

GEM GLOBAL CONFERENCE 2025

ENTREPRENEURSHIP
AND FUTURE IN BILBAO

The entrepreneurial heartbeat,
the engine that transforms
the world

AGENDA

17th February - BILBAO

GEM RESEARCH SEMINAR

Official launch event at University of
the Basque Country and University
of Deusto, Bilbao, Spain



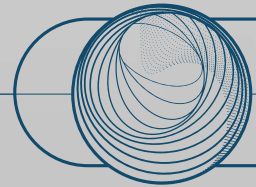
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Euskal Ekintzailetzaren Behatokia
Observatorio Vasco del Emprendimiento



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MONDAY

17

FEBRUARY

MORNING: GEM RESEARCH SEMINAR



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

09:30 – 10:30 Registration and Networking.

10:30 – 10:45 Welcome and introduction. (Auditorium Baroja)
Aileen Ionescu-Somers, GEM Executive Director.

10:45 – 11:45 Parallel sessions 1A and 1B

Session 1A: Presentation of abstracts related to artificial intelligence/machine learning/GEM research (Auditorium Baroja).

Chair: Chafik Bouhaddioui, GEM UAE.

Session 1B: Presentation of abstracts related to insights on the gender gap in entrepreneurship using GEM data (Auditorium Arriaga).

Chair: Ulrike Guelich, GEM Thailand.

10:30 – 12:00 **In parallel:** Training workshops only for new teams, teams with questions, or teams requiring a refresher (Aud. Oteiza).

Francis Carmona GEM APS Coordinator, Alicia Coduras, GEM NES Coordinator, Henrique Bastos, GEM Research Support.

12:00 – 13:00 Parallel sessions 2A and 2B:

Session 2A: Presentation of abstracts related to GEM longitudinal research studies and cases (Auditorium Baroja).

Chair: Stephen Hill, GEM Global Report Lead Author.

Session 2B: Presentation of abstracts related to other insights from GEM Research

Chair: Francisco Liñán, GEM Spain (Auditorium Arriaga).

13:00 – 14:00 LUNCH & NETWORKING.

AFTERNOON: GEM TRAINING WORKSHOPS



Location: Bizkaia Aretoa, (Auditoriums Baroja)

Essential requirement for active participation in both workshops: Laptops with SPSS installed:

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

14:00 – 15:30 **Workshop 1: Analysing GEM data over time.**

The GEM website (www.gemconsortium.org) includes 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 ups and downs around crises, over time.
2. Changing participation of women compared to men in starting and owning businesses.

15:30 – 16:00 Coffee & Networking.

16:00 – 17:30 Workshop 2: Analyzing data on entrepreneurs' use of AI.

In 2024, GEM included several questions asking about entrepreneurs' uses of AI and assessments of its positives and negatives. 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 the use of AI is multidimensional or unidimensional (little use vs. much use).
- Whether certain types of entrepreneurs anticipate future changes in AI use more than others.
- Whether entrepreneurs' use of AI depends on factors such as gender, age, motives, business size, and sector.
- Whether AI use is linked to outputs such as innovation, market scope, exports, and sustainability.

Thomas has created a file (less than 1MB) 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.

17:30 – 17:35 Closing remarks.

EVENING: INSTITUTIONAL WELCOME AND COCKTAIL

Location: BAT, B Accelerator Tower/Government of Bizkaia

18:45 Registration.

19:00 – 19:15 Photocall (GEM Board, institutional and keynote speakers only).

19:15 – 19:45 Incubator visit.

19:45 – 20:15 Institutional welcome (Auditorium).

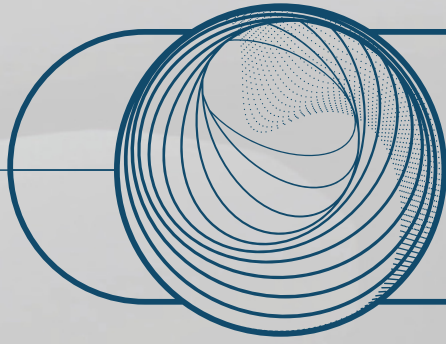
Kontxi Claver, Councilor for Economic Development, Trade, Tourism and Employment of the City Council of Bilbao.

Borja Cabezón, CEO of ENISA.

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

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

20:15 – 21:15 Cocktail.



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18th February - BILBAO

GEM 2024/25 Global Report
Launch & Special Topics

Official launch event at University of
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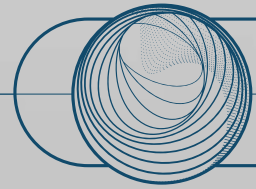
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TUESDAY

18

FEBRUARY

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 (NB: Group photo with GEM Board, Institutional and Keynote Speakers only) (Terrace/Main Hall).

09:00 – 09:10 The Entrepreneurial Heartbeat that Transforms the World, a Basque cultural presentation.

