UNIONCAMERE
PROGETTO EXCELSIOR
SISTEMA INFORMATIVO PER L'OCCUPAZIONE E LA FORMAZIONE
COESIONE ITALIA 21-27 GIOVANI, DONNE E LAVORO
Cofinanziato dall'Unione europea
ANPAL

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

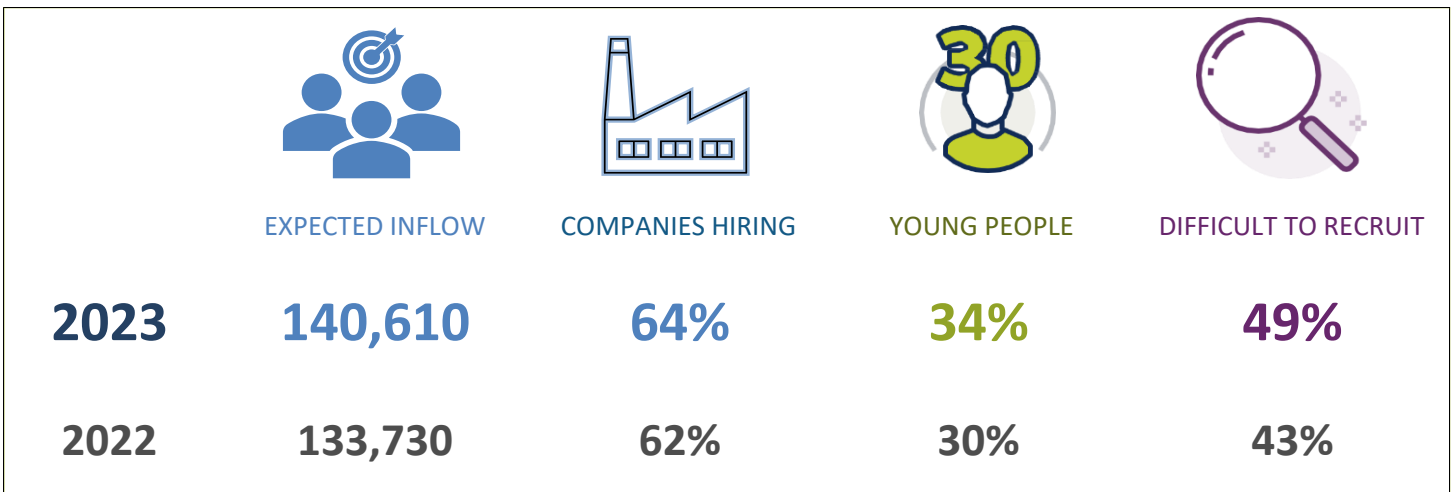

Year 2023
Marche

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).

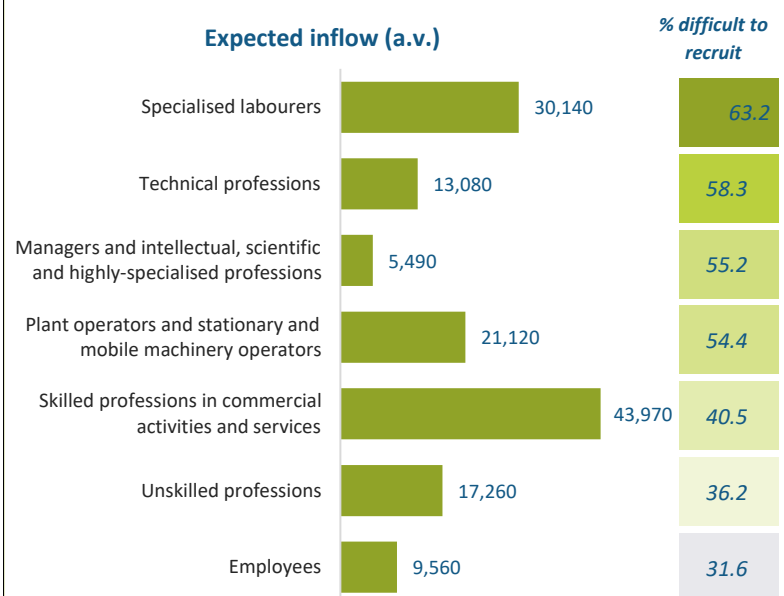

This publication focuses on the main characteristics of the revenues planned in the region for the year 2023.

