

GEM 2024/25 Global Report: The entrepreneurial heartbeat, the engine that transforms the world

Official launch event at [University of the Basque Country](#) and [University of Deusto](#), Bilbao, Spain

AGENDA

17th February 2025

GEM RESEARCH SEMINAR

Location: [Bizkaia Aretoa](#), University of the Basque Country (Auditoriums [Baroja/Arriaga/Oteiza](#))

09:30 – 10:30 **Registration and Networking**

10:30 – 13:00 **Presentation of Abstracts Themes (Auditorium [Baroja](#))**

a) **GEM longitudinal research studies and cases**

b) **Artificial Intelligence/Machine Learning potential for leveraging GEM research**

Keynote Speaker: **Niels Bosma**, Professor, University of Utrecht, GEM-GERA Board Member, & GEM UK team member,

Facilitators **Niels Bosma** and **Stephen Hill**, formerly GEM Lebanon, and Lead Author of the GEM Global Report

Research paper presentations and interactive sessions

In parallel: Training workshops only for new teams or teams requiring a refresher ([Aud. Arriaga](#))

Alicia Coduras, GEM NES Coordinator and **Francis Carmona** GEM APS Coordinator

13:00 – 14:00 **LUNCH AND NETWORKING**

14:00 – 15:30 **Workshop 1: Analysing GEM data over time (Auditoriums [Baroja](#))**

Trainer: **Prof. Thomas Schott**, Univ. Southern Denmark & GEM Egypt, GEM Morocco, GEM Turkey (formerly also GEM Denmark Team Leader)

GEM has - on www.gemconsortium.org - annual data, e.g. individual-level APS data from all participating countries. This data is a gold mine for analysing changes over time. The trainer has compiled the responses from all 3,304,829 adults cross-sectionally surveyed from 2001 to 2022 in all 115 countries that participated in GEM research over that period, with 18 variables measured on the adults in most years (yrsurv, ctryalp, country, gender, age, educhigh, suskill, opport, knowent, equalinc, nbgoodc, nbstatus, nbmedia, futsupno, TEA, TEAopp, TEAnec, estbbuso). This SPSS-file (15MB zipped) will be distributed to the participants in advance of the workshop. During the workshop we will train participants to carry out hands-on SPSS analysis of individual-level data over time.

Two examples

1. Changing entrepreneurial intentions in the population of adults, also with downs and ups around crises, over time
2. Changing participation of women compared to men in starting and owning businesses.

Essential requirement for active participation: Laptops with SPSS installed:

15:30 – 16:00 **Coffee & Networking**

16:00 – 17:30 **Workshop 2: Analyzing data on entrepreneurs' use of AI (Auditoriums [Baroja](#))**

In 2024, GEM included several questions asking about entrepreneurs' uses of AI and assessments of positives and negatives of AI. In this session, the trainer will provide hands-on analysis of entrepreneurs' uses of AI. The trainer will also focus on techniques for analysing whether use of AI is multidimensional or unidimensional (little use versus much use), whether future change in use is anticipated by some kinds of entrepreneurs more than others, whether entrepreneurs' use of AI depends on their gender, age, motives, business size, and sector, and whether use of AI is coupled with outputs such as innovation, market scope, exports, and sustainability. Thomas has created a file (less than 1 MB) of artificial data, like the real data collected in a country's APS, which will be distributed for hands-on training in SPSS (to include data handling, factor analysis, index construction, cross-tabulation, comparison of means, correlation, and regression) and visualization suitable for writing national reports.

Essential requirement for active participation: Laptops with SPSS installed:

19.00 – INSTITUTIONAL WELCOME. COCKTAIL

Location: BAT, [B Accelerator Tower](#)/Government of Bizkaia

18:45 - **Registration**

19:00 – 19:15 Photocall

19:15 - 19:45 Incubator Visit

19:45 - 20:15 Institutional Welcome (auditorium)

Ainara Basurko, Deputy for Economic Promotion of the Government of Bizkaia

Borja Cabezón, CEO of ENISA

Ane de Ariño, Director of Entrepreneurship and Internationalization in the Basque Government

Kontxi Claver, Councilor for Economic Development, Trade, Tourism and Employment of the City Council of Bilbao