09.10–09.30 Institutional Opening.

Juan Mari Aburto, Mayor of Bilbao.

Aileen Ionescu-Somers, GEM Executive Director.

Andoitz Kortza, Deputy Minister of Industry of the Basque Government.

Elixabete Etxanobe, General Deputy of the Government of Bizkaia.

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

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

Ana Fernández-Laviada, Professor, Universidad de Cantabria & GEM Spain Executive Director.

09.40 – 10.00 Presentation of key research findings from the GEM 2024/25 Global Report: Entrepreneurship Reality Check.

Stephen Hill, GEM Global Report Lead Author.

10.00 – 10.20 GEM Conference Academic Opening.

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

Vicente Atxa, Rector, Mondragon University.

Juan José Etxeberria, Rector, University of Deusto.

Joxerramon Bengoetxea, Rector, University of the Basque Country.

10:20 – 11:10 COFFEE BREAK & NETWORKING (NB: Institutional photo with GEM Board, Institutional and Keynote Speakers only) (Terrace/Main Hall).

11:10 – 11:45 Entrepreneurs Round Table: The entrepreneurial heartbeat, the engine that transforms the world.

Moderator: Borja Cabezón, CEO ENISA.

Panelists:

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

Javier Díaz, CEO Madit Metal.

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

11:45 – 13:00 **GEM Consortium “Building Entrepreneurial Ecosystems to transform the world” Round Table:** The 2024/25 GEM Global Report: Entrepreneurship Reality Check.

Moderator: **Aileen Ionescu-Somers**, GEM Executive Director.

Panelists (with Lead Author, **Stephen Hill**):

Ana Fernandez Laviada, Professor, Universidad de Cantabria & GEM Spain Executive Director.

Alicia Coduras, GEM NES Coordinator, GEM Global, and GEM Saudi Arabia.

Ehud Menipaz, Professor Emeritus Ben Gurion University/Dean, Holon Institute of Technology, and GEM Israel.

Jeffrey Shay, Professor, Babson College, USA, GEM-GERA Board Chair & GEM USA.

13:00 – 14:15 GEM Consortium group photo followed by **LUNCH & NETWORKING**. (At Menchu Gal Terrace and Chillida).

PART 2: GEM SPECIAL TOPICS FOCUS

14:15 – 15:30 **Sustainability & Entrepreneurship: Pre-Launch of the GEM 2023/24 Entrepreneurship and Sustainability Report: Awareness and Actions** (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 Executive Director.

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

Maya Dougoud, Professor, HEG-Fribourg, Switzerland, Co-author, and GEM Switzerland.

Natanya Mayer, Associate Professor, University of Johannesburg, Co-author, and GEM South Africa.

Cesare Riillo, Senior Researcher, STATEC, Luxembourg, Co-author, and GEM Luxembourg.

Olga Martín, SPRI representative. ACLIMA.

15:30 – 15:40 **Introduction to the poster sessions and special topic discussions** (Auditorium Mitxelena). *Note: This session (until 17 hrs) is sponsored by OMFS-Observatorio Mapfre de Finanzas Sostenibles.*

15:40 – 16:15 **Coffee break and poster sessions: The case study of GEM Spain** (Chillida - first floor). Tour the posters and hear about the research and experience of GEM Spain's regional teams.

16:15 – 17:00 **Special topic research:** (Chillida - first floor)

An invitation to the GEM Consortium to discuss their special topic research with others that have similar interests, and perhaps even create collaborations.

17:00 – 18:00 **Women's Entrepreneurship: GEM 2023/24 Women's Entrepreneurship Report: Reshaping Economies and Communities** (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: **Aileen Ionescu-Somers**, GEM Executive Director.

Panelists (with Lead Author, **Amanda Elam**):

Wingee Sin, Global Program Director, Cartier Women's Initiative.

Mahsa Samsami, Researcher & Co-author, GEM South Africa.

Cristina Oyon, SPRI representative. Basque Government.

Iñaki Peña, Professor, University of Deusto, GEM Spain.



TUESDAY

18

FEBRUARY

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



Location: Atrium of the Guggenheim Museum Bilbao

**NB: For GEM Consortium members and invited guests only.
Dress code: formal attire.**

20:00 – 20.50 Guided tour of the museum.

20:50 – 21:00 Txalaparta (call to dinner).

21:00 – 21:15 Welcome and closing and farewell by Unai Celaya Pujol, violinist, entrepreneur & Co-founder of the Villalacre Project.

21:15 – 23.00 Gala Dinner, GEM Awards Ceremony & Announcement of 2025/26 GEM Global Report Launch Event Location.



www.gemconferencebilbao.org



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Cartier
WOMEN'S INITIATIVE



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT
| Freiburg
Freiburg

| BertelsmannStiftung

