

Mobility, Transport and Logistics in Modern Cities Program in Hungary

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Abstract Historical background for the better understanding of the current labor market situation in Hungary, with the scope of processing industry, especially beer manufacturers.

Keywords: • beer • workforce • processing • vacant • Hungary • multinational • craft beer •

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1 Introduction

The paper is separated into 4 parts beside of the introduction and summary: the vacant positions, the gross income of workers, the income of the multinational beer manufacturers and the income of the craft beer producers. The overall goal of the analysis to make the related trends visible, in order to give a clear picture on the current labor market processes from the aspect of companies and workers too.

2 The vacant positions

In the past 4 years – after the global financial crisis- the manufacturing industry, including the processing part, especially the beer production had found their market drivers and started to restart their lucrative businesses.

As the yearly profit correlates to the sales volume, the sales volume correlates to the produced products, that is simple and well known. But the surprising fact is, that despite of the increasing volume of production, the need of the human workforce had increased too. (As you can see on the chart nr. 1.) Logically, it can be stated that the current technological development is matured, the production is on the most efficient way, because change in the production volume requests change in the related workforce too.

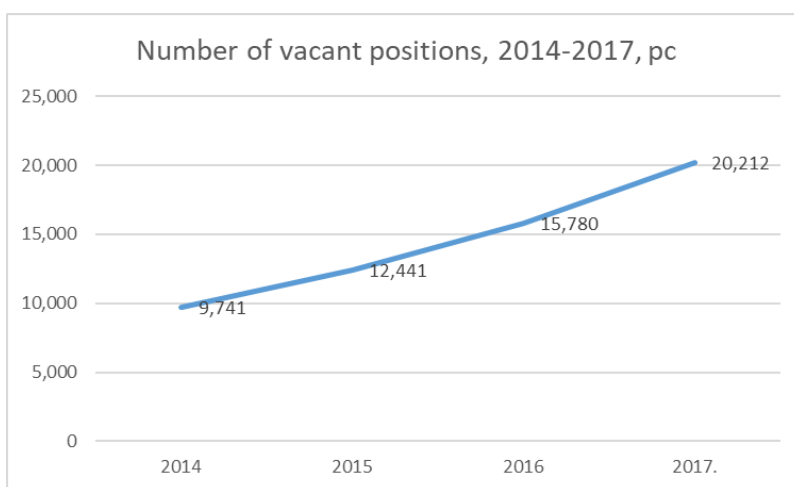


Figure 1: Number of vacant positions in the processing industry, between 2014-2017.

(Source: own creation on the data from Governmental Statistical Office)

As it is visible on the chart, the need of human workforce (or, from other point of view, the number of vacant positions) had been doubled in 3 years. The list is aggregated, therefore the blue collar and white collar positions are listed in the same category.

3 The gross income of workers

The vacant positions remain vacant if the companies does not fulfill them. The expectations against the workers can be measured on different ways, but one crucial factor is the salary expectation from the worker side.

As it is visible on the chart nr. 2. in the last three years, there was a huge increase in the average gross salaries in Hungary within this industry. For the better understanding of the situation, it have to declared that the current government had regulated the minimal wage for skilled workers, therefore complying with the law is a must from the companies' side.

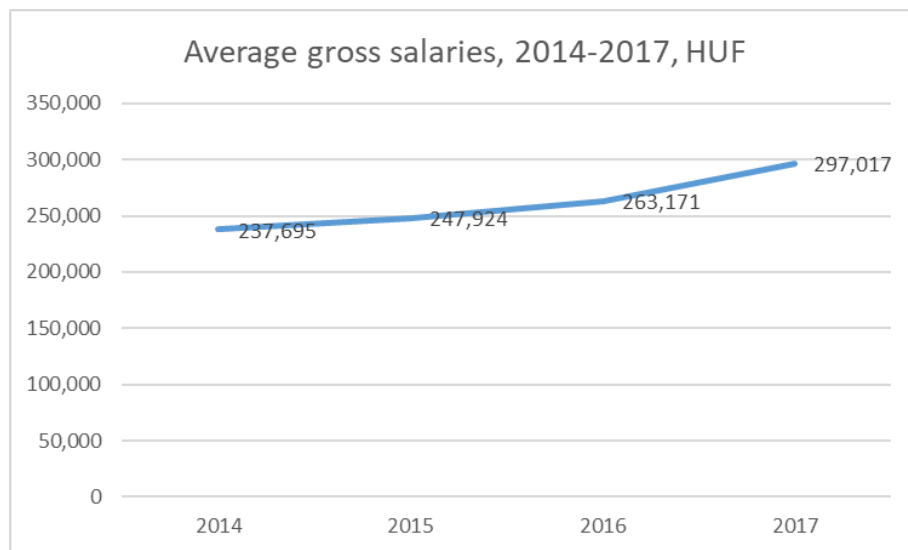


Figure 2: The average gross salaries in the processing industry, between 2014-2017.

