EXCELSIOR INFORMA
COMPANY EMPLOYMENT SCHEMES OBTAINED FROM THE CHAMBER OF COMMERCE SYSTEM
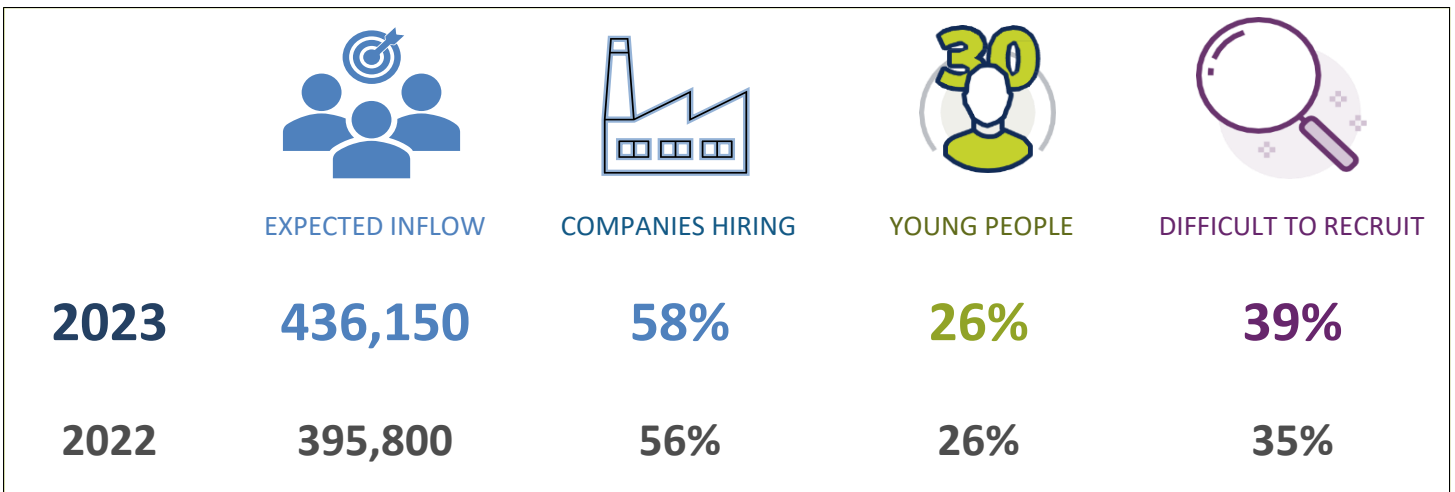
Year 2023
Campania

Introduction

In 2023, the positive trend in job demand planned by companies continues, albeit with a slower growth rate than that recorded in the previous two years. The number of companies that have planned to hire goes from around 785 thousand in 2022 to the current 823 thousand (+4.9%); more marked, equal to +6.4%, will be the increase in the number of workers joining the company workforce, which this year will reach 5.5 million units (compared to 5.2 in the previous year). The improvement in the Excelsior indicators is in line with the main labor market indicators detected by ISTAT, which in the second quarter of 2023 signal an increase in the employment rate (+1.2 points compared to the second quarter of 2022) and, at the same time , a reduction in the unemployment rate (-0.5 points).

However, the growth in demand for labor is accompanied by a greater difficulty for companies in finding the desired profiles, a problem which affects 45% of planned revenues in 2023 (compared to 41% the previous year) and which mainly derives (for approximately two cases out of three) from an insufficient presence of people in the labor market available to join the company. However, problems linked to the inadequacy of candidate preparation with respect to the needs of companies are less frequent (one case in three).
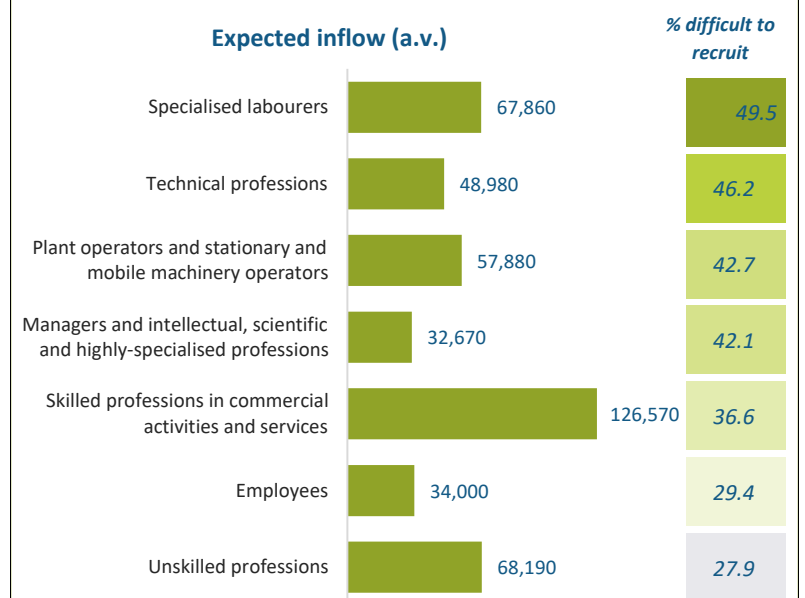
This publication focuses on the main characteristics of the revenues planned in the region for the year 2023.

