

ZAV International Placement Services and Private Employment Services: A Successful Cooperation!

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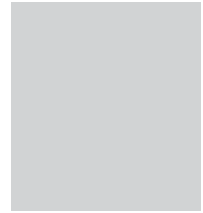


Organization of ZAV-International Placement Services

Die Auslandsvermittlung der ZAV – unsere Standorte

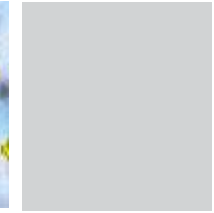


- EURES Germany is organised by the ZAV-International Placement Service: **EURES Germany = ZAV – International Placement Service**
- ZAV – International Placement Service has 240 employees Germany wide, 84 of them are EURES Advisers
- ZAV – International Placement Service consists of 12 regional teams who focus on jobseekers and a centralized employers service in Bonn
- ZAV – International Placement Service deals with about 30.000 vacancies annually
- In 2007 approximately 7700 jobseekers were placed in Europe with the help of the ZAV



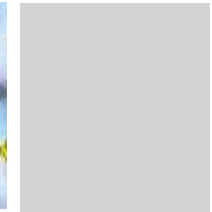
Business strategy of the ZAV – analogue to PES

- All employers including PRES are equal customers!
- Two types of PRES:
temporary employment agencies and private placement agencies
- Currently 38% of the ZAV-International Placement Service's customers are PRES.
- The cooperation with PRES is direct and Europe-wide
- The focus of cooperation within the EU is on
 - Netherlands share of PRES 78%
 - Austria share of PRES 32%
 - Switzerland share of PRES 27%



Goal of cooperation with PRES

- Reduction of unemployment = increase of success rate of controlling system of PES
- Increase of placements = increase of success rate of controlling system of PES
- Bringing the supply and demand of the labour market together
- Improving the mobility of jobseekers Europe- and worldwide



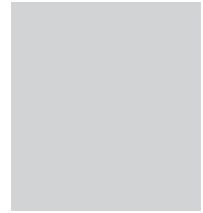
Services for all employers, and PRES

- Information and labour market consulting
- Publishing the job offers on internet job exchange
www.arbeitsagentur.de and www.europa.eu.int/eures
- Matching and screening of jobseekers
- Recruitment events



Quality standards of the ZAV in the business with employers including PRES

- Action programmes of the ZAV
- Code of Conduct for a successful cooperation
- Customer reaction management
- Evaluation of customer satisfaction



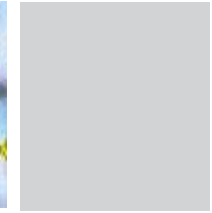
ZAV action programme employers: key elements of employer oriented services

■ **Basic philosophy**

- Successful placement and high customer satisfaction as a goal
- Professional counselling by experts of the ZAV
- One personal contact person for each customer
- Country and industry oriented expertise
- „Best Match“ as basic principle of placements

■ **Differentiation of customers according to standard and target customer**

- Potential of placements
- Quality of cooperation – result oriented
- Contacts so far (long-standing customers)
- Acquisition of contacts (new and long-standing customers)



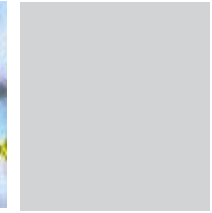
Code of Conduct for successful cooperation – mobility under fair conditions

■ All employers including PRES

- Detailed description of vacancies
- Standard salaries
- Social insurance
- No health risks
- No discrimination

■ Additionally in the case of PRES

- Check of licence for placement services depending on country of destination
- No support of pooling
- Naming of contractor / employer
- No chain placements among PRES
- No fees charged of applicants



Results and success

- From January – May 2008 58% of successful placements of the ZAV-International Placement Service can be attributed to PRES
- Acceptance of PRES is high among German jobseekers
 - Placements through PRES are focused on countries with high wage level
 - Placements usually in permanent positions
 - Additional services are being offered (e.g. organisation of accommodation)
 - Foreign PRES have a good reputation among German jobseekers



Summary

- Consequent integration of EURES into PES also means integration into the business policy and the controlling system of the BA
- PRES are a major part of the success of the ZAV-International Placement Services
- The cooperation is based on mutual trust and success.
- High quality standards (Action programmes, code of conduct) guarantee placements under fair conditions
- Cooperation is advantageous for all parties: ZAV, PRES, employers and jobseekers



Thank you for your
attention!