

GEM GLOBAL CONFERENCE 2025

**ENTREPRENEURSHIP
AND FUTURE IN BILBAO**

The entrepreneurial heartbeat, the engine that transforms the world

Bilbao, global epicentre of entrepreneurship in 2025

GEM GLOBAL ENTREPRE- NEURSHIP CONFERENCE

Organised by EEB-OVE (Basque Entrepreneurship Observatory) and GEM Spain, with the support of Bilbao City Council, the Provincial Authority of Bizkaia and the Basque Government, via Spri and ENISA.

press kit

Information only for media and journalists

This document is intended as a useful information guide for you and your media outlet as to the Global Entrepreneurship Monitor (GEM) Conference on Global Entrepreneurship in 2025, with general information about the event (dates, venue, topics).



EEB | OVE

Euskal Ekintzailetzaren Behatokia
Observatorio Vasco del Emprendimiento

Executive Summary

Bilbao will be the venue for the Global Entrepreneurship Monitor (GEM) Conference on Global Entrepreneurship in February 2025, a leading global event in entrepreneurship research and analysis.

Between 17 and 19 February, the capital of Bizkaia will be playing host to international experts, academics and leaders of the entrepreneurial ecosystem at a happening intended to present the latest findings of the GEM Global Report 2025 and address such key topics as female entrepreneurship, enterprise sustainability and the dynamics of entrepreneurial ecosystems.

The gathering will bring together more than 300 specialists from 50 countries, underpinning the status of Bilbao, Bizkaia and the Basque Country as key international players in innovation and entrepreneurship.

Key details of the event

- GEM is the largest global source of data about entrepreneurship, with more than 25 years of analysis in 120 countries.
- The choice of Bilbao-Bizkaia as the venue highlights its position as a leading city in innovation, attracting talent and foreign investment.
- The conference will raise its international profile and generate new opportunities for the economic development of the Basque Country.

Contents of this kit

This document provides detailed information about the conference, including dates, venues, main topics and exclusive media access. It also includes relevant details about the global and Basque entrepreneurial ecosystem, as well as contacts for interviews and accreditation.

Bilbao has positioned itself as a key meeting point for debate and reflection as to global entrepreneurship.



What is GEM?

Global Entrepreneurship Monitor (GEM) is the world's largest observatory of entrepreneurial activity. Since being founded in 1999 by Babson College and London Business School, GEM has gathered data and conducted analysis into entrepreneurship in more than 120 countries.

Why does this matter?

- **Global dimension:** Over 150,000 interviews per year to measure the activity, attitudes and aspirations of entrepreneurs.
- **Direct impact:** GEM provides key data to design public policy, enterprise strategies and academic programmes.
- **Recognition in the Basque Country:** The Basque Country has since 2004 played an active role in GEM, thanks to Euskal Ekintzailtzaren Behatokia-Observatorio Vasco de Emprendimiento (EEB-EVO, or Basque Entrepreneurship Observatory).

Key figures about GEM

- 25 years of history.
- Presence in more than 120 countries.
- Over 150,000 interviews conducted each year.

Impact of GEM on public policy

GEM data have had a significant impact on the decisions of international bodies and governments. One clear example of its influence lies in the fact that 70% of the key indicators used to evaluate the impact of the Basque Government Inter-institutional Entrepreneurship Plan are based on data provided by the Global Entrepreneurship Monitor (GEM) Executive Report on the Basque Country.

Why Bilbao, Bizkaia and the Basque Country?

International recognition

- In the top 10 of the best European cities for foreign investment, according to international rankings.
- Model city for urban transformation and innovation.

Leading entrepreneurial ecosystem

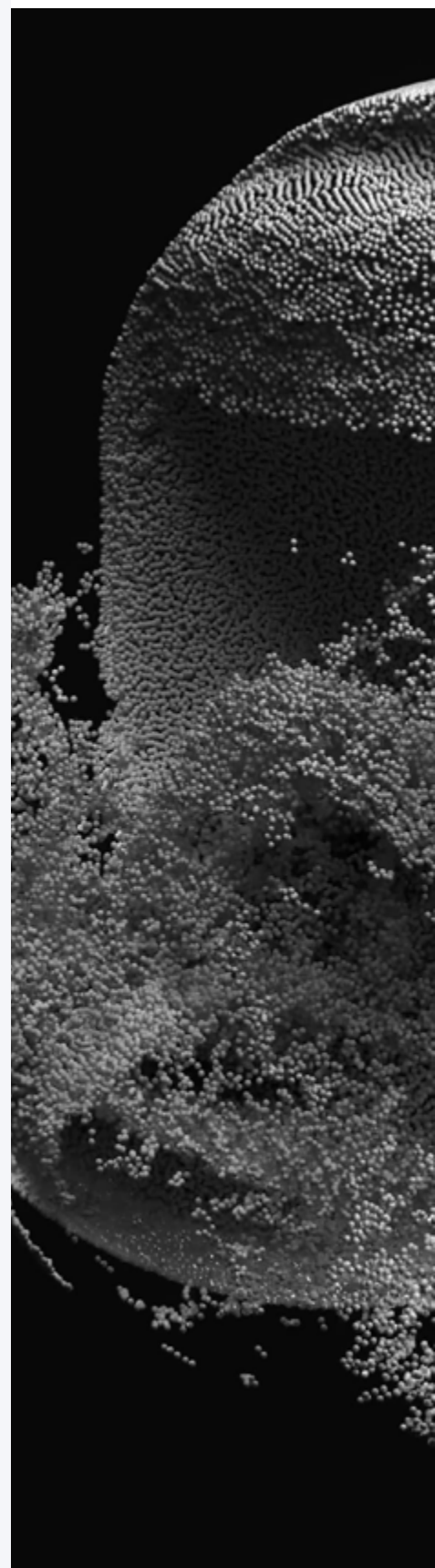
- The Basque Country heads the national rankings for entrepreneurial conditions, ahead of the European Union average.
- Flagship for collaboration among universities, companies and public authorities.