	EXPECTED INFLOW	COMPANIES HIRING	YOUNG PEOPLE	DIFFICULT TO RECRUIT
2023	**436,150**	**58%**	**26%**	**39%**
2022	395,800	56%	26%	35%

SUMMARY

Work opportunities in 2023 in the region

Expected inflow (a.v.) — **% difficult to recruit**

	Expected inflow (a.v.)	% difficult to recruit
Specialised labourers	67,860	49.5
Technical professions	48,980	46.2
Plant operators and stationary and mobile machinery operators	57,880	42.7
Managers and intellectual, scientific and highly-specialised professions	32,670	42.1
Skilled professions in commercial activities and services	126,570	36.6
Employees	34,000	29.4
Unskilled professions	68,190	27.9

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.

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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 CP2021 (3 digit).

Characteristics of expected inflow by business area in the region in 2023

BUSINESS AREA	INFLOW (a.v.)	% of total	% up to 29 years	% difficult to recruit
Total	**436,150**	**100.0**	**26.4**	**39.0**
Direction and General services areas	**18,920**	4.3	31.2	40.6
Administrative areas	**15,260**	3.5	20.6	33.4
Technical and planning areas	**56,130**	12.9	24.9	48.8
Area of production of goods and provision of the service	**197,680**	45.3	22.8	39.0
Commercial and sales areas	**84,610**	19.4	42.4	33.1
Logistics areas	**63,560**	14.6	18.0	39.2

The sectors that expect more inflow in the region in 2023 (a.v.)

Sector	Inflow
Accommodation and catering services; tourist services	81,480
Retail trade, wholesale trade and repair of motor vehicles and motorcycles	67,660
Construction	55,620
Transport, logistics and warehousing services	45,870
Operational support services for businesses and individuals	30,970

The professions most requested in the region in 2023   of which difficult to recruit (%)

Profession	Inflow	of which difficult to recruit (%)
522-Trainers and employees in catering activities	59,970	43
512-Sales employees	47,760	29
814-Unqualified staff in cleaning services	36,530	27
742-Drivers of motor and animal-drawn vehicles	33,920	51
612-Specialized workers involved in the construction and maintenance of building structures	26,690	47
813-Unqualified personnel responsible for moving and delivering goods	20,390	26

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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.
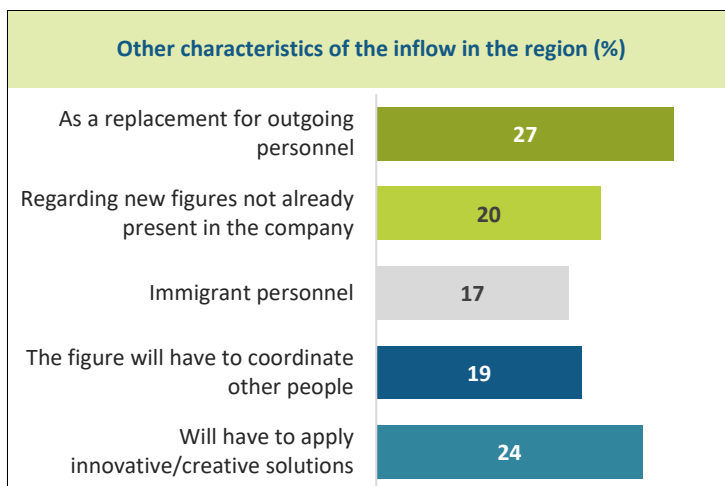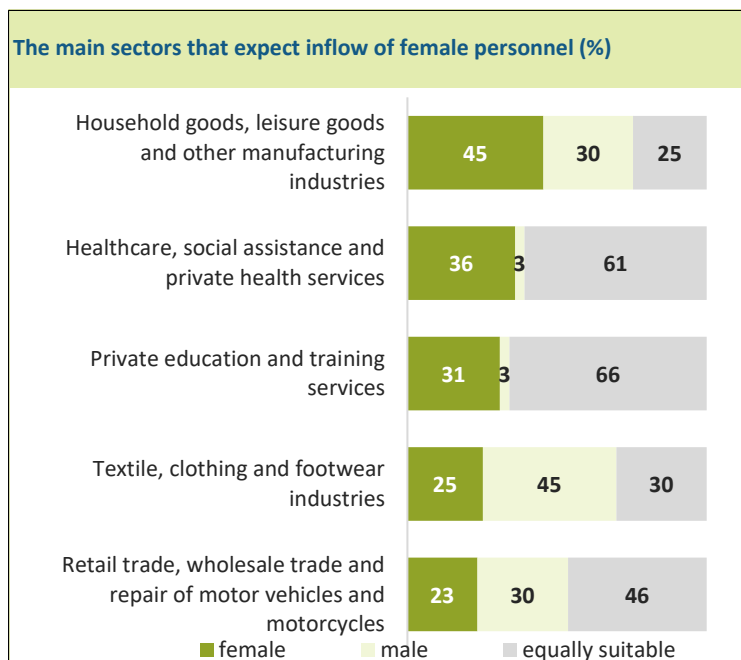
Difficulty in recruiting (%)	Reg.	South and islands	Italia
Total, of which:	**39.0**	**40.9**	**45.1**
for lack of candidates	23.6	24.3	28.4
due to inadequate skill set	11.9	12.9	12.4
for other reasons	3.5	3.8	4.3