	EXPECTED INFLOW	COMPANIES HIRING	YOUNG PEOPLE	DIFFICULT TO RECRUIT
2023	**140,610**	**64%**	**34%**	**49%**
2022	**133,730**	**62%**	**30%**	**43%**

SUMMARY

Company areas of inclusion and the main professions page 2
Main characteristics of workers requested by the companies page 3
Characteristics of inflow by age group page 4
Skills requested page 5
Qualifications that offer the greatest job opportunities page 6
Several characteristics of the companies page 7
Note on methodology page 8

Work opportunities in 2023 in the region

Expected inflow (a.v.)
% difficult to recruit
Specialised labourers
30,140
63.2
Technical professions
13,080
58.3
Managers and intellectual, scientific and highly-specialised professions
5,490
55.2
Plant operators and stationary and mobile machinery operators
21,120
54.4
Skilled professions in commercial activities and services
43,970
40.5
Unskilled professions
17,260
36.2
Employees
9,560
31.6

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.

Unless otherwise specified, the source is: Unioncamere - ANPAL, Excelsior Information System, 2023

Marche

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	**140,610**	**100.0**	**33.7**	**48.6**
Direction and General services areas	**4,010**	2.8	30.8	44.3
Administrative areas	**4,940**	3.5	20.8	43.6
Technical and planning areas	**17,680**	12.6	31.0	59.3
Area of production of goods and provision of the service	**76,180**	54.2	33.1	51.6
Commercial and sales areas	**23,800**	16.9	45.0	35.1
Logistics areas	**14,010**	10.0	26.5	44.3

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

Sector	Value
Accommodation and catering services; tourist services	31,810
Retail trade, wholesale trade and repair of motor vehicles and motorcycles	17,940
Construction	12,960
Textile, clothing and footwear industries	8,950
Industries manufacturing machines and equipment and means of transport	8,040

The professions most requested in the region in 2023

of which difficult to recruit (%)

Profession	Value	of which difficult to recruit (%)
522-Trainers and employees in catering activities	27,140	44
512-Sales employees	10,920	30
814-Unqualified staff in cleaning services	8,430	39
612-Specialized workers involved in the construction and maintenance of building structures	6,720	57
813-Unqualified personnel responsible for moving and delivering goods	5,970	35
742-Drivers of motor and animal-drawn vehicles	5,240	56

