



EUROPE'S LARGEST ENTREPRENEURSHIP FESTIVAL

Athens, Greece
1-4 July 2025



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JA Worldwide



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#GEN_E

This Is JA



We envision a world in which young people have the skillset and mindset to build thriving communities

- As one of the world's largest and most-impactful youth-serving NGOs, JA delivers hands on, immersive learning in entrepreneurship, financial health, work readiness, sustainability, STEM, economics, citizenship, ethics, and more.
- Reaching more than 12 million young people each year through nearly half a million teachers and business volunteers, JA Worldwide is one of few organizations with the scale, experience, and passion to build a brighter future for the next generation of innovators, entrepreneurs, and leaders.



Global Reach



- **Six regional operating centers**
- **115 countries, locally operated**
- **6,800+ board members**

We're known as JA, Junior Achievement, INJAZ, Young Enterprise, Prestasi Junior, Ung Företagsamhet, and more!

Gen-E: a celebration of entrepreneurship and the achievements of European students

In **July 2025**, the heart of European student and youth entrepreneurship will beat in Athens as **Junior Achievement Greece** will host for the first time the largest Festival & Competition of Youth Entrepreneurship in Europe, **JA Europe/Gen-E 2025**.

- More than 800 young entrepreneurs, 15 years old onwards, from all European countries will come to Greece to celebrate their cutting-edge business ideas and compete for the titles of **best JA Company & Start-up of the Year** (2025).
- Joined by educators, business executives & institutional representatives from **40+** countries: **a real opportunity for networking, inspiration, social contribution and synergies** at European level.

[Visit the official site at: Gen-E](#)

[GEN-E 2024 European Entrepreneurship Festival | Highlights](#)



Gen-E: a celebration of entrepreneurship and the achievements of European students



VIRTUAL EXPO

Meet the participating teams and their innovations at our virtual expo.



JA BUSINESS PORTAL

We connect recruiters from well-known companies with motivated candidates in our virtual job fair.



EUROPEAN COMPETITION

Discover Europe's best student entrepreneurs from upper secondary and university levels.



NETWORKING

Meet the generation of entrepreneurs, our partners and our alumni.

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Gen-E: Past Editions

VILNIUS, LITHUANIA



GEN²⁰²¹ E

ONLINE*

350+ Participating students

17 Start-Ups

40 Student Companies

*Gen-E 2021 happened fully online due to Covid-19 Pandemic

TALLINN, ESTONIA



GEN²⁰²² E

ONLINE

250+ Student companies on the virtual expo

ON-SITE

921 Participants

321 Students

21 Start-Ups

41 Student Companies

ISTANBUL, TÜRKİYE



GEN²⁰²³ E

ONLINE

580+ Student companies on the virtual expo

500k page views

50k unique visitors

ON-SITE

805 Participants

53 Nationalities

71 Student Businesses

CATANIA, ITALY



GEN²⁰²⁴ E

ONLINE

723 Student companies on the virtual expo

18 Partners' virtual stands

ON-SITE

1000+ Participants

50 Nationalities

73 Student Businesses

Gen-E 2025: 3 days full of youthful energy, inspiration, innovation and creativity

- **Opening Ceremony (01.07)
& Stage Presentations (01.07)**
@ Foundation of the Hellenic World
- **Stands Exhibition (02.07)**
@ Foundation of the Hellenic World
- **Awards Ceremony & Gala Dinner (03.07)**
Athenaeum Intercontinental



<https://gen-e.eu/schedule/>





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[Watch our Teaser Video here](#)

[Visit the official site at: Gen-E](#)



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See you
in
Athens!



Greek teams made history!

The selection of Greece for the organization of the European final is not accidental. On the contrary, it follows the **great successes achieved by Greek student teams in previous years**, winning the 1st Pan-European Award for two consecutive years (2022 & 2023) and the 2024 World 1st Prize of Junior Achievement.

During the Festival, JA Greece will celebrate the **top distinctions of Greek teams**, as well as the **20th anniversary of the founding of Junior Achievement in Greece**.

Proposal of Collaboration

Become our sponsor & take advantage of all promotion benefits that a European event gives you at every level



Strengthen your company's **social contribution profile** by supporting an international event which aims to **boost entrepreneurship & reduce unemployment.**



Sustainability 

Brand awareness



Promotion via traditional and digital media:
JA Greece: **22.000+** followers
JA Europe: **32.000+** followers



Esteemed Jury Committee



Networking & Synergies

Communicate with **800+ European stakeholders:**
young entrepreneurs, distinguished speakers,
business executives and institutional representatives.

Inspire &
Get
inspired!



