

“AFRO-ENTREPRENEURSHIP IN BRAZIL: HISTORY, REALITIES, AND CHALLENGES”

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BRAZIL

Population of 215,000,000 in 2022, according to IBGE.

Continental country

Colonized by the Portuguese Empire between 1500-1822

Slavery abolition in 1888

55% of Black and Brown in 2022 (about 118 million)



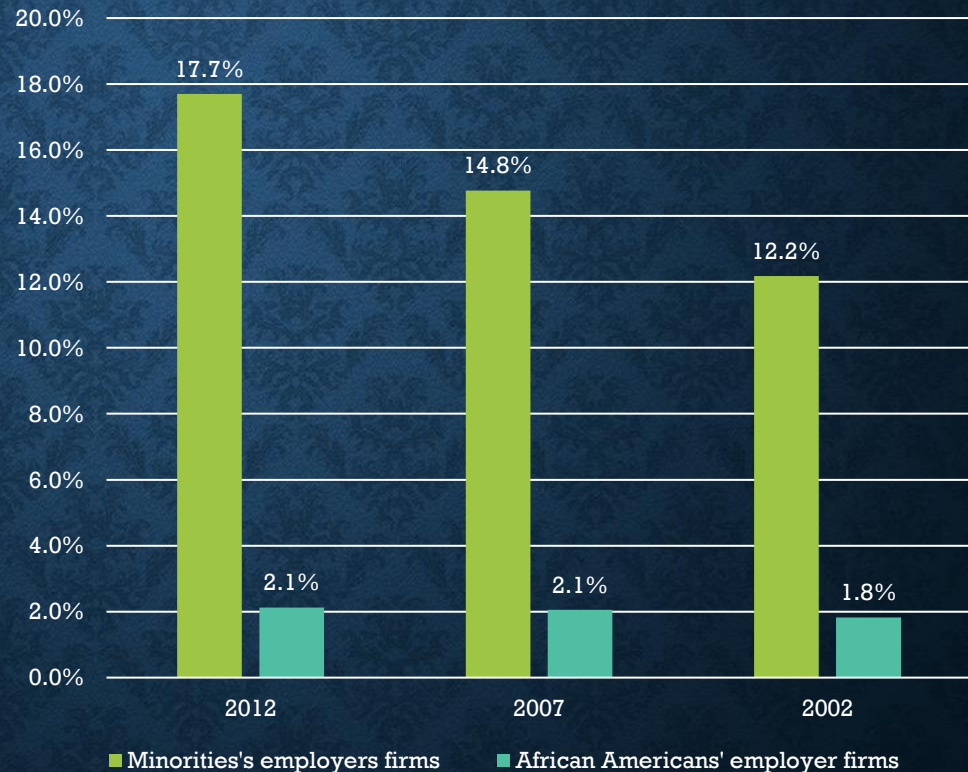
BRAZIL AND THE USA

- Contrast between the U.S. and Brazil in Afro-entrepreneurship

- The racial makeup of employer firm owners is similar.

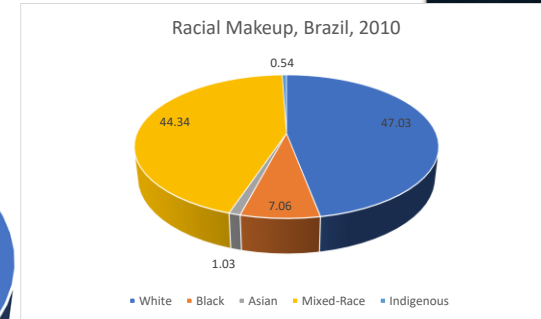
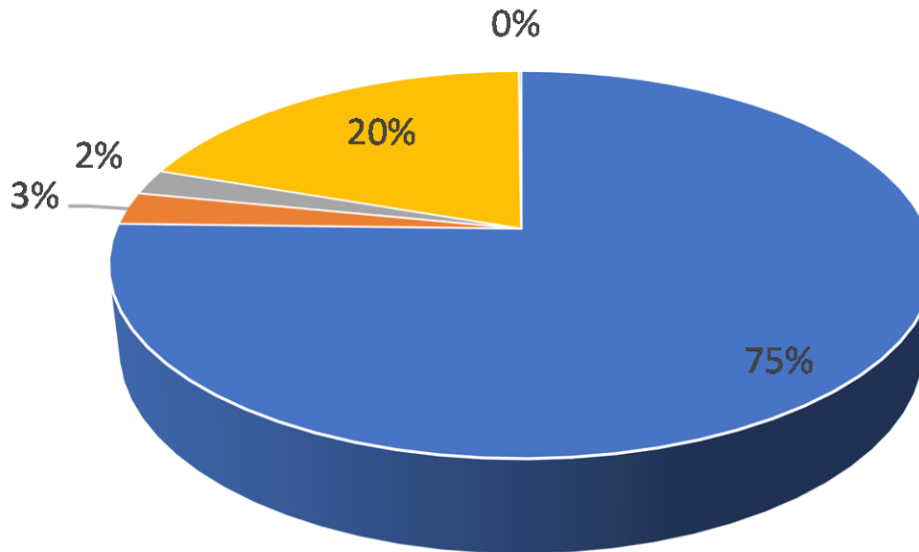
SHARE OF MINORITY AND AFRICAN AMERICAN EMPLOYERS FIRM OWNERS