Marche

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.
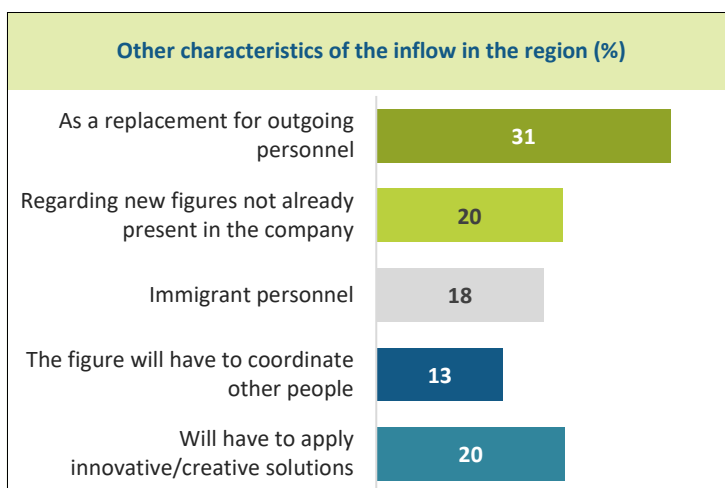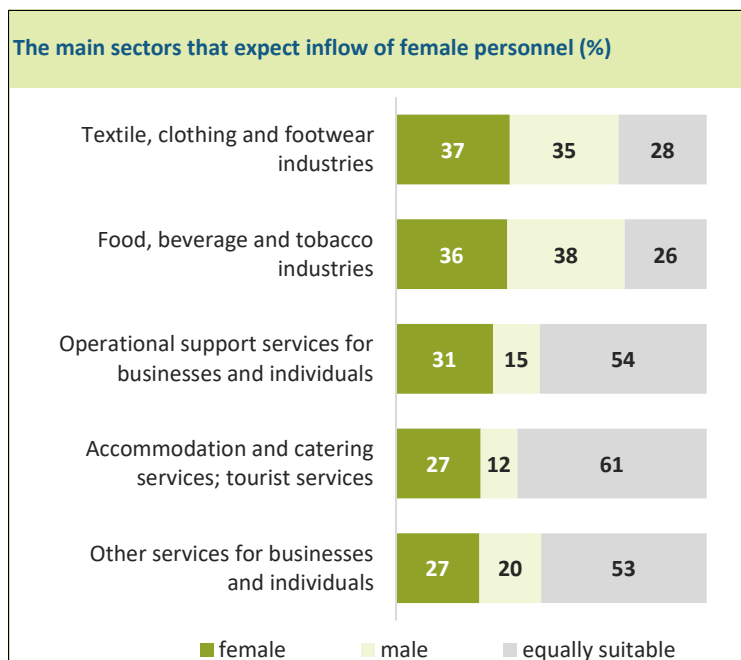
Difficulty in recruiting (%)	Reg.	Central	Italia
Total, of which:	**48.6**	**43.2**	**45.1**
for lack of candidates	30.9	26.9	28.4
due to inadequate skill set	13.4	12.2	12.4
for other reasons	4.2	4.1	4.3

Experience requested (%)	Reg.	Central	Italia
Total, of which:	**63.7**	**65.7**	**65.3**
in the profession	19.6	21.5	22.2
in the sector	44.0	44.2	43.1
non requested	36.3	34.3	34.7

The regional sectors...

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

Industries manufacturing machines and equipment and means of transport: 46 | 20 | 3
Metallurgical and metal products industries: 39 | 18 | 7
Textile, clothing and footwear industries: 40 | 19 | 2
Wood and furniture industries: 43 | 15 | 3
Electrical, electronics, optical and medical industries: 25 | 30 | 5

■ Lack of candidates ■ Inadequate skill set ■ Other reasons

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

Healthcare, social assistance and private health services: 47 | 36
Construction: 18 | 58
IT and telecommunications services: 32 | 41
Advanced business support services: 33 | 39
Textile, clothing and footwear industries: 27 | 45

■ Experience in the profession ■ Experience in the sector

Gender requested (%)	Reg.	Central	Italia
female	**19.8**	**18.8**	**18.0**
male	36.9	30.3	31.8
equally suitable	43.3	50.9	50.2

Contracts proposed (% values)	Reg.	Central	Italia
Workers employed by the company	**81.7**	**83.9**	**83.2**
with a permanent contract	14.8	19.5	19.7
with a fixed-term contract	53.8	54.1	54.2
with other contracts	13.1	10.3	9.3
Company non-salaried workers	**18.3**	**16.1**	**16.8**
agency workers	12.6	8.4	9.6
coll. and other non-salaried empl.	5.6	7.7	7.2

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

Textile, clothing and footwear industries: 37 | 35 | 28
Food, beverage and tobacco industries: 36 | 38 | 26
Operational support services for businesses and individuals: 31 | 15 | 54
Accommodation and catering services; tourist services: 27 | 12 | 61
Other services for businesses and individuals: 27 | 20 | 53

■ female ■ male ■ equally suitable

Other characteristics of the inflow in the region (%)

As a replacement for outgoing personnel: 31
Regarding new figures not already present in the company: 20
Immigrant personnel: 18
The figure will have to coordinate other people: 13
Will have to apply innovative/creative solutions: 20