(Source: own creation on the data from Governmental Statistical Office)

Because of the lack of professionals (reasoned by international movements, aging, etc.), the need of personnel is visible in the wages too: the companies are willing to give appr. 30% more than 3 years ago.

4 The income of the multinational beer manufacturers

There are three main companies on the Hungarian beer manufacturing market with global group background – Borsodi, Dreher and Heineken-, the market share is almost equal on yearly basis, but insignificantly vary month to month, but basically can be identified as stable. (Pesti-Farkas, 2017) Their breweries are located in Hungary, but I would like to hereby list the Pécsi Brewery, who manufactures locally, but has definitely low market share. The rest of the market players are importer (as Carlsberg), they had not been considered as subject of this paper. I had compared their reported incomes in the year of 2016 and 2017, as they are the latest closed ones. It is visible on the chart nr.3. that their market (or so called, the total income) had almost remained the same, only the ratio had been changed between the companies.

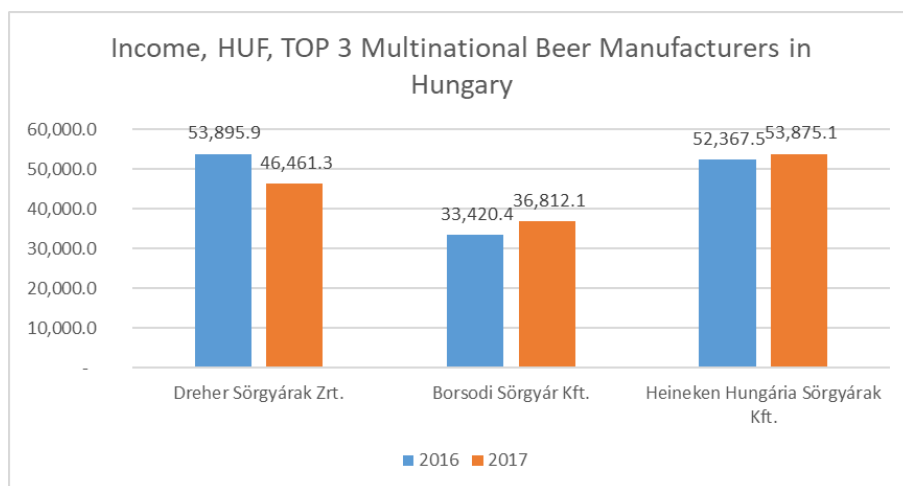


Figure 3: Income of the multinational beer manufacturers in Hungary, expressed in HUF.

(Source: own creation based on the governmental annual reports)

The mixed trend (one of theirs volume had been decreased, one of theirs had been increased and one of them seems stable) can not be compared to the trend of the lack of workforce, because based on the above, the missing personnel had not influenced all of the players.

It is interesting to note that at this moment, in 2018, there are lot of vacant positions on the career websites of the companies. (See Annex n.1.)

5 The income of the craft beer producers

There are plenty of companies on the Hungarian craft beer manufacturing market (Fertő et. al., 2018), I just listed the “biggest” ones, from the aspect of reported income in the last 2 years.

The “revolution” of the craft beers had started in 2017 (as you can see on the chart nr.4) and it is still ongoing: the big ones had changed their recipes and created new beers in order to compete with the smaller breweries on the field of flavor.

Depending on the used resources (eg. malt, water, flavours, etc.), the cost of a unit might vary in this separated category too, not even compared to the multinational ones.

Worth to note, that the visibility of the Csíki products might base on their legal battle with the Heineken Group regarding to the origin of a beer brand. They are listed here, because they do not belong to the multinational manufacturers, but hang out a little bit, as they have only commercial operation in Hungary, not manufacturing.

The companies are located in different areas of Hungary, so they are also affected by the above mentioned lack of professionals, as the job advertisements are showing in the annex. nr. 1.