Share of Minority and African American
Employer Firm Owners over the Total
Employer Firms, United States



Source: U.S. Census Bureau, Survey of Business Owners, 2012

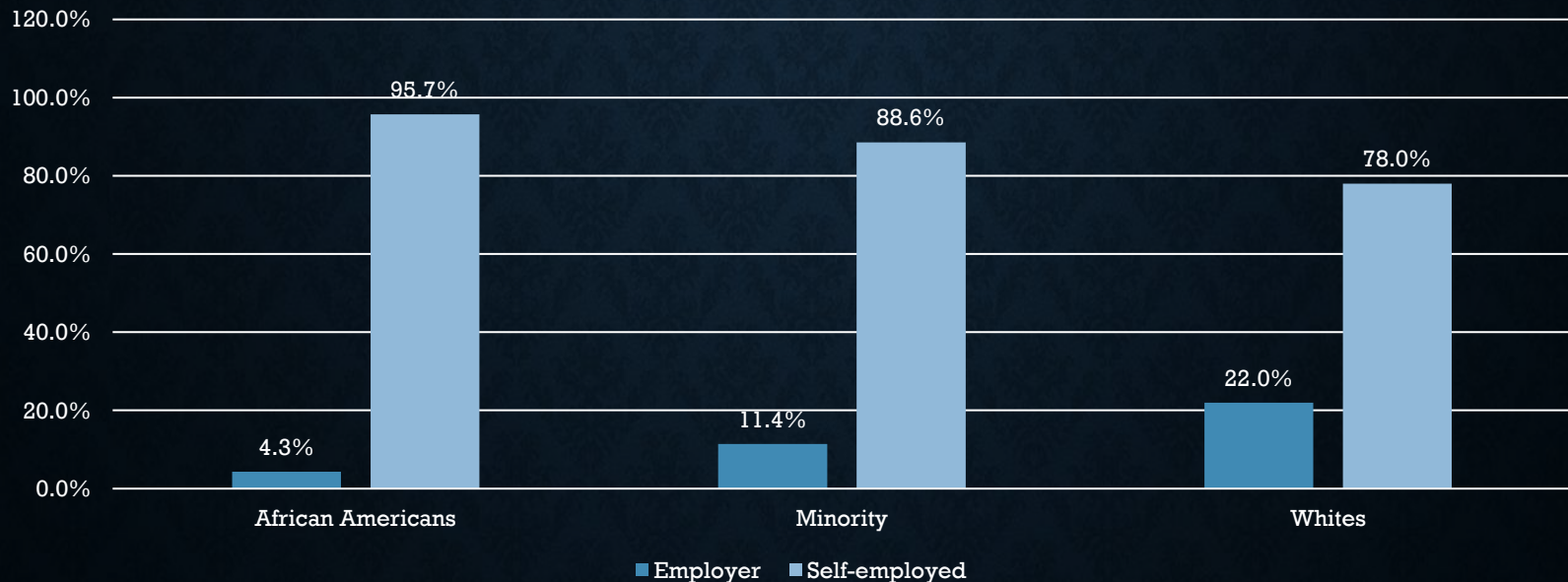
Racial Makeup, Employers, Brazil 2010



- White Employer
- Black Employer
- Asian Employer
- Brown Employer
- Indigenous Employer