CHARACTERISTICS OF INFLOW BY AGE GROUP

Expected inflow by age group in the region (%)

indifferent
24%

up to 29 years
34%

over 44 years
9%

30-44 years
33%

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

33.7%

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 Marche region 47%		difficult to recruit young people	Inflow of young people
Workers working on machinery in the textile and packaging industry	77%	610	790
Specialized workers installation/maintenance of electrical/electronic equipment	74%	650	880
Automatic and semi-automatic machine operators. for processing metal and prod. minerals	72%	890	1,230
Specialized workers assigned to finishing constructions	72%	950	1,310
Health technicians	70%	470	660
Engineering technicians	70%	530	750
Craft mechanics, fitters, repairers, maintenance workers on fixed/mobile machines	65%	890	1,370
Workers involved in the assembly of industrial products	65%	840	1,290
Blacksmiths, tool makers	64%	440	700
IT, telematics and telecommunications technicians	60%	280	460

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

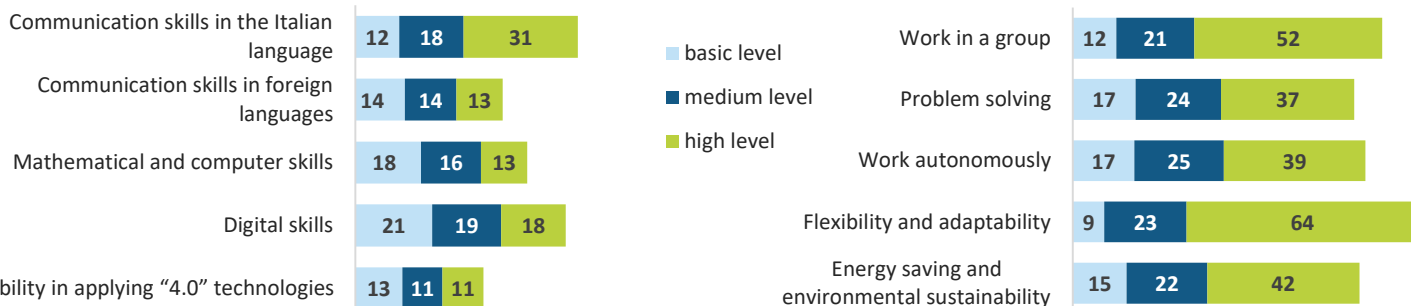|	Up to 29 years	Indifferent	30 years and over
Accommodation and catering services; tourist services	44	28	28
Retail trade, wholesale trade and repair of motor vehicles and motorcycles	41	21	38
Construction	24	22	54
Industries manufacturing machines and equipment and means of transport	38	15	47
Metallurgical and metal products industries	34	21	44

■ 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

Marche

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 level	medium level	high level
Communication skills in the Italian language	12	18	31
Communication skills in foreign languages	14	14	13
Mathematical and computer skills	18	16	13
Digital skills	21	19	18
Ability in applying "4.0" technologies	13	11	11
Work in a group	12	21	52
Problem solving	17	24	37
Work autonomously	17	25	39
Flexibility and adaptability	9	23	64
Energy saving and environmental sustainability	15	22	42

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.

