

Antonio Merloni



Reference	EGF/20112/023 IT/Antonio Merloni
Member State	Italy
Sector	Domestic appliances
Submitted to European Commission	29 December 2011
Total budget planned	€7 749 972
EGF contribution	€5 037 482
Intervention criterion	2(a) Economic and financial crisis
Period of reference	23.8.2011-23.12.2011
Redundancies during period of reference	1 517
Active employment measures	To be provided for all 1 517 workers and include: <ul style="list-style-type: none"> - Occupational guidance - Job-search assistance - Training, retraining and vocational training. - Entrepreneurship promotion - Job-search allowances - Hiring benefits - Contribution to commuting expenses and also to the expenses for change of residence.

BACKGROUND

- The global economic and financial crisis has had a serious impact on the market for domestic appliances. The sector fell in the EU-27 for three consecutive years (2007 to 2009) compared with the previous year, mainly due to the decrease in exports in particular to the United States (-30,5 % in 2009 compared with 2008) and Japan (-11,40 %).
- To maintain its market share against competition from low labour cost countries such as China and Turkey, Antonio Merloni SpA, the fifth largest manufacturer of appliances in the EU in 2002, changed its sales strategy and in 2006 started selling its products directly through its own brands. With the outbreak of the global financial and economic crisis, the company got into financial difficulties, which were further exacerbated by the sudden tightening of conditions for access to financial credit which eventually lead in the cessation of business activities.
- The territories concerned by the redundancies are the provinces Ancona and Perugia. In the pre-crisis years, both provinces had an unemployment rate lower than the national average. In 2009 unemployment increased by 40 % compared with the previous year while in 2010 the unemployment rate remained stable in Perugia and decreased in Ancona mainly due to the fall in the activity.