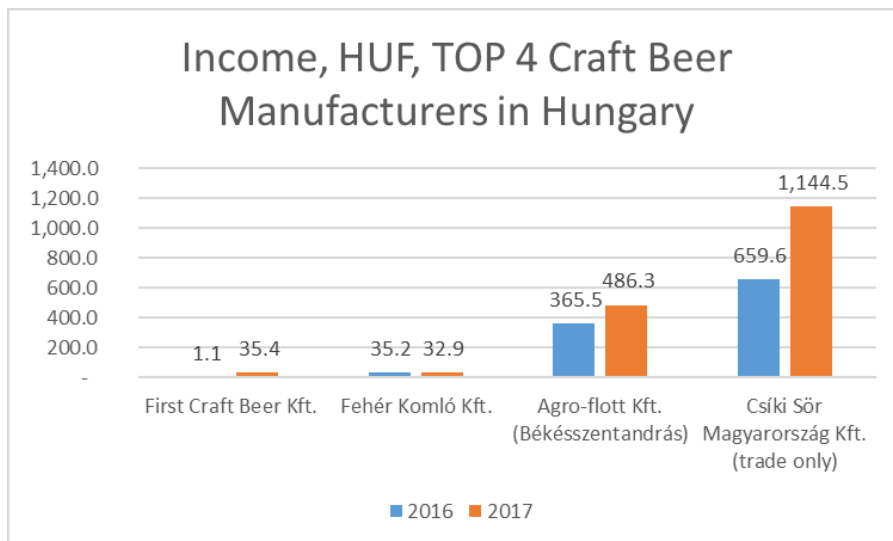


Figure 4: Income of the craft beer manufacturers in Hungary, expressed in HUF. Source: own creation based on the governmental annual reports.

6 Summary

The need of the human workforce is resulted higher wages in the last 3 years, as the demand meets with the supply. Based on the income data, we can say, that independently of the location or size of the factory, each and every processing industry operating companies are lack of well trained professional, independently whether the position is blue collar or white collar.

The income reports are showing an ambitious picture about the future, but –as it was the aim of the study- it is worth to consider the human workforce related questions.

In the light of the industry 4.0, there is a big question mark at each and every investment, which focuses on human capacity increase.

The workforce need, the increasing salaries are going to influence the further income of the companies –on local and global level-, therefore the topic needs further researches on the field of the effect of automation of human workforce.

Annex. nr. 1.
List of opened positions

Heineken, Source: <https://heineken.karrierportal.hu/allasok>

Summary: 3 of 10 are blue collar workers.

1. E-COMMERCE DATA EXPERT (BUDAPEST)
2. INTERN POSITIONS
3. KEY ACCOUNT MANAGER
4. KISKERESKEDELMI TERÜLETI KÉPVISELŐ (CENTRÁL RÉGIÓ)
5. PTP SPECIALIST (BUDAPEST)
6. **RAKTÁROS (SOPRON)**
7. REGIONÁLIS ÉRTÉKESÍTÉSI ASSZISZTENS (PÁPA)
8. TPM KOORDINÁTOR (SOPRON)
9. **ÜZEMI KARBANTARTÓ (SOPRON)**
10. **ÜZEMI TECHNIKUS (SOPRON)**

Borsodi, Source: <http://borsodisorgyar.hu/hu/oldal/toborzasi-nap>

Summary: 4 of 11 are blue collar workers.

1. **fejtőüzemi- és sörtermelési operátor**
2. **karbantartó műszerész**
3. **gépész karbantartó**
4. **raktáros**
5. végellenőr
6. fuvarszámloltató
7. SAP-specialista
8. EHS-specialista
9. projektmenedzser
10. szállítmányozási vezető
11. gyakornoki pozíció az ellátási láncnál

Dreher, Source: <https://karrier.dreherzrt.hu/allasok>

Summary: 6 of 18 are blue collar workers.

1. Call Center munkatárs
2. Chief Legal Counsel
3. Elektrikus - Energiaellátási rendszergazda
4. Értékesítési képviselő - FOOD (Pest megye)
5. **Fejtségi vonalvezető PET-KEG**
6. **Gépkezelő- Karbantartó (Fejítő-gépsor)**
7. **Gyártelepi vonatvezető**
8. National Warehouse Manager
9. **Operátor (csomagoló gépsoron)**
10. Personal Assistant (2 years fixed term)
11. Production Planner
12. SAP rendszerelemző (ABAP)
13. **Sörfőző**
14. **Sörtermelési technológus**
15. Számlázó pénztáros
16. Telefonos értékesítő - aktív értékesítés
17. Területi értékesítési vezető (független boltok – Nyíregyháza, Debrecen)
18. Ügyfélszolgálati ügyintéző (logisztikai terület)

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Governmental annual reports: <http://e-beszamolo.im.gov.hu/oldal/kezdolap>

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