Experience requested (%)	Reg.	South and islands	Italia
Total, of which:	**70.8**	**70.2**	**65.3**
in the profession	21.8	22.1	22.2
in the sector	49.0	48.1	43.1
non requested	29.2	29.8	34.7

The regional sectors...

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

- Electrical, electronics, optical and medical industries: 29 | 24 | 2
- Construction: 29 | 19 | 4
- Industries manufacturing machines and equipment and means of transport: 29 | 19 | 2
- Metallurgical and metal products industries: 30 | 18 | 2
- Chemical, pharmaceutical and oil industries: 30 | 19 | 0

Legend: ■ Lack of candidates ■ Inadequate skill set ■ Other reasons

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

- Healthcare, social assistance and private health services: 54 | 35
- Media and communication services: 33 | 50
- Construction: 18 | 62
- IT and telecommunications services: 44 | 36
- Private education and training services: 44 | 34

Legend: ■ Experience in the profession ■ Experience in the sector

Gender requested (%)	Reg.	South and islands	Italia
female	*17.0*	*17.8*	*18.0*
male	34.4	34.3	31.8
equally suitable	48.6	47.9	50.2

Contracts proposed (% values)	Reg.	South and islands	Italia
Workers employed by the company	**88.2**	**88.0**	**83.2**
with a permanent contract	19.9	16.9	19.7
with a fixed-term contract	61.4	64.3	54.2
with other contracts	6.9	6.8	9.3
Company non-salaried workers	**11.8**	**12.0**	**16.8**
agency workers	2.8	4.1	9.6
coll. and other non-salaried empl.	9.0	7.9	7.2

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

- Household goods, leisure goods and other manufacturing industries: 45 | 30 | 25
- Healthcare, social assistance and private health services: 36 | 3 | 61
- Private education and training services: 31 | 3 | 66
- Textile, clothing and footwear industries: 25 | 45 | 30
- Retail trade, wholesale trade and repair of motor vehicles and motorcycles: 23 | 30 | 46

Legend: ■ female ■ male ■ equally suitable

Other characteristics of the inflow in the region (%)

- As a replacement for outgoing personnel: 27
- Regarding new figures not already present in the company: 20
- Immigrant personnel: 17
- The figure will have to coordinate other people: 19
- Will have to apply innovative/creative solutions: 24

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CHARACTERISTICS OF INFLOW BY AGE GROUP

Expected inflow by age group in the region (%)

