



# Creating an Industry

## The establishment of a TWA-industry In the Swedish labour market

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# The Swedish model

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- **Strong emphasis on employment protection and social security**
- **Strong trade unions**
- **Tradition of negotiation between social partners**
- **The spirit of Saltsjöbaden**



# Deregulation of monopoly on employment exchanges

- **Reasons**
  - Bank crisis 1991-1992
  - Increasing unemployment
  - Change of government
- **Deregulation was regarded as a way to solve the problems in the labour market**
  - Ineffective public employment service
  - Employers need more flexibility
- **Critics argue that deregulation would**
  - Be a threat to the Swedish model
  - Insecurity
  - Wage dumping
- **Deregulation enforced in 1993**
- **The state hands over the responsibility of regulation to the industry and social partners**



# Three waves of collective agreements

## The first collective agreements

- Signed by white-collar workers trade union (HTF) and confederation of service employers
- To avoid insecure working conditions for their members
- Guarantee salaries and Open-ended contracts
- Demonstration of trade union power
- Legitimacy and opportunity to expand the TWA industry

## The second wave of collective agreements

- Signed by professional trade unions and employers
  - E.g. Academics, Nurses, Engineers
- Regard TWAs as an opportunity to provide better salaries, autonomy and working conditions for their members
- Makes it more difficult for trade union movement to retain a one sided negative image of the TWA industry

## Third wave of collective agreement

- signed by the blue-collar confederation



# Implication for TWA-industry

## Constructing a market

- Gaining legitimacy
- Providing logic
- Practice first – strategy later
- Domination by the few

## Focus on matching activities

- Sophisticated recruitment strategies
- Commodification
- Value added – professional matchers
- Bragging power

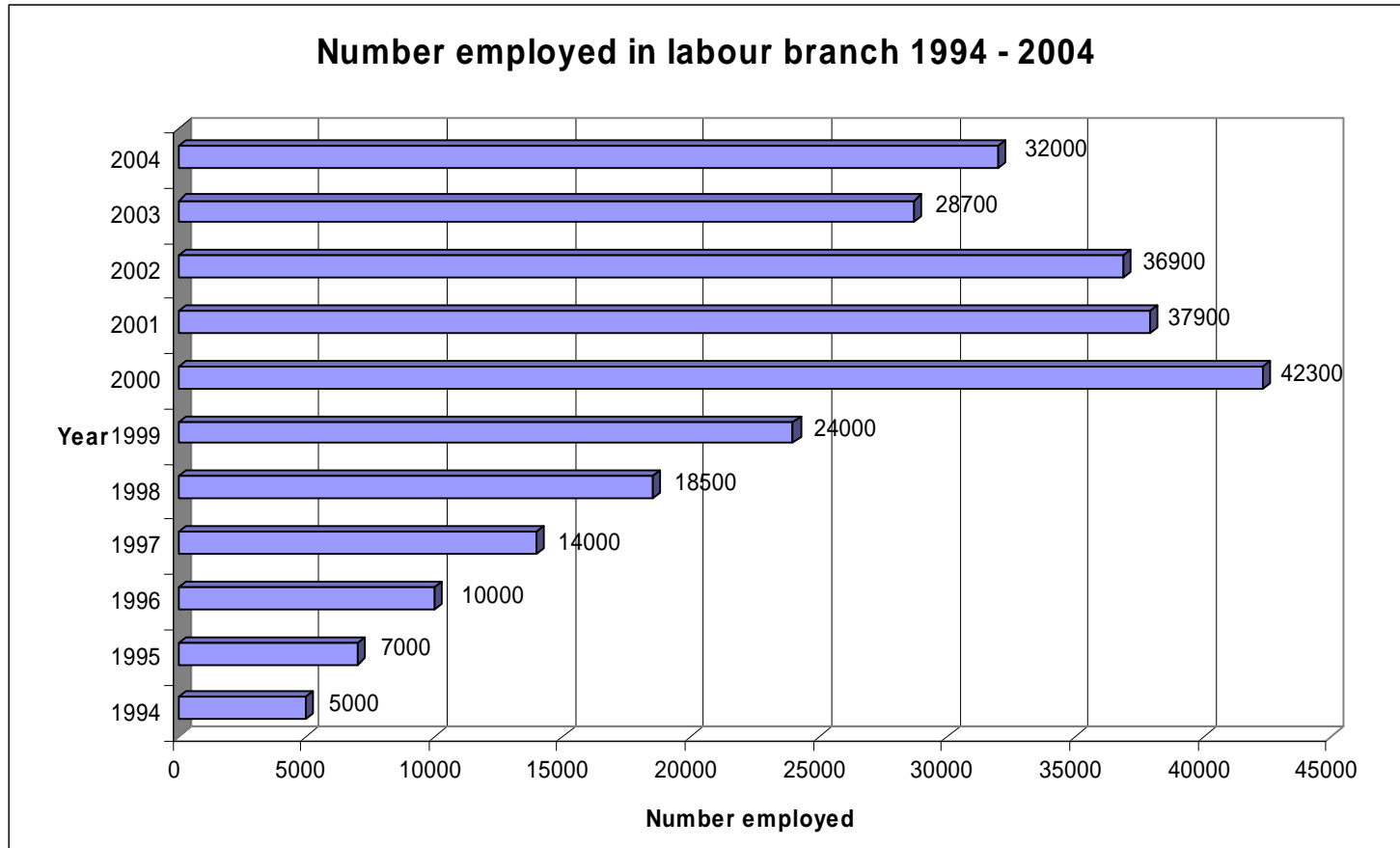
## Not a stepping stones but a tool for mobility

- According to the industry most employees are recruited from permanent
- Above average in terms of education and training
- A high end market

## Increasing grey/black actors in the sector



# Development of the TWA industry



Source: Bemanningsföretagens omsättningsstatistik, [www.almega.se](http://www.almega.se)

