

BRICS Women's Business Alliance (BRICS WBA)

ISSUES NOTE

BRICS 2025



1. Background Information

The Women's Business Alliance (WBA or the Alliance) is a business mechanism for women within the BRICS framework. Its primary objective is to enhance women's economic participation and foster cooperation among women-led businesses through collaboration, thereby contributing to inclusive economic growth. The WBA was created in 2019 by BRICS Heads of State and officially established in 2020 under Russian leadership.

1.1. Governance

The WBA consists of nine National Chapters, each chaired by different member countries. Each National Chapter includes a chairperson who leads the country's participation in the WBA. In addition to the chairperson, each National Chapter appoints four female members who officially participate in discussions and support the leadership in making strategic decisions for the WBA. Each National Chapter has the autonomy to establish its own rules for appointing the chairperson and the four members.

Furthermore, the WBA operates six Working Groups, composed of female experts and executives who contribute with their knowledge and expertise to discussions across key sectors:

- Health
- Innovative Development
- Inclusive Economy
- Creative Industries
- Tourism
- Food and Environmental Security

In 2024, under the leadership of the WBA Russian Chapter, two significant documents were signed to further define and strengthen the structure of the Alliance:

1.1.1. Terms of Reference (ToR):

The ToR outlines the fundamental structures of the Alliance, including its goals, the scheduling of annual meetings, working group sessions, and the delivery of the Annual Report. It also formalizes the governance structure of the WBA and details its operational framework.

1.1.2. Regional Office's Memorandum of Understanding:

Each National Chapter has the autonomy to negotiate a Memorandum of Understanding for the establishment of a WBA office in its region. The purpose of these regional offices is to expand international cooperation and strengthen economic ties among women entrepreneurs from BRICS countries and other interested nations. Each regional office is responsible for covering its own structural and staffing costs. Additionally, regional offices do not hold a seat at the WBA's annual or strategic meetings.

2. Priorities

In 2025, the Brazilian National Confederation of Industry will assume the leadership of the WBA, with a focus on the following areas of action:

- 2.1. Promotion of business led by women;
- 2.2. Implementation of cooperation projects;
- 2.3. Development of policy recommendations for governments to increase women's economic participation;
- 2.4. Improvement of governance and integration of teams from the new member countries: United Arab Emirates, Egypt, Ethiopia, Iran, Saudi Arabia and Indonesia.