indifferent
30%

up to 29 years
26%

over 44 years
10%

30-44 years
34%

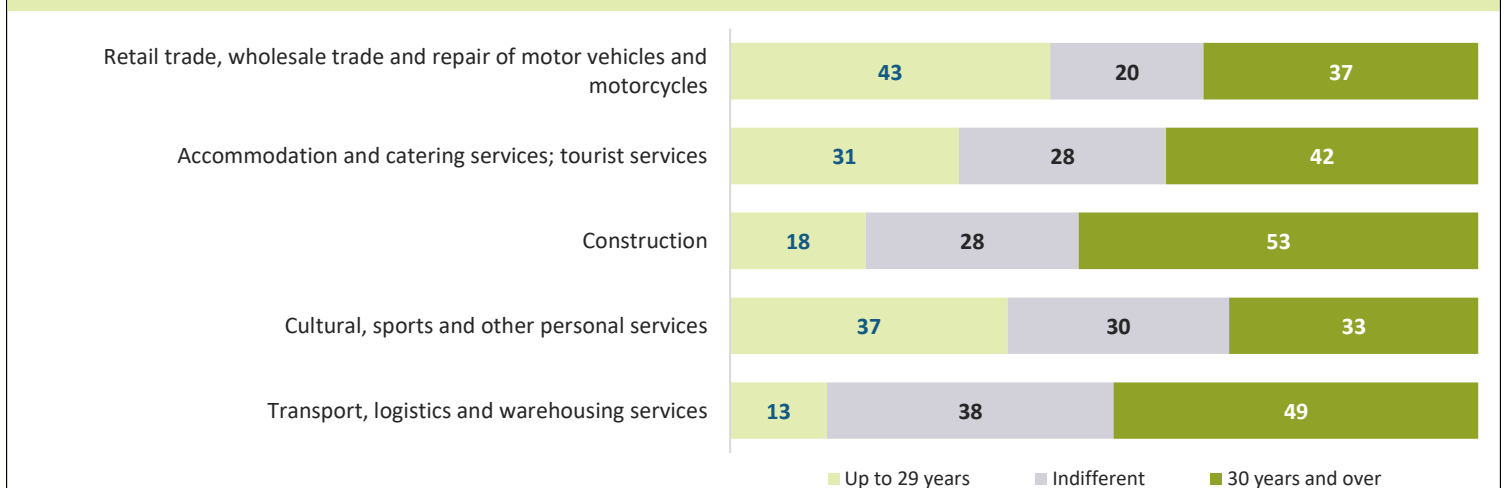**% of young people up to 29 years against the total inflow:**

26.4%
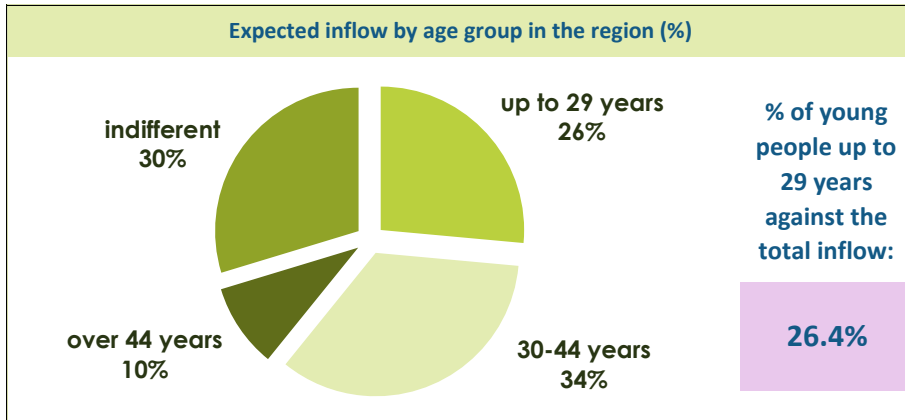
A specific detailed study concerns the age groups of the professional figures requested by companies in the region in 2023, with a detailed breakdown of the professions most requested and of the main business sectors that plan inflow from the younger segment, i.e. the figures with an age explicitly indicated 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 39%

	Average difficulty in recruiting young people	difficult to recruit young people	Inflow of young people
Engineers	77%	1,350	1,750
Engineering technicians	68%	670	980
Craft mechanics, fitters, repairers, maintenance workers on fixed/mobile machines	65%	1,180	1,830
Aesthetic care operators	56%	1,600	2,830
Casters, welders, tinsmiths, boilermakers, metal carpentry assemblers	54%	490	920
Drivers of motor and animal-drawn vehicles	52%	1,260	2,410
Specialized workers involved in the construction and maintenance of building structures	52%	2,080	4,000
Specialized workers assigned to finishing constructions	49%	1,220	2,490
Operators and employees in catering activities	48%	10,490	21,920
IT, telematics and telecommunications technicians	48%	1,450	3,030

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

	Up to 29 years	Indifferent	30 years and over
Retail trade, wholesale trade and repair of motor vehicles and motorcycles	43	20	37
Accommodation and catering services; tourist services	31	28	42
Construction	18	28	53
Cultural, sports and other personal services	37	30	33
Transport, logistics and warehousing services	13	38	49