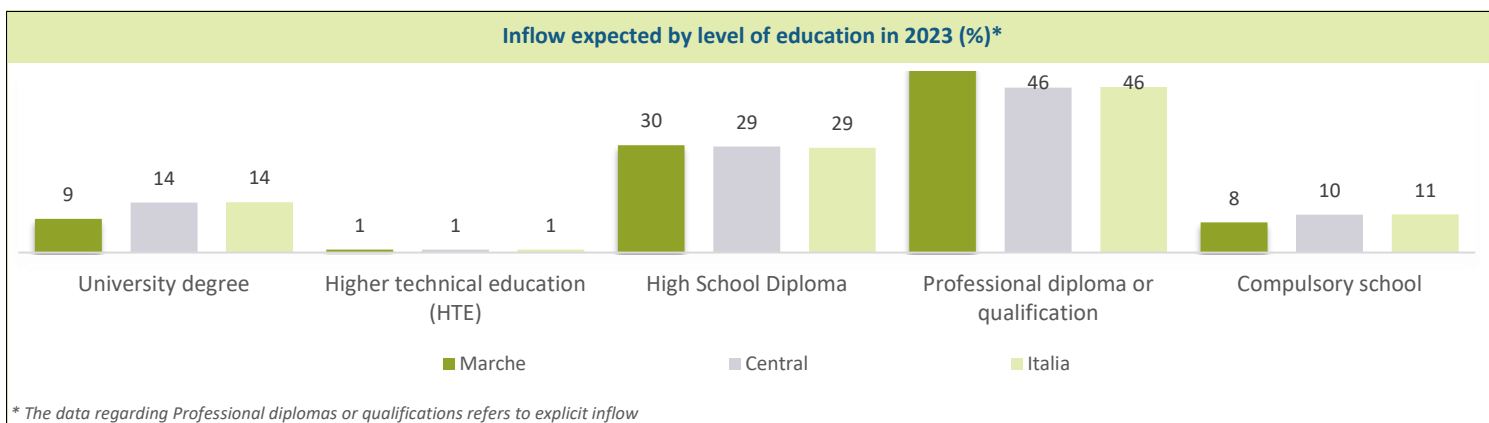### Skills considered of "high" importance according to the main fields of study in the region*

Key:
- from 1% to 33%
- from 34% to 66%
- from 67% to 100%

	Work in a group (Soft)	Problem solving (Soft)	Work autonomously (Soft)	Flexibility and adaptability (Soft)	Energy saving and environmental sustainability (Green)	Use mathematical and computer methods and languages (Technological)	Use digital skills (Technological)	Use "4.0" technologies to innovate processes (Technological)	Communicate company information in Italian (Communicative)	Communicate company information in foreign languages (Communicative)
UNIVERSITY	**81%**	**80%**	**67%**	**87%**	**46%**	**39%**	**67%**	**27%**	**57%**	**34%**
Economics specialisation	87%	81%	69%	88%	49%	44%	78%	23%	62%	42%
Teaching and education specialisation	76%	73%	57%	80%	28%	19%	37%	9%	32%	15%
Industrial engineering specialisation	86%	91%	77%	91%	66%	62%	92%	55%	64%	48%
HIGHER TECHNICAL EDUCATION (HTE) (ITS Academy)	**52%**	**54%**	**46%**	**62%**	**49%**	**34%**	**65%**	**22%**	**31%**	**15%**
SECONDARY (5-year diploma)	**59%**	**49%**	**46%**	**70%**	**44%**	**16%**	**28%**	**15%**	**38%**	**17%**
Administration, finance and marketing specialisation	68%	57%	48%	76%	40%	22%	54%	9%	51%	22%
Tourism, food and wine and hospitality specialisation	52%	29%	42%	58%	49%	9%	10%	11%	43%	32%
Mechanics, mechatronics and energy specialisation	49%	51%	42%	70%	45%	17%	23%	30%	20%	5%
Professional QUALIFICATION (3-year) or professional DIPLOMA (4-year)**	**45%**	**25%**	**32%**	**58%**	**41%**	**7%**	**5%**	**7%**	**27%**	**8%**
Catering specialisation	52%	24%	31%	58%	52%	6%	5%	6%	38%	24%
Mechanical specialisation	34%	24%	26%	54%	35%	7%	4%	12%	18%	0%
Building specialisation	46%	26%	36%	58%	39%	6%	0%	6%	17%	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.

