



ATITHI 2027 - Reverse Buyer-Seller Meet (RBSM), Scheduled from 19-21 January 2027 at Yashobhoomi, India International Convention & Expo Centre, New Delhi, India

The Services Export Promotion Council (SEPC) under the Ministry of Commerce and Industry, Government of India, in collaboration with SATTE (South Asia's Travel & Tourism Exchange) is organising the **ATITHI 2027 - Reverse Buyer-Seller Meet (RBSM), Scheduled from 19-21 January 2027 at Yashobhoomi, India International Convention & Expo Centre, New Delhi, India.**

2. "ATITHI," inspired by the spirit of its name, aspires to emerge as one of India's premier in-house brands and a flagship international mega event showcasing travel, tourism, hospitality, and India's rich cultural heritage. The event is envisioned as a global platform to promote innovation and excellence in the tourism sector, while facilitating bilateral trade, technology exchange, and capacity building to shape the future of the industry. **For more information, visit <https://servicesepc.org/>**

3. Designed to unlock new avenues of economic opportunity and catalyse strategic partnerships and joint ventures, as a focused international business platform hosting over 250 international buyers for pre-scheduled and structured B2B meetings with Indian stakeholders. The programme will be held in collaboration with SATTE, which brings together 2,000+ exhibitors, 40,000+ trade visitors, and participation from more than 50 countries, along with representation from 28 State Tourism Boards and leading global destinations under one roof.

4. The platform will also enable interaction with Tourism Ministers, global policymakers, and eminent industry leaders, thereby fostering strategic partnerships, investment dialogue, and meaningful international business collaborations, thereby strengthening India's expanding footprint in international tourism and services markets.

5. Registration Link:

https://docs.google.com/forms/d/e/1FAIpQLSe9LMAqrQIP6_c_5A9SOJdiAGOFQ8G5steAOU_p4Eho5w30h0A/viewform

6. For registration & information / interested delegates / association / company's / representatives can write to SPEC at **info@servicesepc.org**.

7. In case any additional information and assistance regarding travel and visa are required, please feel free to contact Amit Kumar (Marketing Executive), email **com2.berne@mea.gov.in**. For the latest updates on trade and events in India, please visit the Embassy of India, Berne website (**<https://www.indembassybern.gov.in/section/events-trade-fairs/>**).