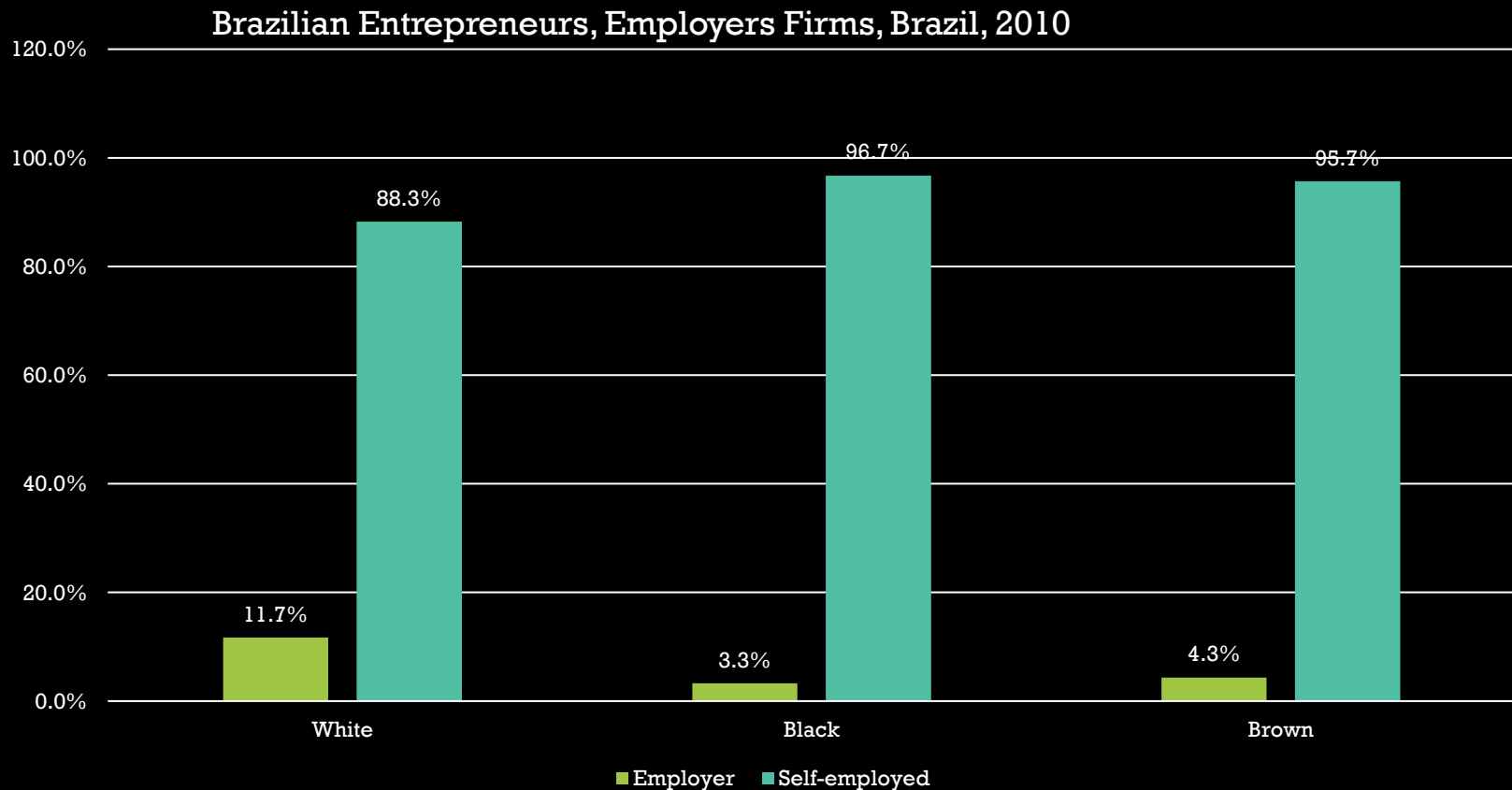
EMPLOYER AND NON-EMPLOYER FIRMS, IN THE USA

American Entrepreneurs, Employers and Non-employers Firms, USA, 2012



Source: U.S. Census Bureau, Survey of Business Owners, 2012

SHARE AFRO-BRAZILIAN EMPLOYERS FIRM OWNERS



Source: IBGE, Demographic Census 2010, microdata

COMPARATIVE INSIGHTS

Peripheral presence of Afro-descent employer entrepreneurs in Brazil's and the United States' economies, although in numeric terms they are significant

Similar barriers (e.g., access to credit and equity) and racial discrimination in the markets.

