



FÉDÉRATION DES INDUSTRIES MÉCANIQUES



HOW IMPROVING THE IMAGE AND ATTRACTIVENESS OF THE SECTOR TO ENSURE A QUALIFIED WORKFORCE?

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Good Morning Ladies and Gentlemen,

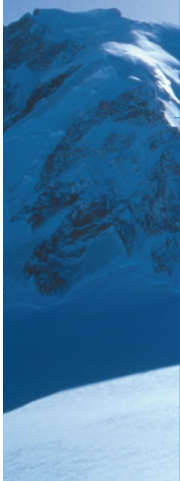
My name is Eric Moleux.

**CEO of a French Cutting and Stamping
company mainly active in the
Automotive Sector.**

- * Before crisis 1200p, turnover 150M€, 8 plants.**
- * Today 3 plants (France, Hungary, China +JV in India) 350P turnover 50M€...**
- * Tomorrow joining a partner to come back to “european” market size) 100M€ and 6 plants.**

1- The world has changed and will change even faster in the future.

- Relocation of plants in emerging countries,
- The small size of our family firms
- The lack of interest of many governments in our industry
- Too high tax burden on our companies,...
- Our manufacturing sector is slowing down



2- The lack of interest of young people for our jobs is awfully disturbing !

A terrible threat - even more immediate than all other threats – is facing many industrialized countries of our old Europe:

It is the lack of interest of young people for our trade.

Who is going to operate our machinery in the future?

Who is going to design our tools, to develop our companies?

3- Services trade is surely a competitor.

Young people are more and more attracted to services trade which seems to be “considered” much more than our jobs are.

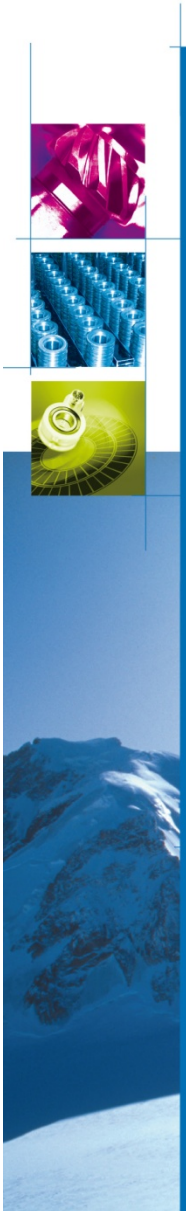
- We can't compete with the Financial Sector
- Many young people wish to work for the public sector. It is less risky
- Plant relocation, outsourcing, companies shutting down, their future seems to be somewhere else.
- It seems this not only for operators but for technicians and engineers as well.



4- What can we do ?

Our French research shows that entrepreneurs, as well as employees of our sector's leading companies, are the best image carriers for our employee's children as well as for young people generally speaking.

This is why we launched the « SMILE » show!





ENTERPRISE and INDUSTRIAL JOBS SHOW

* A growing demand of skilled people due to increasing number of retiring people

- Strong weight of the manufacturing field:
 - 700 SMEs (mainly in Mechanics and Electronics) 25 000 P
- High technical Know How, high level of competencies.
- Ten years experience is often necessary to get the right competencies

The « sixties » are retiring before delivering their KNOW HOW

- Recruiting skilled people seems more and more difficult
(mainly before crisis but still today and future is not favorable. Swiss luxury field compete against us with higher wages)

* What to do to overcome this situation

* How to be attractive for young generations

Analysis leading to the « SMILE concept »



