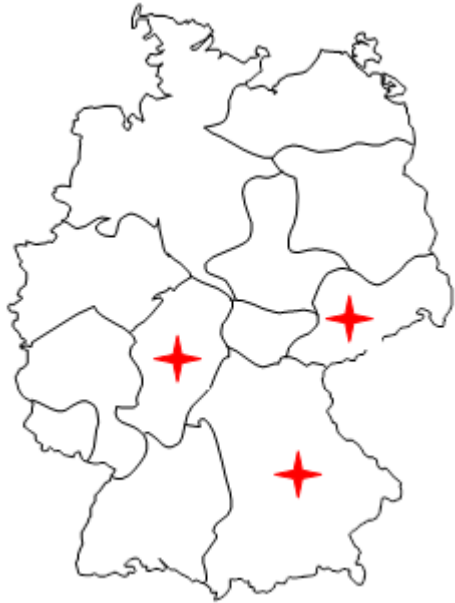


# manroland



<b>Reference</b>	EGF/2012/002 DE/manroland
<b>Member State</b>	Germany
<b>Sector</b>	Printing machinery
<b>Submitted to European Commission</b>	4 May 2012
<b>Total budget planned</b>	EUR 10 705 889
<b>EGF contribution</b>	EUR 5 352 944
<b>Intervention criterion</b>	2 (a)
<b>Period of reference</b>	1.1.2012 – 30.4.2012
<b>Redundancies during period of reference</b>	2 284
<b>Active employment measures</b>	<ul style="list-style-type: none"> <li>– Short-time allowance (Transferkurzarbeitergeld)</li> <li>– Training courses leading to qualifications</li> <li>– Workshops and Peer Groups</li> <li>– Supportive measures and international job-search</li> <li>– In-depth start-up advice</li> <li>– Job search</li> <li>– Activation premium</li> <li>– Coaching and advisory services in a new job</li> </ul>

## BACKGROUND

- The printing machinery equipment market is highly internationalised. During recent years, emerging markets such as China, India and Brazil have become important players in this increasingly global market, first as clients and then also as manufacturers / suppliers. As a result, German high-quality producers now face stiff international competition, mostly of lower quality and at lower prices and in some cases in highly protectionist markets.
- As a consequence, European printing machinery suppliers have lost significant international market share. For instance during the period of 2005 to 2011, manroland lost 10 % of its market share for reel-fed offset printing equipment and also experienced phases of sharp declines in sales. This development contributed to sinking profits and growing losses and in the end to insolvency.
- These redundancies concern Augsburg (Bavaria), Offenbach (Hessen) and Plauen (Saxony). The weakest of these is Plauen, with a small population highly dependent on social welfare payments. The three regions will in addition lose one of the most influential employers, with no immediate prospect of an equivalent successor arising in the near future.