

Presentation OIGP

Mäder & Partner AG New Placement
April 2018





Market Switzerland (German part)

Changes over the last two years

- A lot of redundancies in Financial Sector
- Major changes in the financial sector
- Requirements: the age is not any more the problem but the education
- Due to age (baby boomers) more people leave the labour market than young people follow. This gives more opportunities for people over 50 years of age who are flexible in terms of relocation and income. Initial efforts are also underway for retraining projects, as we already have a very dry labour market in industry.
- Swiss mem already launches programmes, 3 years, like apprenticeship but with salary
- In Switzerland we no longer have enough immigration because the European countries are also doing better



Market Switzerland (German part)

Changes over the last two years

- Price sensitivity
- More players on the market (not one-women-show but headhunters and recruiters are pushing into the outplacement market)
- Outplacement combined with job search as a integrated product
- More workshops, more online-based services
- Swiss market remains still very lucrative for outplacement business
- LinkedIn but also Xing get more and more important
- Specialized in local business
- We bring passion to our work: small but powerful, high quality consulting based on individual client needs

Running Business

Changes over the last two years

- **Outplacement**

In the last two years we had an increase in sales of around 20%. Demand is very constant. We attribute this to our good reputation in the market. Today there are more shoppers, more private self-payers and more structured offer processes such as RFP's

- **Career Coaching for employees and executives**

More or less the same sales figures as in recent years. Not our core business.

- **Recruitment**

not our business

- **Self-analysis**

Get more and more important. We notice that customers are willing to pay themselves for self-analysis.

Running Business

Changes over the last two years

- **Assessment**
More or less the same sales figures as in recent years. Not our core business.
- **Support and guidance of reorganisations**
Increase of 10 -20% sales figures over the past few years.



Contact

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