IN OUR MANUFACTURING FIELD

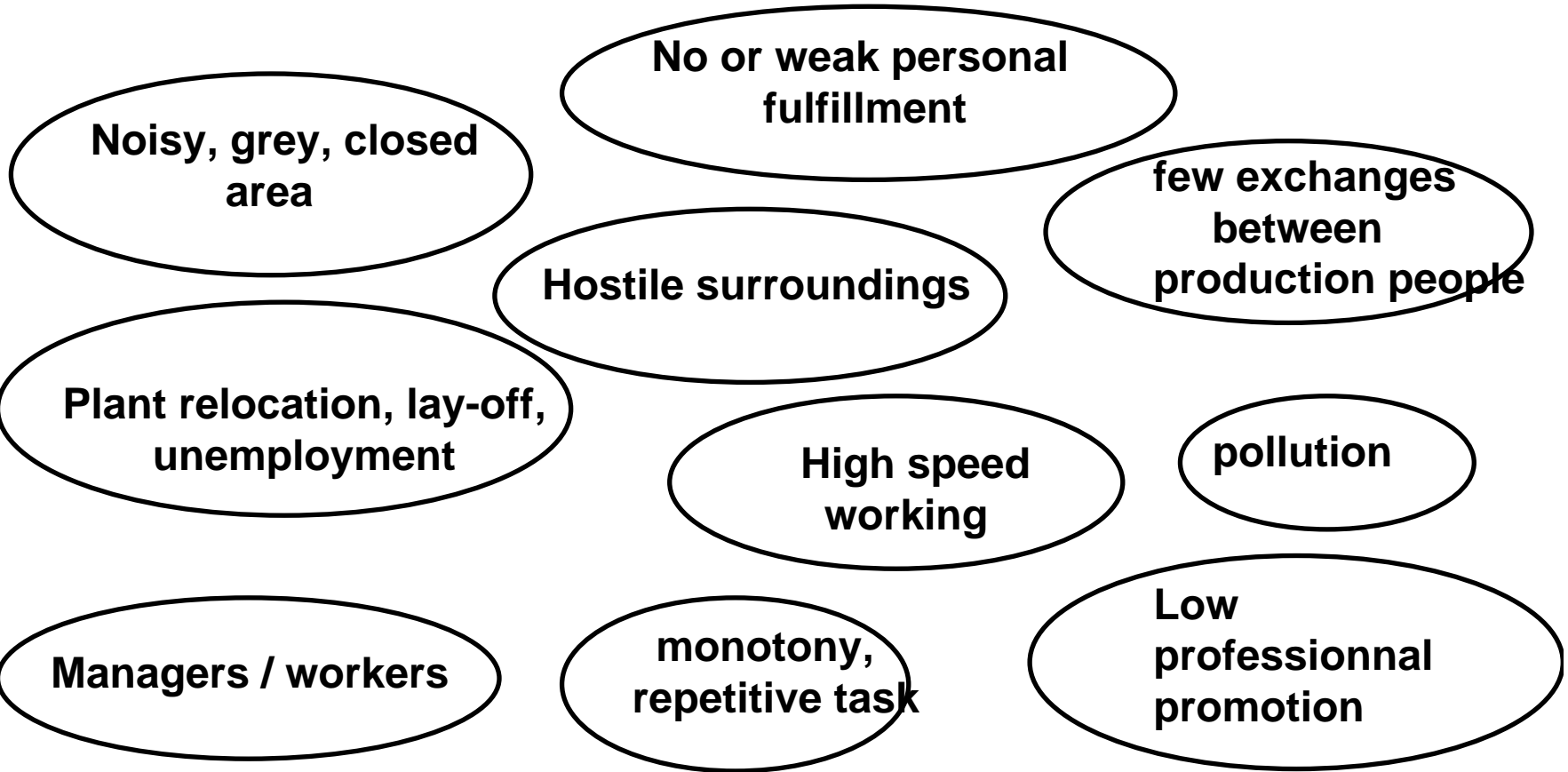
- Jobs are spontaneously perceived without any real future
- Jobs and the field of activity itself are not supported by general recognition of the top class of our fellow citizens
we cannot compete with financial services, traders or luxury field.....
- A general negative feeling regarding working conditions practices is expressed too often..



Perception of working conditions of industrial jobs By young people

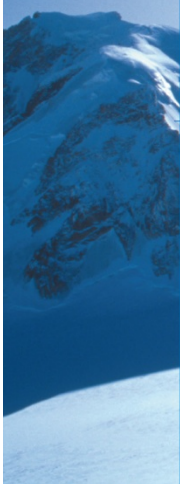


INDUSTRY = plant / production-line work / workers



First feeling : «These Industrial jobs are not for me! »

**Whatever the economic situation is
The image
of manufacturing companies
does not reflect
diversity of technologies, wealth and
skill of people who work in such
companies**

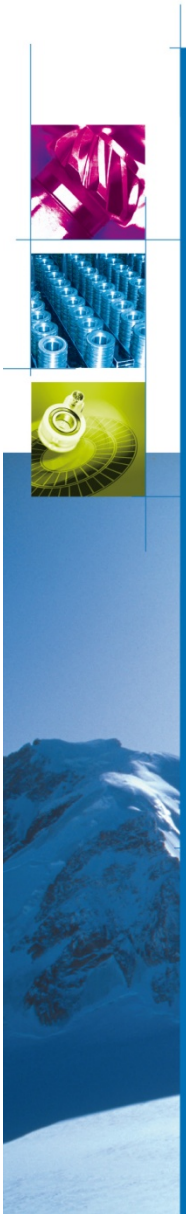


OUR ANSWER



Build a Manufacturing Company for

- Helping young people to discover diversity of jobs, functions and technologies
- Fighting against « general received ideas » and prejudices
- Helping young people to make up their mind by themselves
- highlighting diversity of jobs and trainings
- Showing working places as areas of exchange, of creation, of personnel and professional achievement
- Valuing daily connections between different trades and therefore stimulating personal relationship