Absence of international efforts to look for joint ventures and economic complementarities.

COMPARATIVE INSIGHTS

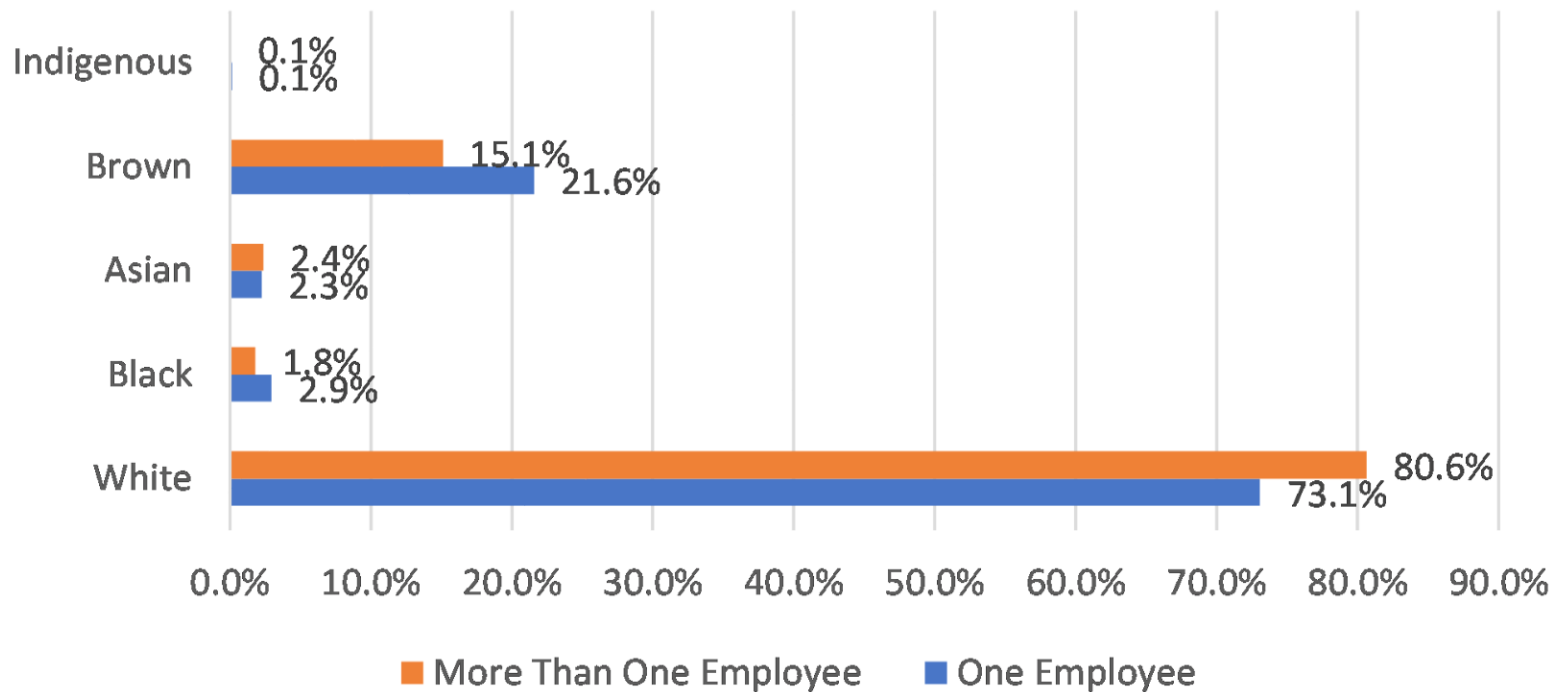
- Diverging paths of Afro-entrepreneurship in Brazil and the U.S.

