

Platform
**Refugee
Entrepreneur**

**20
25**



Initiative:



Refugee Entrepreneur

The [Refugee Entrepreneur](#) platform is an initiative of the UN Refugee Agency (UNHCR) and the UN Global Compact Network Brazil. Its goal is to promote and give visibility to businesses led by refugees in Brazil, as well as to support training programs and other opportunities for capacity-building and for promoting their businesses.

Created in February 2021 during the Covid-19 pandemic, the platform currently features 194 listed businesses from 18 nationalities.

Key Results for 2025

- » **Participation in the National Meeting of Microentrepreneurs of Aliança Empreendedora in Brasília**
- » Training in digital marketing and business formalization
- » More than **500 refugee and migrant entrepreneurs benefited** from meetings, training sessions, and events
- » Referral of refugee entrepreneurs to companies/events to boost businesses
- » Inclusion of new cases on the platform, as well as business updates, with the exclusion of inactive ones (31 new cases)



Platform Data



Events and training

6 events and support in training activities, impacting the lives of more than **510 refugee and migrant entrepreneurs**



Other initiatives and support

A bridge between companies/events and entrepreneurs to boost businesses



With the support of UNHCR, on June 19, two refugee entrepreneurs were among the exhibitors at the **24th Cultural Diversity Fair**, held in São Paulo. The fair was part of the cultural agenda of the São Paulo LGBT + Pride Parade (SP) and attracted an audience of more than 30,000 people.

Entrepreneurs **Yuglenis from Guayana Bakery** and **Yurelsi from Artesania Warao** also participated as exhibitors in the “Bioeconomy Amazon Summit 2025”—an event organized by the UN Global Compact Network Brazil and the venture capital firm KPTL as a prelude to the COP 30 debates—held on July 30 and 31 in Manaus. Alongside other entrepreneurs from the Amazon region, Yuglenis and Yurelsi showcased their gastronomy and handicraft products, generated income, and built networks with fellow entrepreneurs.



Five entrepreneurs also showcased their products at the **4th Annual Meeting of the Companies with Refugees Forum** in São Paulo.

According to entrepreneur Daniella, “The event was wonderful, well designed for us entrepreneurs to participate. I was able to make many contacts and have already received some orders.” Entrepreneur Frozan added, “Sales were also excellent! I managed to sell several pieces and was very happy with people’s interest in my work.”

Business Formalization Course

On September 03, Aliança Empreendedora, in partnership with the Entrepreneur Refugees Platform, conducted a training session for **146 refugee and migrant entrepreneurs** from across the country. The live session covered the steps to formalize businesses, as well as the main advantages and responsibilities. The mentor also answered questions from refugee and migrant entrepreneurs. During the live session, 500 views were recorded.

World Refugee Day

The Entrepreneur Refugees Platform developed a **card template** for publication on the social media of entrepreneurs and the platform partners on World Refugee Day. In addition, entrepreneurs participated in fairs organized by Forum members to celebrate the date.



Christmas Catalogue

In December, a Christmas Catalogue was published featuring gift suggestions produced by refugee entrepreneurs from the platform. Nine businesses from different sectors and regions of the country were included. The material is [available here](#).

Strengthening of Entrepreneur Networks

On June 03 and 04, the National Meeting of Microentrepreneurs and the National Forum of Microentrepreneurs of Aliança Empreendedora took place. On that occasion, the Entrepreneur Refugees platform mobilized a delegation of 20 refugee entrepreneurs from Venezuela and Burundi based in the Federal District. Most were women working in the fields of gastronomy, sewing, and care services, who participated in workshops on digital marketing, artificial intelligence, financial planning, among others.



National Meeting of Entrepreneurs and National Forum of Microentrepreneurs of Aliança Empreendedora in Brasília

Media Coverage

- Times Brasil, interview with Esmat, 02/19
- Agência Sebrae, 04/28
- Diário do Comércio, 04/29
- Lado B do Rio, 05/14
- Estadão, 06/17
- ASN Nacional, 07/04

Production of four press releases:

- Credit Line
- Partnership with Sebrae
- 4 years of war in Syria
- Refugee Day



For further information

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INICIATIVA



PARCERIA



APOIO