■ Up to 29 years   ■ Indifferent   ■ 30 years and over
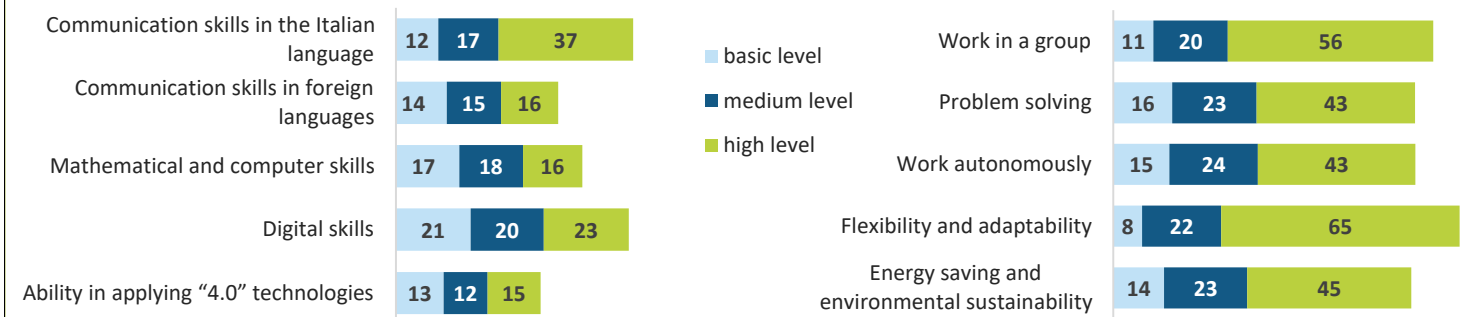
The top sectors for inflow of young people up to 29 years have been selected, as an absolute value

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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)

Skill	basic	medium	high
Communication skills in the Italian language	12	17	37
Communication skills in foreign languages	14	15	16
Mathematical and computer skills	17	18	16
Digital skills	21	20	23
Ability in applying "4.0" technologies	13	12	15
Work in a group	11	20	56
Problem solving	16	23	43
Work autonomously	15	24	43
Flexibility and adaptability	8	22	65
Energy saving and environmental sustainability	14	23	45