Marche

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.
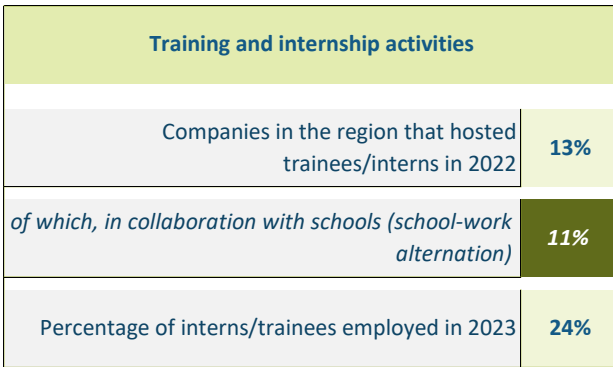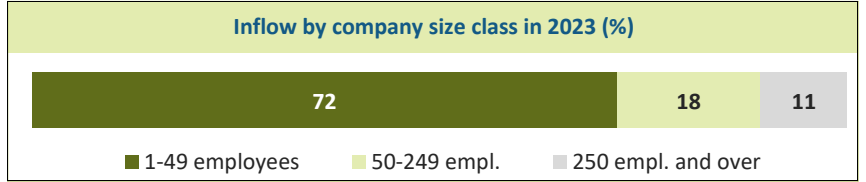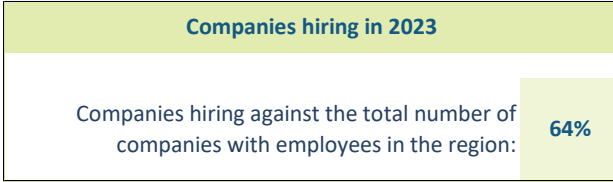
Inflow expected by level of education in 2023 (%)*

	Marche	Central	Italia
University degree	9	14	14
Higher technical education (HTE)	1	1	1
High School Diploma	30	29	29
Professional diploma or qualification	49	46	46
Compulsory school	8	10	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		**13,150**	**9%**	**55%**	**88%**
of whom with post-graduate education		*1,831*	*14%*	*56%*	*96%*
Economics specialisation		3,560		52%	82%
Teaching and education specialisation		2,000		40%	92%
Industrial engineering specialisation		1,490		65%	94%
Higher technical education (HTE) ITS Academy		**1,170**	**1%**	**76%**	**82%**
SECONDARY (5-year diploma)		**41,710**	**30%**	**48%**	**67%**
Administration, finance and marketing specialisation		9,570		34%	61%
Tourism, food and wine and hospitality specialisation		8,610		45%	69%
Mechanics, mechatronics and energy specialisation		5,500		62%	73%
Professional qualification (3-year) or	explicit inflow	**56,840**	**40%**	**50%**	**58%**
professional diploma (4-year)	potential inflow	**72,830**	**52%**	**49%**	**59%**
Catering specialisation	explicit inflow / potential inflow	13,220 / 16,810		42%	60%
Mechanics specialisation	explicit inflow / potential inflow	9,620 / 11,790		63%	52%
Building specialisation	explicit inflow / potential inflow	4,410 / 7,520		64%	80%

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	**27,750**	**20%**	**43%**	**58%**
	potential inflow	**11,760**	**8%**	**39%**	**50%**

