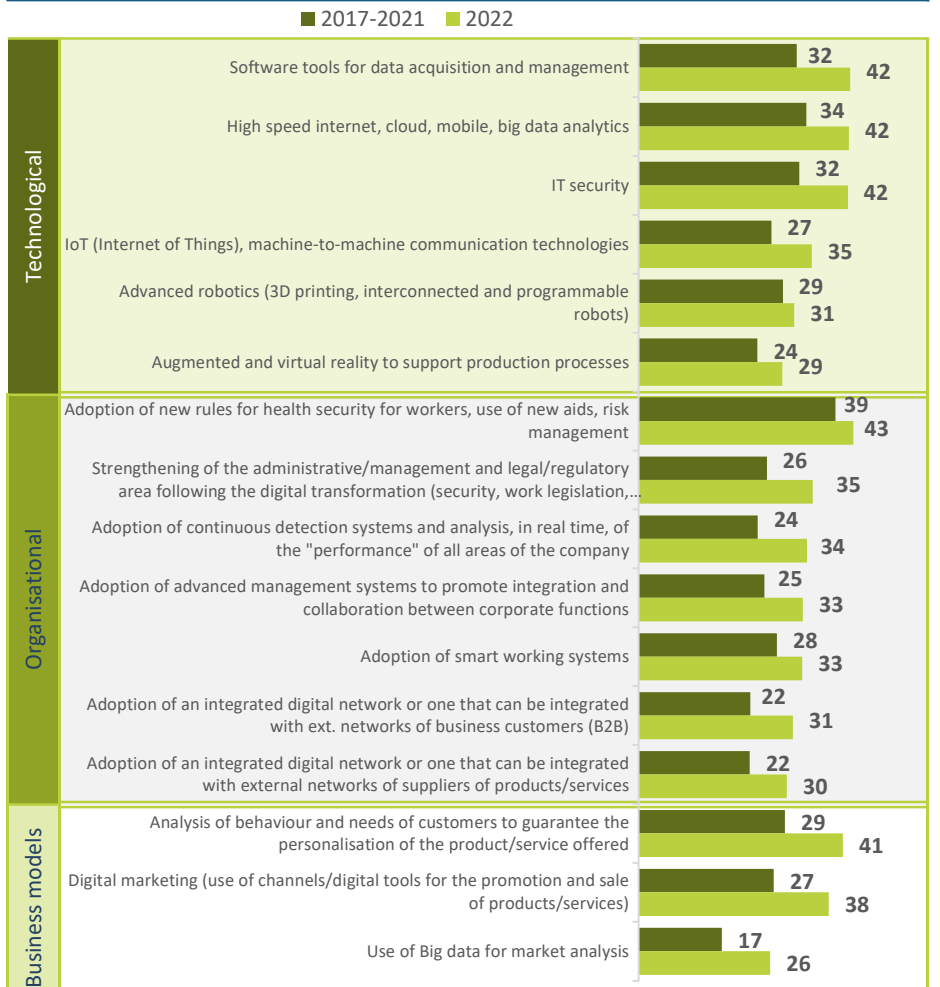| Companies in the region that hosted trainees/interns in 2021	**9%**
of which, in collaboration with schools (school-work alternation)	**3%**
Percentage of interns/trainees employed in 2022	**27%**

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

Legend: ■ 2021 ■ 2022

	2021	2022
Puglia	16	17
South and islands	18	19
Italy	22	23

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

Channel	Puglia	South and islands	Italy
CPI	6	6	9
Employment agencies/Staffing agencies	5	5	11
CVs sent to the company	28	29	33
Agreements with schools, universities or educ. instit.	4	4	7
Personally-known candidates	49	48	42
Internet classified ads/announcements (social media websites)	7	8	11
Recomm. by other companies (suppliers, competitors, etc.)	5	5	6
Acquaintances, friends and relatives	36	35	33
Other channels**	11	13	13

Legend: ■ Puglia ■ South and islands ■ Italy

* This is a multiple choice question

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

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

Legend: ■ 2017-2021 ■ 2022

Technological

	2017-2021	2022
Software tools for data acquisition and management	32	42
High speed internet, cloud, mobile, big data analytics	34	42
IT security	32	42
IoT (Internet of Things), machine-to-machine communication technologies	27	35
Advanced robotics (3D printing, interconnected and programmable robots)	29	31
Augmented and virtual reality to support production processes	24	29

Organisational

	2017-2021	2022
Adoption of new rules for health security for workers, use of new aids, risk management	39	43
Strengthening of the administrative/management and legal/regulatory area following the digital transformation (security, work legislation,...	26	35
Adoption of continuous detection systems and analysis, in real time, of the "performance" of all areas of the company	24	34
Adoption of advanced management systems to promote integration and collaboration between corporate functions	25	33
Adoption of smart working systems	28	33
Adoption of an integrated digital network or one that can be integrated with ext. networks of business customers (B2B)	22	31
Adoption of an integrated digital network or one that can be integrated with external networks of suppliers of products/services	22	30

Business models

	2017-2021	2022
Analysis of behaviour and needs of customers to guarantee the personalisation of the product/service offered	29	41
Digital marketing (use of channels/digital tools for the promotion and sale of products/services)	27	38
Use of Big data for market analysis	17	26

* Companies that declared they made investments of high importance for corporate strategies in the 2017-2021 period and in 2022 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 until the month of August 2022, mainly by using the compilation technique in CAWI mode, carrying out about 285,000 interviews at companies, a representative sample of companies with employees in 2021 in the various industrial and services sectors. The estimate of the inflow forecast is obtained through modelling of the historical series of data taken from administrative sources on companies and employment, suitably integrated with the sample data relative to each monthly survey. Inflow (i.e. the number of employment contracts that companies intend to enter into in a certain period) and the relative characteristics refer to the hiring of employees and flows of collaborators, temporary workers and other non-employee 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.

In this bulletin, the analysis focuses mainly on the characteristics of the planned inflow in 2022, according to the professional profiles and levels of education requested. There are also some qualitative comparisons with the 2021 data. 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.