Legend: basic level, medium level, high level

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%

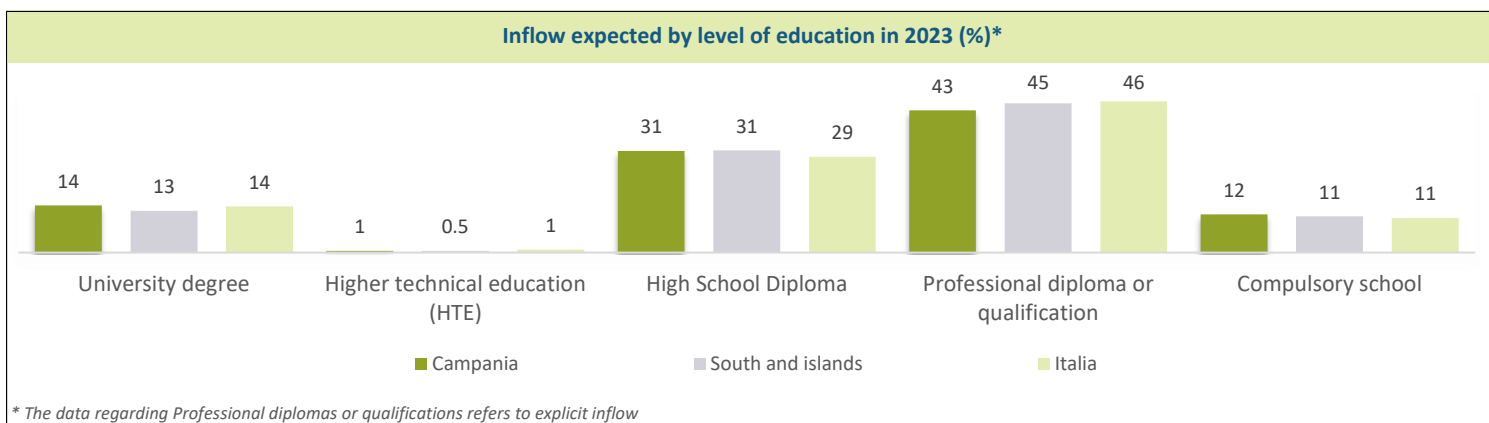|	Soft				Green	Technological			Communicative	
	Work in a group	Problem solving	Work autonomously	Flexibility and adaptability	Energy saving and environmental sustainability	Use mathematical and computer methods and languages	Use digital skills	Use "4.0" technologies to innovate processes	Communicate company information in Italian	Communicate company information in foreign languages
UNIVERSITY	82%	79%	69%	86%	48%	43%	70%	33%	59%	38%
Teaching and education specialisation	82%	73%	66%	88%	50%	27%	58%	12%	55%	27%
Economics specialisation	77%	76%	66%	80%	49%	49%	77%	32%	61%	42%
Civil engineering and architecture specialisation	86%	90%	83%	87%	58%	49%	93%	51%	62%	22%
HIGHER TECHNICAL EDUCATION (HTE) (ITS Academy)	83%	81%	72%	86%	58%	58%	79%	50%	50%	37%
SECONDARY (5-year diploma)	64%	52%	47%	71%	47%	20%	32%	17%	46%	21%
Administration, finance and marketing specialisation	69%	57%	50%	76%	44%	22%	50%	13%	51%	21%
Tourism, food and wine and hospitality specialisation	59%	42%	42%	61%	43%	10%	17%	11%	51%	42%
Transportation and logistics specialisation	56%	52%	40%	73%	54%	20%	10%	19%	26%	6%
Professional QUALIFICATION (3-year) or professional DIPLOMA (4-year)**	48%	31%	36%	57%	43%	8%	7%	9%	29%	9%
Catering specialisation	51%	28%	31%	53%	43%	5%	7%	5%	37%	22%
Building specialisation	48%	36%	42%	60%	46%	8%	0%	13%	18%	0%
Logistics systems and services specialisation	39%	30%	32%	52%	35%	12%	2%	12%	26%	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 2023. 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.
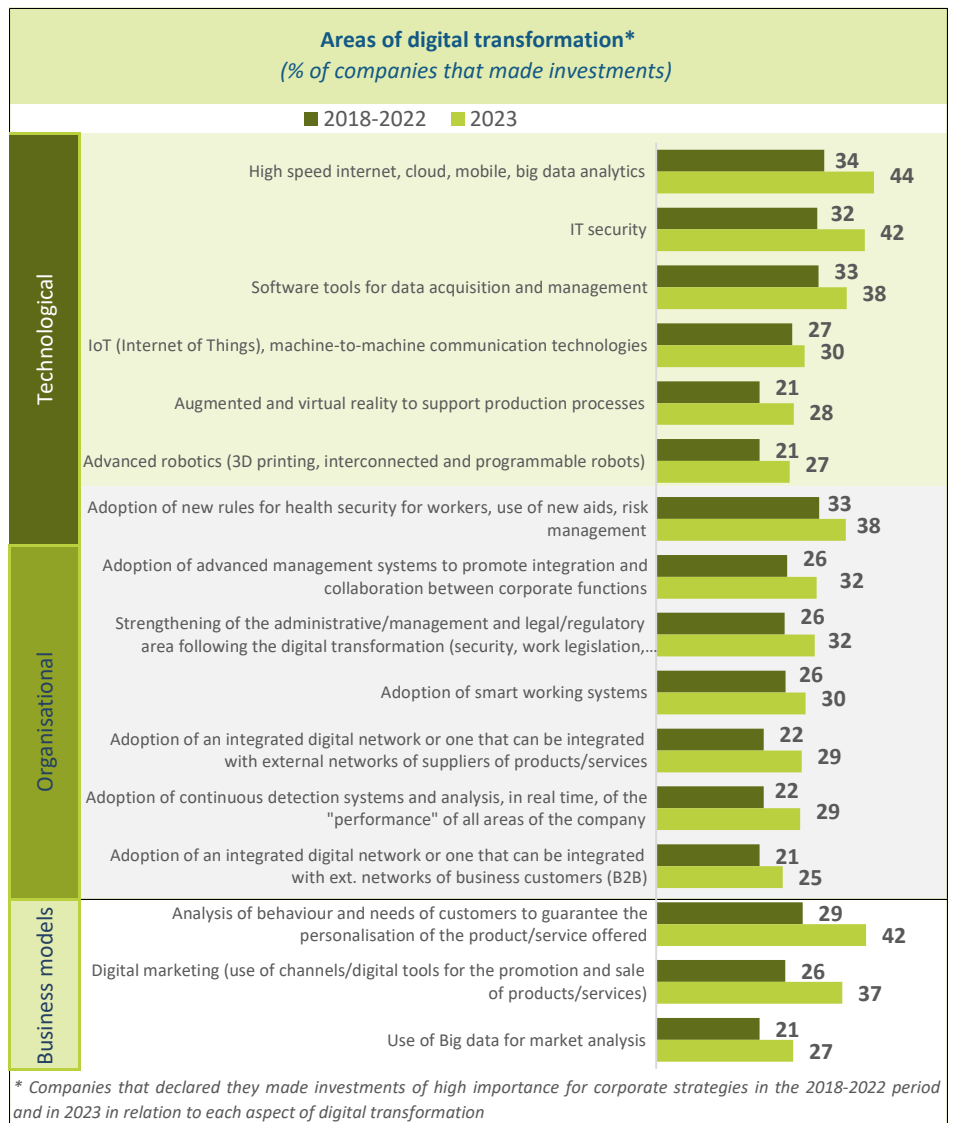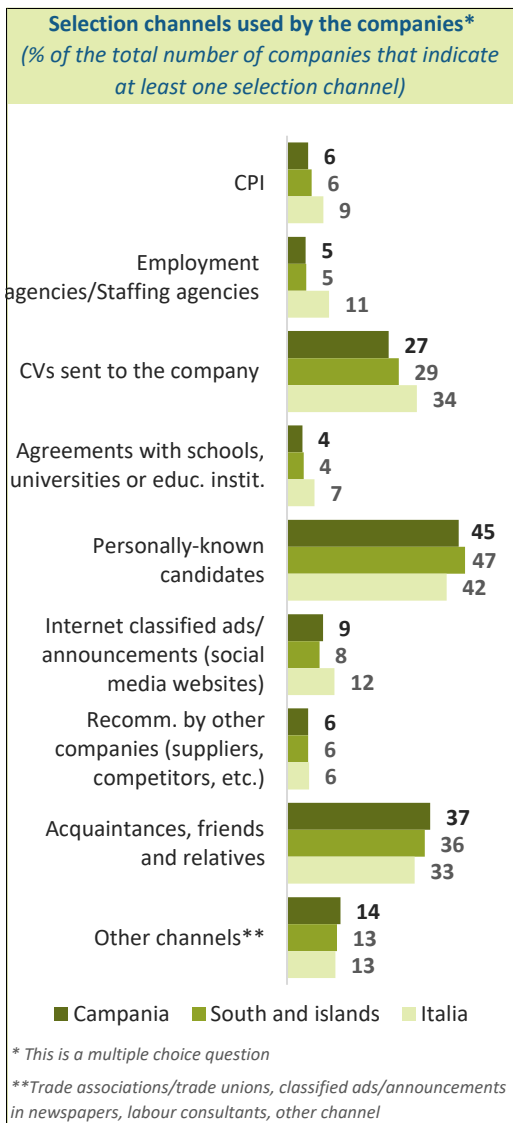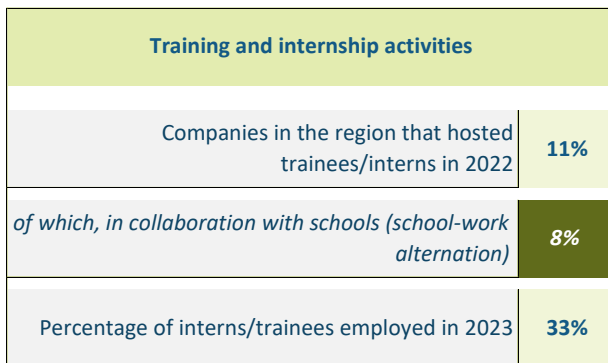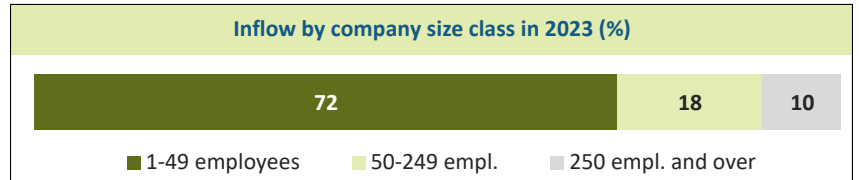
Inflow expected by level of education in 2023 (%)*

