

26th February, 2024

Dear Sir/Madam,

Subject: Participation in **AI EXPO 2024**
May 1-3, 2024; COEX, Seoul, South Korea

AI is already having an immense impact on the development and management of global value chains. It can be used to improve predictions of future trends, such as changes in consumer demand, and to better manage risk along the supply chain.

International Business is witnessing the transformative phase in terms of data analytics, AI driven e-commerce platforms and many services reducing international trade barriers.

Recognising the significance of AI, SEPC is taking initiative to organise an India Pavilion in AI EXPO-2024, COEX, Seoul, South Korea. The participation cost is being supported by Ministry of MSME.

The exhibition opens immense opportunities for Indian firms in AI driven technologies for business, AI development, data analytics and many more. For more details, please visit www.servicesepec.org

Participation Fee and related details:

Participation Fee	Rs.3.00 Lakhs	9 sqm Shell Scheme Booth with basic amenities.
Note: Support from Ministry of MSME		
<ul style="list-style-type: none">Reimbursement of Economy Class Airfare as per actual cost up to Rs.1.5 Lakhs.Reimbursement of Rs.3.00 Lakhs against stall cost		
Reimbursement of above participation cost is as per MSME Guidelines.		

For participation, please register at: <https://forms.gle/qHwqTYpRUf7JDCY9>

For any other queries, please contact: **Mr. Rathakrishnan** at k.rathakrishnan@servicesepec.org ; Mob: 9891416103

AI Expo Organizer's India Representative: **3SMG Events Pvt. Ltd.**
Mr. Susanta Mahapatra / Managing Director / Mob.: 91-9971988322 / md@3smg.in

Please confirm your participation at the earliest.

Look forward to your active participation in **AI EXPO 2024**

With best regards

Team - SEPC