Comparatively, African-American employer entrepreneurs presented more favorable conditions than Afro-Brazilian one

African Americans' average gross receipts per firm of \$ 911,594 do not mirror the Afro-Brazilian reality (notwithstanding the absence of good statistical sources for those later)

In 2012, African American employers employed 8.93 employees per firm

Racial Makeup of Employers by Employee Numbers, Brazil 2010



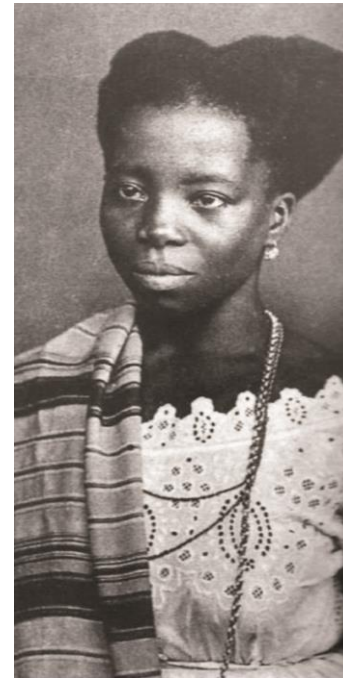
The Brazilian national building, once framed upon the idea of mestizaje, racial democracy, and assimilation, was influential among Afro-Brazilians, preventing them from embracing a particular feeling of community grounded over racial grounds.

In this sense, while Andreas Brimmer defines the African American business reality during the segregation era as a “protective tariff,” the same did not happen in Brazil, where the idea of black business for years was considered at odds with a national ideology that promoted rhetorically racial integration.” (p.2)

• AFRO-BRAZILIAN ENTREPRENEURSHIP'S HISTORICAL INVISIBILITY

.C.J. Walker (USA):
Formal entrepreneur,
self-made millionaire.

Tia Ciata (Brazil):
Community leader,
informal entrepreneur
(low recognition as an
Afro-Brazilian woman
entrepreneur).



Tia (Aunt) Ciata, Brazil,
1854-1924



Madam C.J. Walker, USA,
1867-1919)

REASONS FOR INVISIBILITY

Historical and ideological vicissitudes leading to a weak sense of “community” among Afro-Brazilians, which affect the very notion of Afro-entrepreneurship (absence of “protective tariff” represented by legal segregation)

The “whiten-money” ideology encourages successful dark-skinned entrepreneurs to recognize themselves as non-black or even white

Academic interpretation of Afro-business as a type of industrial reserve arm featuring subsistence and low-productivity and not alternatives for economic development

Left wing’s repudiation of economically successful Afro-Brazilians as a betrayal to the proletarian class, even in the absence of actual “black borgoisies”

REASONS FOR INVISIBILITY

In Brazil, ideas related to free competition, self-accomplishment, and individualism are not as hegemonic as in the United States

