From Agreements to Innovation: Global Pathways in Entrepreneurship

Bilbao, 22 June 2026

BAT Tower Auditorium

Gran Vía 1. 6th floor

Recent global disruptions have reshaped debates on how governments respond to crises and interact with the private sector, particularly through public–private collaboration. These pressures are compounded by demographic change, climate challenges, and the rapid rise of AI and automation, all of which demand timely and innovative responses. In this context, entrepreneurship—across business, social, and public spheres—has become a key mechanism for addressing complex problems.

Governments play a decisive role in enabling such innovation, especially through taxation policies that can foster both economic growth and social impact. However, these measures are difficult to implement in environments marked by fiscal limitations and political division. At the same time, the role played by regional and local authorities, particularly in decentralized systems, is becoming increasingly important.

The symposium will explore how entrepreneurship is transforming business–government relations, with a focus on Bizkaia in the Basque Country and its use of public policies to promote entrepreneurial activity. Its findings, to be published by the Center for Basque Studies at UNR, aim to shed light on the evolving relationship between governments and society in the contemporary world.



A Joint Symposium of the University of Nevada, Reno (UNR) College of Business and Ozmen Center for Entrepreneurship, the UNR Center for Basque Studies, and the Government of Bizkaia.

Sponsored by AD CONCORDIAM
APPROACHING THE ECONOMIC AGREEMENT

PROGRAM

9.30 am. — 9:45 am. Opening Remarks
• Itxaso Berrojalbiz (Minister for Treasury and Finance of the Government of Bizkaia)

9.45 am. — 10.00 am. Collaboration Agreement between UNR and the Government of Bizkaia
• Gemma Martínez (Deputy director for tax policy of the Government of Bizkaia and President of the Board of "Ad Concordiam" association)
• Xabier Irujo (Center for Basque Studies of UNR)
• Mehmet Tosun (Director of International Programs and the Ozmen Center for entrepreneurship of UNR)

Session 1: Entrepreneurship in the 21st Century

10.00 am.— 10.40 am.
• Maria Sainz (EHU-University of the Basque Country): "The entrepreneurship ecosystem in Bizkaia: Challenges ahead from a comparative perspective"
10.40 am. — 11.20 am.
• Mehmet S. Tosun (University of Nevada, Reno): "The entrepreneurship ecosystem on the USA west: The Ozman center at UNR"

11.20 am. — 12.00 am. Coffee Break

Session 2: The B Accelerator Tower

12.00 am.— 12.30 am.
• Eriz Sainz and Jordan Guardo (PWC): "The BAT Tower: A unique collaborative project"

Session 3: Success stories: Round table

12.30 am. —2.00 pm.
• Iraide Aramberria (Deusto University-The Deusto-Bizkaia Global Innovation and Entrepreneurship Network)
• Maite Robredo (Treasury and Finance Department of the Government of Bizkaia and "Ad Concordiam" association)
• Ander Muñoz (Director for strategy and start up attraction- BEAZ-Government of Bizkaia)
• Ander Markina (Welpay)
• Scott Brown (Park Street Global)
• Fernando Tadakuma (Wozalabs)

2.00 pm. — 3.00 pm. Lunch Break

Session 4: A multidimensional view of entrepreneurship

3.00 pm. — 5.00 pm.
• Ainhoa Ziorraga (Treasury and Finance Department of the Government of Bizkaia): "Entrepreneurship and local governments"
• Iñaki Peña (Deusto Orkestra): "From Three to Six P's: How Entrepreneurship can address issues related to Profit, Planet, and People through Public-Private Partnership"
• Noemi Peña (EHU-University of the Basque Country): "Regulations on Business startup-ups at the University of the Basque Country: Expected impact on knowledge transfer"
• Xabier Irujo (University of Nevada, Reno): "The System of Education and Social Entrepreneurship"

5.00 pm. — 5.15 pm. Closing Remarks
• Ainara Basurko (Minister for Economic Promotion of the Government of Bizkaia)

Please, register (name and identification number) by 12 June via email to subdireccion.asesoramientoypoliticafiscal@bizkaia.eus