

Heidelberger Druckmaschinen AG



Reference	EGF/2010/018 DE/ Heidelberger Druckmaschinen AG
Member State	Germany
Sector	Printing machinery
Submitted to European Commission	27.05.2010
Total budget planned	€12 782 392
EGF contribution	€8 308 555
Intervention criterion	Article 2 (a) Regulation (EC) No 1927/2006
Period of reference	26.1.2010 to 26.5.2010
Redundancies during period of reference	1 212
Active employment measures	To be provided for 1 181 workers and include: <ul style="list-style-type: none"> – job search allowances – management of qualifications – training courses leading to qualifications – counselling and support – workshops and peer groups – placement research – international guidance – in-depth guidance for business start-up and – mobility allowances

BACKGROUND

- Due to the financial and economic crisis, expenditure on printed material and expenditure for advertising material, decreased significantly worldwide. In the first half of 2009, expenditure on advertisements in Europe decreased by more than 9 % compared with the same period of 2008.
- As a consequence, the printing industry reacted with drastic cuts in capital expenditure, which in turn affected the manufacturers of printing equipment.
- Although Heidelberger Druckmaschinen AG implemented an adaptation programme that provided for a reduction of costs this effort was not sufficient to prevent the decision to make a large number of workers redundant in order to adapt to the sudden drop in demand.
- In the towns most affected by the redundancies (Heidelberg, Mannheim and Karlsruhe) the increase in the unemployment rate between December 2008 and March 2010 was respectively 12,4 %, 12,3 % and 15,6 %, which is significantly higher than the increase of 3,7 % during the same period for Germany as a whole.