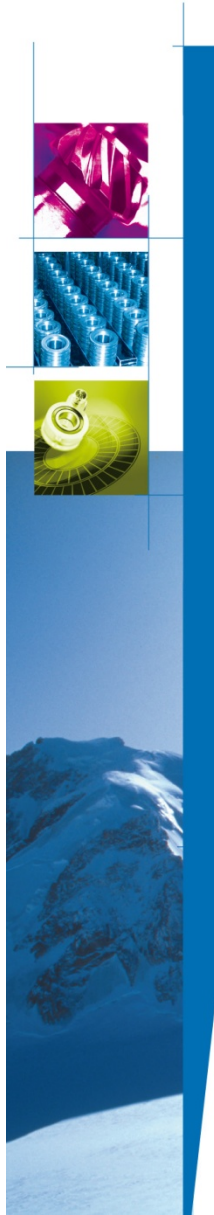
➤ THE « SMILE » SHOW

- A manufacturing company over 1200 M2 promoting reality and diversity of functions and jobs.

- for « visitors or customers »: Schoolboys(and girls) and students...

- with meetings and exchanges between young employees and staff or managers on one side and young visitors on the other side

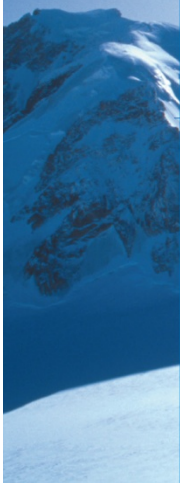
- Guide line : Every visitor participates by manufacturing a «pocket lamp » (metallic and plastic parts) Extrusion presses, Stamping presses etc...in action in front of visitors experts, sales managers...



SMILE 2010 ... A few data



- 14 Schools from technical schools up to universities or top engineers schools
- 110 groups during 3days (*1h15 per visit for each group - max 20 visitors*)
- 110 teachers
- 100 graduates, staff and managers from private industrial firms
- + 50 manufacturing companies
- 120 young schoolboys already part time at school part time in production
- 1800 schoolboys and girls 12/14 years old



- Press conference 10th february 2010
- Many press articles before, during and after the Show



A very coherent graphic and visual project

Fresh, Up to day, and Dynamic



Teasing and exciting for pushing the general public to come and visit the SMILE show

- Posters
- a flyer
- A four pages advertising in the mostly read regional newspaper - 400 000 daily readers



➤ A blog multimédia : text, sound, photos et videos



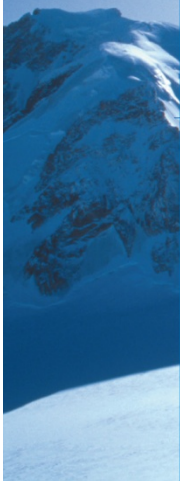
Promotion for spreading SMILE event abroad



We are on the way to duplicate

this show in 6 or 7 main

industrial regions of FRANCE



CONCLUSION

- * **Attracting young people to our SMEs is as difficult in France, as in Germany or in United-States or in Japan.**
- **Failing to support the European mechanical subcontracting industry would have a huge negative impact on the global development of our economy.**
- **There is no strong country without an industry**
- **There is no strong competitive industry without a solid subcontracting industry.**
- **There is no strong subcontracting industry without skilled workforce**

PROPOSAL



- * **Strengthening of European funds** encouraging the emergence and the sustaining of true champions of the mechanical subcontracting sector.
- * **Creation of a European fund** sustaining national initiatives undertaken to make our professions more attractive to young people by means of adequate information campaigns such as SMILE
- * **YOUTH employment and better ATTRACTIVENESS** of the manufacturing sector should become a true European Challenge sustained financially by BEI.
- * **Encourage the assimilation of the population that are not skilled enough to meet our needs of recruitment for more qualified staff.**



**“SMILE” is just an example of
contribution to our today thinking**

**Ladies and Gentlemen
Thanks for your attention**