20:15 - 21:15 Cocktail

18th February 2025

PART 1: GEM 2024/25 GLOBAL REPORT LAUNCH

Location: [Bizkaia Aretoa](#), University of the Basque Country. [Aud. Mitxelena](#)

MC: *Maitena Salinas, professional master of ceremonies*

08:30 – 09:00 **REGISTRATION ([Main Hall](#))**

08:45 - 09:00 **Institutional photo**

09:00 – 09:30 **Institutional Opening (approx. 5 min. each)**

Elixabete Etxanobe, General Deputy of the Government of Bizkaia

Juan Mari Aburto, Mayor of Bilbao

Rebeca Mariola Torró Soler, State secretariat for industry of Spain

Andoitz Korta, Deputy Minister of Industry of the Basque Government

Aileen Ionescu-Somers, GEM Executive Director

09:30 – 09:40 **GEM 2024/25 Global Report Launch Introduction: The impact of 25 years of GEM**

Prof. [Jeffrey Shay](#), Global Entrepreneurship Research Association (GEM-GERA) Board Chair (Babson College, Founding Organization of GEM) & Co-Leader, GEM USA

Ana Fernández-Laviada, GEM Spain Executive Director

09:40 – 10:00 **Presentation of a selection of GEM research findings from the GEM 2024/25 Global Report: Entrepreneurship Reality Check** by **Dr. Stephen Hill**, Lead Author

10:00 – 10:10 **GEM Conference Academic Opening (approx. 5 min. each)**

Moderator: María Saiz-Santos, Chair of Basque Entrepreneurship Observatory (BEO)

Joxerramon Bengoetxea, Rector, University of the Basque Country

Juan José Etxeberria, Rector, University of Deusto

Vicente Atxa, Rector, Mondragon University

10:10– 10:20 **The entrepreneurial heartbeat that transforms the world, a Basque cultural presentation**

10:20 – 11:10 **COFFEE BREAK AND NETWORKING** (NB: Group photo with GEM Board, Institutional and Keynote Speakers only) ([Terrace/Main Hall](#))

11:10 – 11:40 **Entrepreneurs Round Table: The entrepreneurial heartbeat, the engine that transforms the world**

Moderator: **Borja Cabezón**, CEO ENISA

Panelists:

Ivan Miñambres, CEO UniKo (artistic entrepreneur. Winner of the Goya Award)

Amaia Rodríguez, CEO Gravity Wave (Cartier Women's Initiative Representative)

Andy Aguilar, CEO & Co-founder Legit.Health (representative migrated entrepreneurship)

Joseba Villate, CEO Altery Energy

11:40 – 13:00 **GEM Consortium Round Table: Entrepreneurship Reality Check: Building Entrepreneurial Ecosystems to transform the world**

Moderator: **Prof. Jeffrey Shay**

Panelists (with **Lead Author Dr. Stephen Hill**):

Ana Fernandez Laviada, Professor, Universidad de Cantabria & GEM Spain

Ehud Menipaz, Professor, Ben Gurion University & GEM Israel

Alicia Coduras, GEM NES Coordinator, GEM Global

Przemyslaw Zbierowski, Professor, University of Economics, Katowice & GEM Poland

13:00 – 14:15 **LUNCH AND NETWORKING (1H30)**

Part 2: GEM Special Topics Focus

14:15 – 15:30 **Sustainability: Pre-Launch of the GEM 2023/24 Entrepreneurship and Sustainability Report (Aud. Mitxelena)**

Presentation of a selection of GEM research findings by **Niels Bosma** Professor, University of Utrecht, GEM Senior Research Advisor, core authorship team & GEM-GERA Board member, followed by a panel discussion and interactive session

Moderator: **Aileen Ionescu-Somers**, Co-author and GEM Global

Panelists (with lead author **Stephen Hill**):

Maya Dougoud, Co-author and GEM Switzerland

Natanya Mayer, Co-author and GEM South Africa

Cesare Riillo, Co-author and GEM Luxembourg

Cristina Oyon, SPRI representative. Basque Government

15:30 – 17:00 **GEM SPAIN: A CASE STUDY. Sponsored by Mapfre. Poster Session. PRESENTATION OF SPANISH TEAMS.** An invitation to the GEM Consortium to discuss and collaborate on special topics research (POSTERS & COFFEE) **(Format and list of special topics to be provided by GEM Spain)**