Outstanding infrastructure

Venues such as the BAT Tower International Entrepreneurship Tower; Bizkaia Aretoa at the University of the Basque Country, UPV/EHU; CRAI at the University of Deusto and the Guggenheim Museum will host the main event activities.

Global reach

The choice of Bilbao, in Bizkaia, as host consolidates its position as a strategic node for innovation and entrepreneurship in the Basque Country.



Key topics to be addressed at the Conference

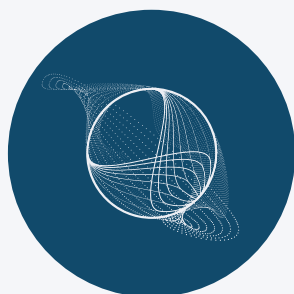
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Presentation of the GEM Global Report 2025

The latest data on global entrepreneurship trends will be announced, gathered from more than 50 countries.

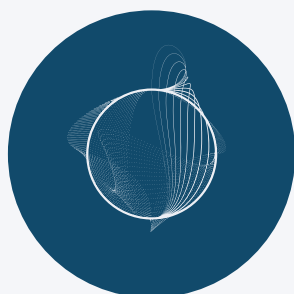
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Presentation in Bilbao of the Report on Women Entrepreneurs

Analysis of opportunities and challenges for women in the business world, with recommendations to close the gender gap.

3



Sustainability and responsible entrepreneurship

For the first time, the first Global Report on Sustainability and Entrepreneurship is presented in the city of Bilbao. This pioneering document analyses how entrepreneurs are leading the transition towards more ethical and sustainable business models, marking a milestone in the global commitment to sustainable development.

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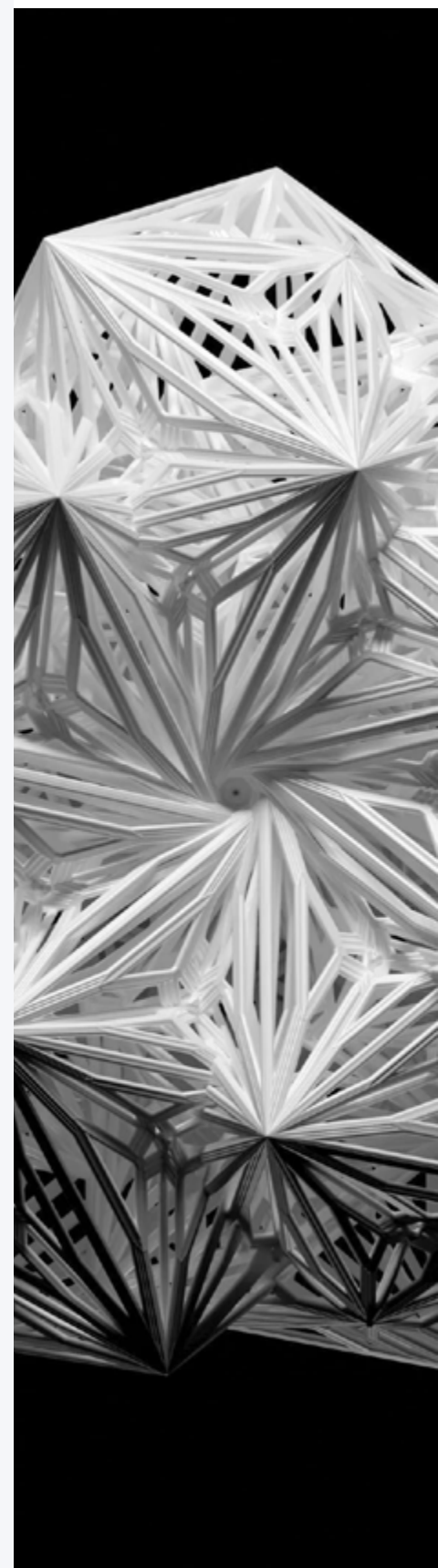


Winter School of Entrepreneurial Ecosystems

A learning, exchange and networking platform for researchers, students and experts in entrepreneurial ecosystems. The event will involve leading academics and international specialists in the field of entrepreneurship.