	University degree	Higher technical education (HTE)	High School Diploma	Professional diploma or qualification	Compulsory school
Campania	14	1	31	43	12
South and islands	13	0.5	31	45	11
Italia	14	1	29	46	11

* The data regarding Professional diplomas or qualifications refers to explicit inflow

The fields of study most highly requested in the region

		Expected inflow (a.v.)	% of the total	% difficult to recruit	% with experience
University		**62,350**	**14%**	**41%**	**90%**
of whom with post-graduate education		*9,196*	*15%*	*47%*	*92%*
Teaching and education specialisation		15,390	26%		97%
Economics specialisation		11,840	36%		80%
Civil engineering and architecture specialisation		6,060	58%		92%
Higher technical education (HTE) ITS Academy		**2,220**	**1%**	**62%**	**80%**
SECONDARY (5-year diploma)		**133,740**	**31%**	**36%**	**71%**
Administration, finance and marketing specialisation		37,980	29%		60%
Tourism, food and wine and hospitality specialisation		24,370	36%		82%
Transportation and logistics specialisation		9,500	36%		62%
Professional qualification (3-year) or	**explicit inflow**	**152,850**	**35%**	**42%**	**67%**
professional diploma (4-year)	**potential inflow**	**187,420**	**43%**	**42%**	**67%**
Catering specialisation	explicit inflow	26,990		45%	69%
	potential inflow	32,940			
Building specialisation	explicit inflow	18,990		44%	82%
	potential inflow	30,400			
System and logistic services specialisation	explicit inflow	21,080		36%	55%
	potential inflow	21,120			