17:00 – 18:00 **Women’s Entrepreneurship: The GEM 2023/24 Women’s Entrepreneurship Report ([Aud. Mitxelena](#))**

Presentation of a selection of GEM research findings from the **2023/24 Women’s Entrepreneurship Report** by **Amanda Elam**, Research Fellow at Babson College USA & Lead Author, followed by a panel discussion and interactive session

Moderator: **Amanda Elam**

Panelists:

Wingee Sin, Global Program Director of the Cartier Women’s Initiative

Mahsa Samsami, GEM South Africa

José Ernesto Amoros, GEM México

Aitor Cobanera, SPRI representative. Basque Government

20:00 – 23:00 GEM CONSORTIUM GALA DINNER AND AWARD CEREMONY

Location: [Guggenheim Bilbao](#)

20:00 – 20:50 Guided tour of the museum

20:50 - 21:00 Txalaparta (call to dinner)

21:00 - 21:15 Violinist production and welcome

21:00 – 23.00 **Gala Dinner and Recognitions and Awards.**

NB: for GEM Consortium members and invited guests only

Dress code: formal attire

19th February 2025

GEM ANNUAL GENERAL MEETING – AGM

Location: [Bizkaia Aretoa, University of the Basque Country \(Auditoriums Baroja/Arriaga\)](#)

09:00 – 09:15 Introduction and GEM-GERA Board Governance Update

Jeff Shay, GEM GERA Board Chair

- Board Decisions in 2024
- Report on NES Survey Task Force

09:15 – 09:30 Q&A – Points of Clarification

09:30 – 10:00 GEM Strategy Update, Aileen Ionescu-Somers, GEM Executive Director

10:00 – 10:15 Q&A – Points of Clarification

10:15 – 10:45 COFFEE BREAK AND NETWORKING

GEM Research & Innovation: Updates/Discussions

10:45 – 12:30 GEM Research and Innovation Groups (GRIPs) groups & Stewardship/Leveraging of GEM Research Instruments

Moderator: Aileen Ionescu-Somers

Presentation of GRIPs Groups for GEM Global Report and presentation of the GRIPs groups membership

Part 1: The GEM Adult Population Survey: Future perspectives

Francis Carmona: Adult Population Survey (APS) GRIPs group process in 2024 and modifications for 2025/Report on shift to online sampling

Short presentations followed by interactive group discussions to provide input and feedback to the APS GRIPs group for their 2025 deliberations

12:30 -13:30 Board Elections (Part 1): Nomination pitches and formal electoral process

13:30 -14:30 LUNCH AND NETWORKING

13:30 – 14:30 *Announcement of elected Board candidates and AOB*

GEM Research & Innovation: Updates/Discussions (Cont.-)

Moderators: Aileen Ionescu-Somers/Niels Bosma

14:30 - 16:00 Part 2: The GEM National Expert Survey (NES)

Alicia Coduras: National Expert Survey (NES/NECI) GRIPs group process in 2024 and modifications for 2025/Update on Entrepreneurial Ecosystem Quality Composite Index (ESI)

Niels Bosma: The NES Survey Board -nominated Task Force outputs

Short presentations followed by interactive group discussions to provide input and feedback to the NES GRIPs group and NES Task Force for their 2025 deliberations

16:00 – 16:15 **Event closure**

Aileen Ionescu-Somers, GEM Executive Director Free time

Ana Fernández-Laviada, GEM Spain Executive Director

María Saiz-Santos, Chair of Basque Entrepreneurship Observatory (BEO)

20th February 2024 (Free-time/Optional)

BILBAO EXPLORATORY TOURS

Options in the morning:

1. Tourist visit

Portugalete – Bizkaia Bridge <https://www.enportugalete.com/articulo/que-ver-portugalete/puente-bizkaia/20211217145159013853.html>

San Juan de Gaztelugatxe <https://www.bizkaia.eus/es/gaztelugatxe>

2. Slush´d <https://www.bilbaoslushd.com>

Free time for lunch and visit in Bilbao