Corporate volunteering



 **meet the European
protagonists of tomorrow**



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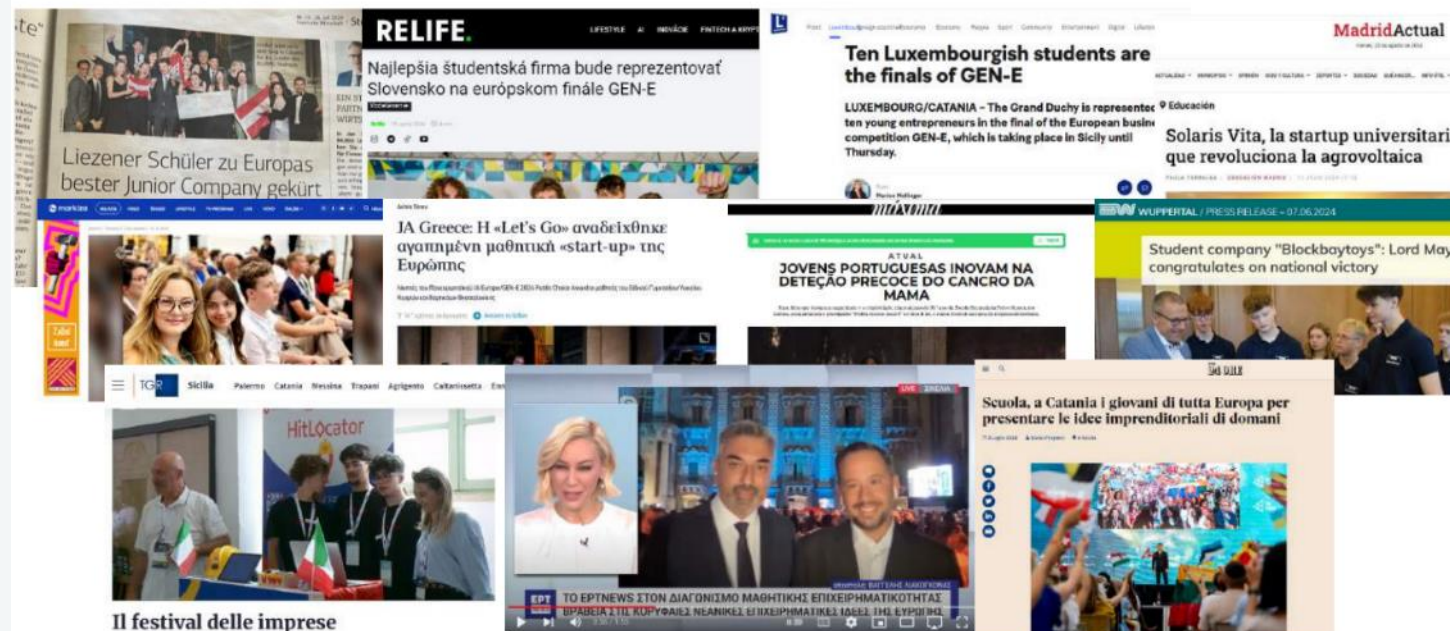
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MEDIA COVERAGE

GEN 2024 E



data: GEN-E 2024

ONLINE EXPERIENCE IN NUMBERS



SOCIAL MEDIA REACH



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Gen-E 2025_European students Entrepreneurship Festival in Athens Sponsorship Program



Benefits	Platinum Sponsor 50.000 €	Gold Sponsor 30.000 €	Silver Sponsor 20.000 €	Bronze Sponsor 10.000 €	Supporter 2.500 €
GEN-E Gala Free invitations	12 (1 round table)	6	2	1	
Participation of an executive in the Jury Committee	√	√			
Promotion in the national final (Company Program 2025)	√	√			
Award confer on winners during the Award Ceremony	Name Special Award √	√			
Executive's short speech	3'	3'			
Welcome package with corporate products	√	√	√	√	
Space at the hotel lobby	4m x 3m banner	3m x 3m banner	3m x 2m banner	2X2 banner	
Corporate spot / Commercial ad spot	2' corporate spot 20" ad spot (3 times)	2' corporate spot 20" ad spot (2 times)	2' corporate spot 20" ad spot (1 time)	20" spot (1 time)	
Logo on the event promotion materials (screen & photo backdrop, banner etc.)	√	√	√	√	√
Promotion on the JA web site	√	√	√	√	√
Promotion through Social Media (nr of posts/Facebook, LinkedIn, Instagram, X)	5 posts	3 posts	2 posts	1 posts	1 posts
Promotion in JA Greece promotional material (press releases, newsletters etc.)	√	√	√	√	√
Corporate Workshop in the groups of your choice	√	√			
Report Newsletter	E-banner	E-banner	√	√	√
Detailed Report of the Event	√	√	√	√	√



Special Sponsorships >100.000 €



- **Educational Partner**
- **Innovation/Technology Partner**
- **Welcome Dinner / Dinner Party**
- **Customized Sponsorship** (let's talk!)

All the PLATINUM Sponsor benefits

plus:

- 24 invitations to the GEN-E Gala (2 round tables)
- Inspirational Speech at the Opening Ceremony (max 10' duration)
- Confer of a special award on a winner team (with your company name)
- Organize a raffle with gifts from your company (800+ participants)



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GEN-E 2024 photo gallery



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Thank you!



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