

# 57% of Bahraini Women Set to Launch Businesses

● Bahrain Ranks 7th Globally as Women Drive Entrepreneurial Growth

● First National GEM Report Reveals Thriving Women-led Startups

Ashen Tharaka  
TDT | Manama

Bahrain is witnessing a remarkable surge in women-led entrepreneurship, with 57% of Bahraini women planning to launch their own businesses within the next three years, a rate higher than that of men.

This was revealed at the launch ceremony of Global Entrepreneurship Monitor (GEM) Bahrain National Report 2024/2025 and the Special Report on Women's Entrepreneurship 2024/2025.

### Contribution

The Royal University for Women (RUW), in collaboration with the Ministry of Industry and Commerce, has launched reports, marking Bahrain's first contribution to GEM's internationally benchmarked research.

The reports provide unprecedented insights into Bahrain's entrepreneurial ecosystem, revealing that the Kingdom has achieved 7th place out of 56 global economies in the National and Global Entrepreneurship Index.

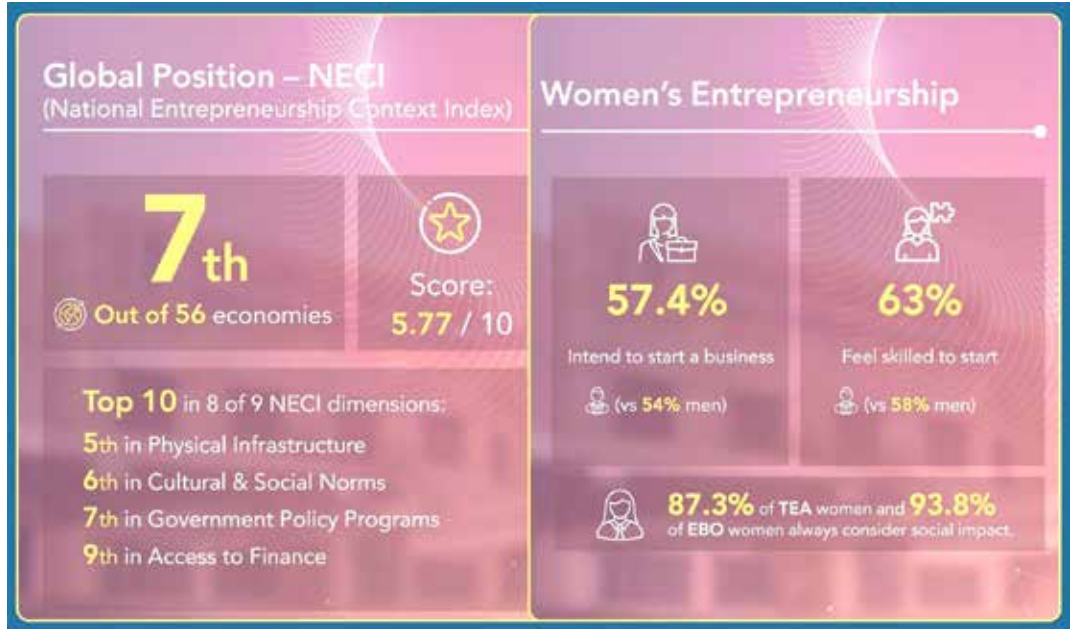
Bahrain exceeded the global average in 10 out of 13 key pillars, scoring highest in physical infrastructure and cultural and social standards.

### Proud

"This shows that Bahrain not only keeps pace with global de-



Professor Riyad Hamzah, President of RUW, and Eman Ahmed Al-Doseri, Undersecretary to the Ministry of Industry and Commerce, sign the first copies of reports



velopments but also excels in many areas. We are especially proud that 57% of Bahraini women plan to launch their own businesses within the next three years, a rate higher than that of men," said Professor Riyad Hamzah, President of RUW.

RUW has played a central role

in preparing these landmark studies through its College of Business and Law and the pioneering Women's Research Centre, the first of its kind in the region.

### Entrepreneurship study

Dr. Christelle Comair, Head of the Women's Research Centre,

told The Daily Tribune, "The center was established two years ago to conduct studies based on evidence-based data. The entrepreneurship study is one of the most important studies we've done. Researchers and policymakers need reliable data, and that's why it's so important to Bahrain."



Dr. Christelle Comair



Prof. Hamzah speaks at the event



The reports provide unprecedented insights into Bahrain's entrepreneurial ecosystem, revealing that the Kingdom has achieved 7th place out of 56 global economies in the National and Global Entrepreneurship Index.

The GEM reports provide internationally comparable data across 56 economies, measuring both the National Entrepreneurship Context Index (NECI) and key indicators from the Adult Population Survey (APS), offering insights into entrepreneurial perceptions, intentions, and activities.

Bahrain's participation in this global study highlights a strong and promising entrepreneurial ecosystem, with women at the forefront of innovation and growth.

RUW will continue to lead the Global Entrepreneurship Observatory project next year, building a long-term database to monitor trends and opportunities in entrepreneurship.

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## France Named Tourism Priority



H.E. Fatima bint Jaffar Al Sairafi chairs the BTEA Board of Directors' regular meeting, attended by Sara Ahmed Buhiji and board members

● France named priority market

● Holiday campaigns gain momentum

Mahir Haneef  
TDT | Manama

The Bahrain Tourism and Exhibitions Authority (BTEA) has added France to its list of priority markets, a move unveiled as the authority prepares for a holiday sea-

son drive anchored by its new 'Brightened by Your Presence' campaign launched for Saudi National Day.

This was announced during the BTEA Board of Directors' regular meeting, chaired by Her Excellency Fatima bint Jaffar Al Sairafi, Tourism Minister and Board Chairperson. Sara Ahmed Buhiji, BTEA CEO, attended alongside board members.

The board assessed Bahrain's tourism sector results for the third quarter of 2025, measuring progress against the Tourism Strategy 2022-2026.

The strategy aims to raise the sector's contribution to the national economy, expand source markets, and diversify the visitor experience while elevating Bahrain's global standing.

### New market spotlight

France joins existing priority markets such as the GCC countries, India, the UK, Germany, and China after recent data analysis identified strong potential from the French market. The move reflects BTEA's plan to broaden Bahrain's international reach beyond traditional sources.