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

		Expected inflow (a.v.)	% of the total	% difficult to recruit	% with experience
Compulsory school	**explicit inflow**	**84,990**	**19%**	**36%**	**63%**
	potential inflow	**50,420**	**12%**	**33%**	**57%**

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SOME 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 2022 is also analysed. The page also presents some data on the investments made by companies in the various areas of digital transformation in 2023 and on the channels for selecting incoming personnel.

Companies hiring in 2023

Companies hiring against the total number of companies with employees in the region:	**58%**

Inflow by company size class in 2023 (%)

72	18	10

■ 1-49 employees ■ 50-249 empl. ■ 250 empl. and over

Training and internship activities

Companies in the region that hosted trainees/interns in 2022	**11%**
of which, in collaboration with schools (school-work alternation)	*8%*
Percentage of interns/trainees employed in 2023	**33%**

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

■ 2022 ■ 2023

	Campania	South and islands	Italia
2022	20	21	26
2023	17	20	25

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

Channel	Campania	South and islands	Italia
CPI	6	6	9
Employment agencies/Staffing agencies	5	5	11
CVs sent to the company	27	29	34
Agreements with schools, universities or educ. instit.	4	4	7
Personally-known candidates	45	47	42
Internet classified ads/ announcements (social media websites)	9	8	12
Recomm. by other companies (suppliers, competitors, etc.)	6	6	6
Acquaintances, friends and relatives	37	36	33
Other channels**	14	13	13

■ Campania ■ South and islands ■ Italia

* 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)

■ 2018-2022 ■ 2023

Category	Area	2018-2022	2023
Technological	High speed internet, cloud, mobile, big data analytics	34	44
	IT security	32	42
	Software tools for data acquisition and management	33	38
	IoT (Internet of Things), machine-to-machine communication technologies	27	30
	Augmented and virtual reality to support production processes	21	28
	Advanced robotics (3D printing, interconnected and programmable robots)	21	27
Organisational	Adoption of new rules for health security for workers, use of new aids, risk management	33	38
	Adoption of advanced management systems to promote integration and collaboration between corporate functions	26	32
	Strengthening of the administrative/management and legal/regulatory area following the digital transformation (security, work legislation,…)	26	32
	Adoption of smart working systems	26	30
	Adoption of an integrated digital network or one that can be integrated with external networks of suppliers of products/services	22	29
	Adoption of continuous detection systems and analysis, in real time, of the "performance" of all areas of the company	22	29
	Adoption of an integrated digital network or one that can be integrated with ext. networks of business customers (B2B)	21	25
Business models	Analysis of behaviour and needs of customers to guarantee the personalisation of the product/service offered	29	42
	Digital marketing (use of channels/digital tools for the promotion and sale of products/services)	26	37
	Use of Big data for market analysis	21	27

* Companies that declared they made investments of high importance for corporate strategies in the 2018-2022 period and in 2023 in relation to each aspect of digital transformation

NOTE ON METHODOLOGY

The data presented came from the Excelsior survey carried out by Unioncamere in agreement with the National Agency for Active Labor Policies. The survey, which is included in the National Statistical Program (UCC-00007) among those that require a 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 August 2023, mainly using the CAWI compilation technique and carrying out approximately 275,000 interviews with companies, a representative sample of companies with employees to 2022 of the various industrial and service sectors. The estimate of the forecast of income flows is obtained by modeling the historical series of data taken from administrative sources on businesses and employment, appropriately integrated with the sample data relating to each monthly survey. Revenue (i.e. the number of employment contracts that companies intend to stipulate in a certain period) and the related characteristics refer to the hiring of employees and the flows of collaborators, temporary workers and other non-employed workers. The data relating to the forecasts for the entire year therefore no longer derive 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 income planned for the year 2023, according to the professional profiles and levels of education required. There are also some qualitative comparisons with the 2022 data. The results of the survey are available at provincial and regional level according to a variable number of economic sectors, obtained as a merger of economic activity codes of the ATECO2007 classification. The distribution of expected revenue by "professional group" refers to the codes of the ISTAT CP2021 classification.