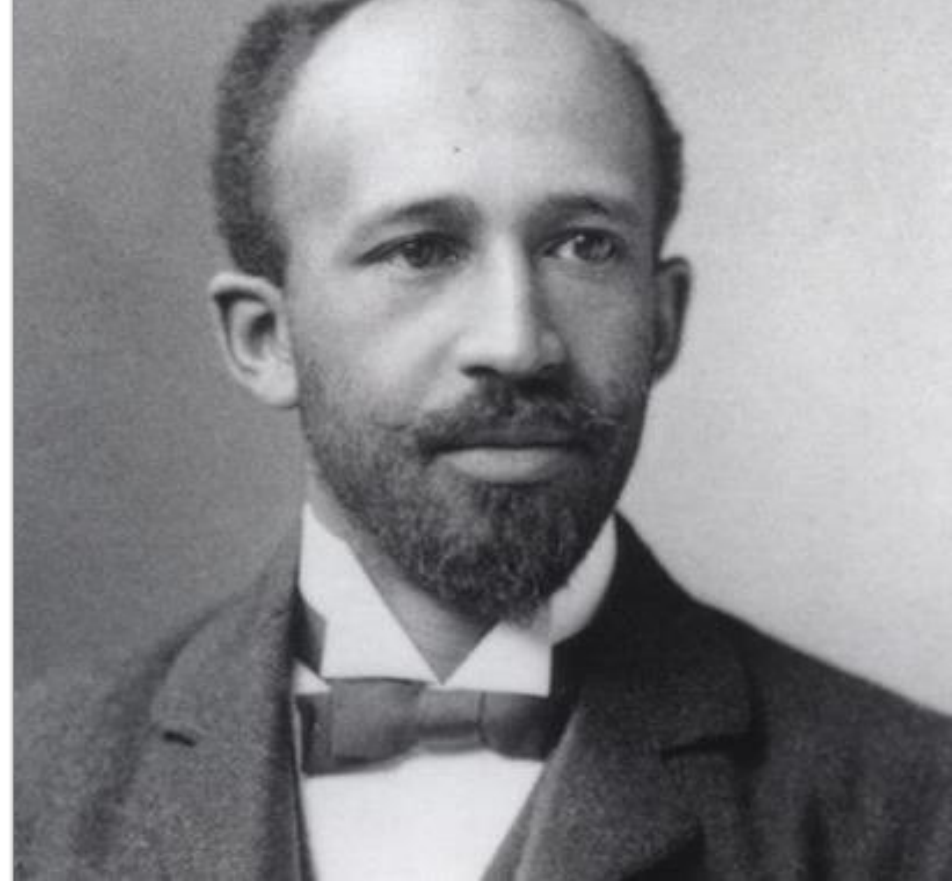
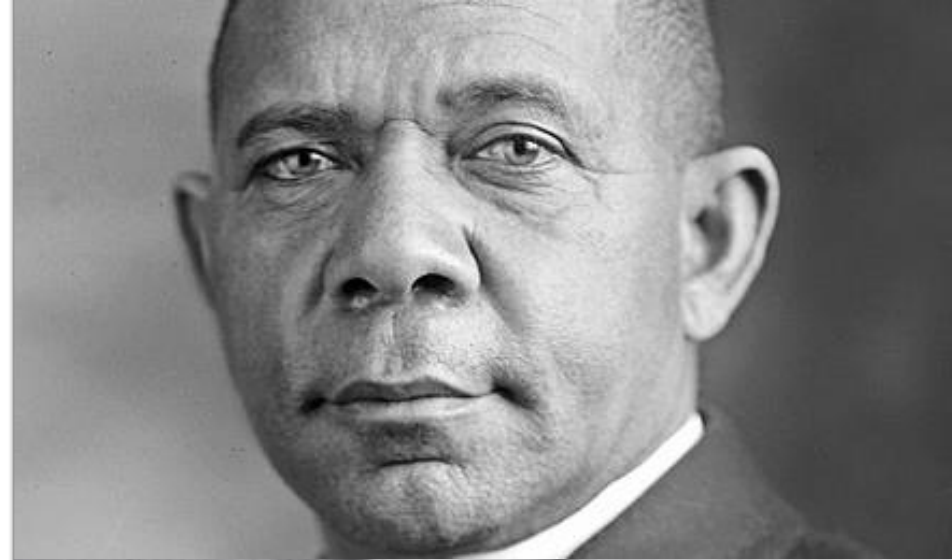
The Brazilian black movement was more influenced by nationalism and Marxism. Never had a “WEB Du Bois x Booker Washington.” controversy

Most Brazilian dark-skinned entrepreneurs identify themselves as member of the national polity community rather than a racial group

The racial democratic ideology means that Afro-Brazilians should “know their place,” discouraging endeavor for economic success

AFROENTREPRENEURSHIP AND THE BRAZILIAN BLACK MOVEMENT

- Contrary to the United States, The Brazilian black movement never had a strategic debate about economic empowerment
- But in recent years, it has become progressively more important, with several unprecedented undertakings in this field bearing a high level of racial consciousness.



ORGANIZATIONS SUPPORTING AFRO- ENTREPRENEURS

- Key organizations:

- Historical: CACE (1988), COLYMAR (1991), CEM (1991), CEABRA (1997), ANCEABRA (1999), Feira Preta (2002), REAFRO (2013).

Importance: Professional training, policy advocacy, innovation hubs.

EMERGING TRENDS

- Growth of opportunity-driven entrepreneurship.

- Rise of start-ups and consumer-oriented markets.

- Importance of ethnic solidarity in fostering Afro-entrepreneurship.

CONCLUSION

- Need for systemic changes (policy, societal perceptions).

- Afro-entrepreneurship can be a pathway to equity.

- Beyond a compensatory policy to fight poverty, Afro-entrepreneurship is an alternative for development models

**THANKS
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