

BRICS Entrepreneurs Alliance, Mission, Structure, Functions, Role

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Bhaskar Jyoti Sonowal has been elected President of the BRICS Entrepreneurs Alliance (BEA) Global Forum for the 2026-27 term. He will lead global strategy for the BEA, focusing on trade, investments, and MSME growth, particularly as India prepares to host the BEA Global Summit in November 2026.

About BRICS Entrepreneurs Alliance

- The **BRICS** Entrepreneurs Alliance was formally established in September 2025 during the II BRICS Forum on Traditional Values held in Brazil.
- It reflects a shift in BRICS cooperation from purely intergovernmental engagement to **people-to-people and business-to-business (B2B) collaboration**.

MISSION of the BRICS Entrepreneurs Alliance

The mission of the BRICS Entrepreneurs Alliance (BEA) is to build a trust-based, globally connected, and socially responsible entrepreneurial ecosystem across BRICS+ countries.

- To create a community where entrepreneurs from different countries can build mutual trust
- To promote and strengthen a positive image of entrepreneurship across the BRICS+ nations
- To actively engage in charitable initiatives through financial support and personal volunteering
- To foster the development of entrepreneurship in BRICS+ countries.

BRICS Entrepreneurs Alliance Organisational Structure

The BEA has a structured global governance system:

- **General Council:** Representatives from all national chapters
- **Global President:** Selected annually (aligned with BRICS chairmanship)
- **Secretary General:** Handles long-term coordination
- **National Chapters:** Country-level units with entrepreneurs and business leaders

Functions of the BRICS Entrepreneurs Alliance (BEA)

- **International Community Building:** Develops a global platform where entrepreneurs from different BRICS+ countries can interact, collaborate, and build mutual trust, which is essential for long-term cross-border partnerships.
- **Ensuring Reliability of Partners:** Creates and maintains a verified registry of credible entrepreneurs and enterprises, reducing risks and enhancing confidence in international business dealings.
- **Comprehensive Business Support:** Provides end-to-end assistance to entrepreneurs operating in BRICS markets, including regulatory guidance, market insights, and network access, making expansion smoother and more efficient.
- **Training and Capacity Building:** Organises training programs, workshops, and knowledge-sharing initiatives to equip entrepreneurs with skills, market understanding, and global competitiveness required to succeed in new markets.

Humanitarian Cooperation

An important dimension of the BRICS Entrepreneurs Alliance (BEA) is its commitment to humanitarian engagement and social responsibility, which complements its economic objectives.

- At the II BRICS Forum on Traditional Values (September 15–17, 2025, Brazil), the Alliance signed a cooperation agreement with the Volunteers of Peace, an international platform dedicated to connecting volunteers with humanitarian projects worldwide.
- This partnership reflects the BEA's effort to align entrepreneurship with global welfare and community development.
- The platform has already demonstrated tangible impact through medical missions in countries such as Uganda, the Democratic Republic of the Congo, Cameroon, and Zambia. These initiatives have: Trained nearly 500 doctors, Supplied critical medical equipment to hospitals and Strengthened healthcare delivery in underserved region.