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.
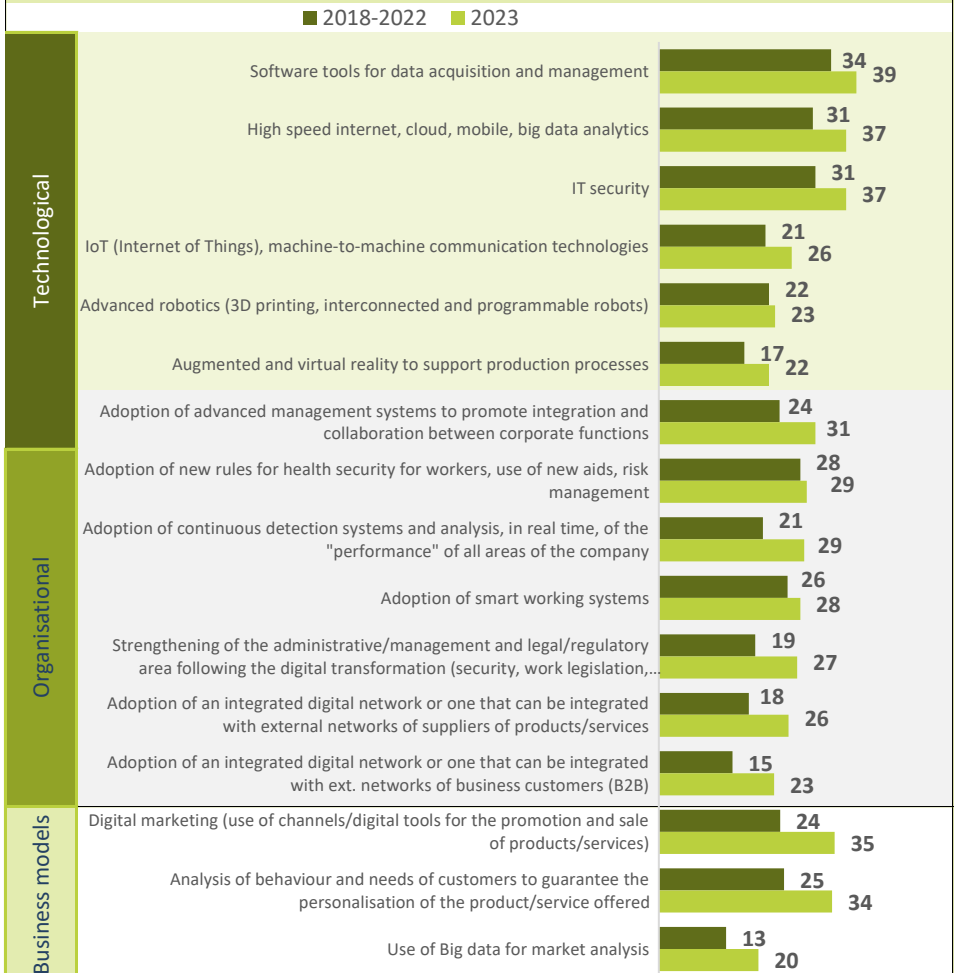
Companies hiring in 2023

Companies hiring against the total number of companies with employees in the region:	**64%**

Inflow by company size class in 2023 (%)

1-49 employees	50-249 empl.	250 empl. and over
72	18	11

Training and internship activities

Companies in the region that hosted trainees/interns in 2022	**13%**
of which, in collaboration with schools (school-work alternation)	**11%**
Percentage of interns/trainees employed in 2023	**24%**

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

■ 2022   ■ 2023

	2022	2023
Marche	23	22
Central	24	23
Italia	26	25

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

Channel	Marche	Centro	Italia
CPI	13	10	9
Employment agencies/Staffing agencies	12	9	11
CVs sent to the company	34	34	34
Agreements with schools, universities or educ. instit.	6	6	7
Personally-known candidates	45	43	42
Internet classified ads/ announcements (social media websites)	9	12	12
Recomm. by other companies (suppliers, competitors, etc.)	5	6	6
Acquaintances, friends and relatives	34	33	33
Other channels**	13	13	13

■ Marche   ■ Centro   ■ 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

Technological

	2018-2022	2023
Software tools for data acquisition and management	34	39
High speed internet, cloud, mobile, big data analytics	31	37
IT security	31	37
IoT (Internet of Things), machine-to-machine communication technologies	21	26
Advanced robotics (3D printing, interconnected and programmable robots)	22	23
Augmented and virtual reality to support production processes	17	22

Organisational

	2018-2022	2023
Adoption of advanced management systems to promote integration and collaboration between corporate functions	24	31
Adoption of new rules for health security for workers, use of new aids, risk management	28	29
Adoption of continuous detection systems and analysis, in real time, of the "performance" of all areas of the company	21	29
Adoption of smart working systems	26	28
Strengthening of the administrative/management and legal/regulatory area following the digital transformation (security, work legislation,...	19	27
Adoption of an integrated digital network or one that can be integrated with external networks of suppliers of products/services	18	26
Adoption of an integrated digital network or one that can be integrated with ext. networks of business customers (B2B)	15	23

Business models

	2018-2022	2023
Digital marketing (use of channels/digital tools for the promotion and sale of products/services)	24	35
Analysis of behaviour and needs of customers to guarantee the personalisation of the product/service offered	25	34
Use of Big data for market analysis	13	20

* 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.