Relevant data

- **Global impact of GEM:** 25 years of data, 150,000 interviews per year, 120 participating countries.
- **Available spokespeople:**
 - _ María Saiz, President of EEB-OVE.
 - _ Ana Fernández Laviada, President of GEM Spain.
 - _ Iñaki Peña, researcher at EEB-OVE.
- **The Basque Country and its entrepreneurial ecosystem:**
 - _ The Basque Country is ahead of the EU average score for entrepreneurial context/ecosystem.
 - _ The Basque Country leads the rankings for gender equality in its entrepreneurial activity, with major gender gaps in innovative entrepreneurship.
 - _ The Basque Country is the top country/region for its proportion of senior entrepreneurs (aged 55-64).
- **Over 50 countries represented at the conference.**



Agenda and main venues



Dates

**17-18-19
February 2025**



Key location

**1. BAT Tower International
Entrepreneurship Centre:**

Institutional welcome. 17 February

2. Bizkaia Aretoa, UPV/EHU auditorium:

Main conferences. Programme:

<https://gemconferencebilbao.org/agenda/>

3. CRAI Library, University of Deusto:

Winter School. 17th, 18th, 19th

4. Guggenheim Museum:

Gala dinner. 18th

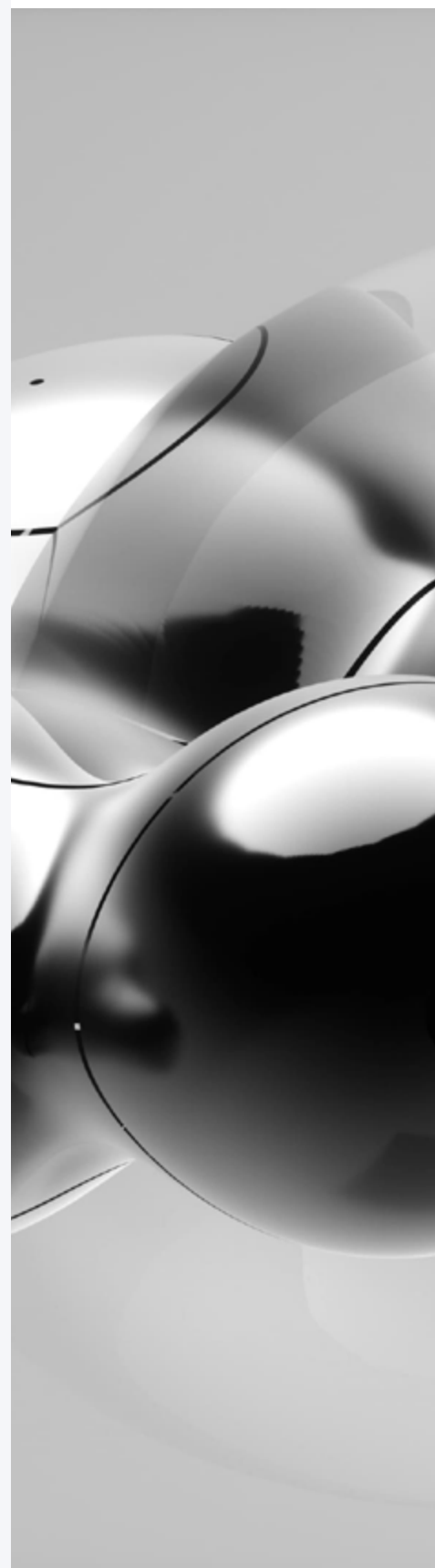
5. Information about the programme and venues:

<https://gemconferencebilbao.org/agenda/>

Exclusive access to key information about the event

The following link will provide you with access to key information connected with the event:

- **Information documents:** press announcements, press releases and key news items.
- **Graphical material and key data:** graphics, main statistics from the GEM Report and data on its local impact.
- **Statistics spotlight:** detailed information from the GEM Report and regional impact analysis.
- **Contact with spokespeople:** list of key representatives available for interviews, together with their contact details.



Contact

HEAD OF COMMUNICATION:

Esther Torres

Email: comunicacion@gemconferencebilbao.org

Additional information

Official event website:

www.gemconferencebilbao.org

Previous GEM reports:

www.eeb-ove.eus

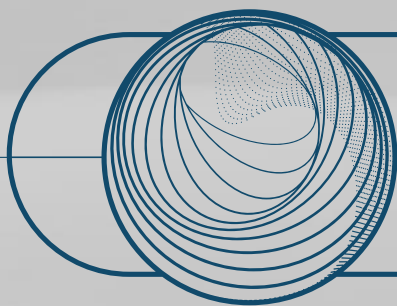
FOR FURTHER INFORMATION:

Basque Entrepreneurship Observatory:

www.eeb-ove.eus

Official website of GEM Global:

www.gemconsortium.org



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RED GEM
ESPAÑA

OBSERVATORIO DEL EMPRENDIMIENTO

Cartier
WOMEN'S
INITIATIVE



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT

Fribourg
Freiburg

| BertelsmannStiftung



SCHWAB FOUNDATION
FOR SOCIAL ENTREPRENEURSHIP



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Y TURISMO

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EUSKO JAURLARITZA



GOBIERNO VASCO



Bizkaia

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