

14<sup>th</sup> November 2024

## Greetings from SEPC!

Dear Sir/ Madam,

### **Subject: Invitation to the India Pavilion at ATF 2024 - Asia TV Forum & Market (December 3-6, 2024) at Marina Bay Sands, Singapore, and developing a pitch for positioning India as the Content Hub of the World**

The Asia TV Forum & Market (ATF) 2024 is set to take place from December 3 to 6, 2024, at Marina Bay Sands in Singapore. ATF connects you with a vast array of Asia-Pacific buyers and enables networking with influential industry players to promote, produce, and distribute content within the world's fastest-growing market.

As the world strategizes to embrace the future of entertainment content, the Asia TV Forum & Market (ATF) 2023 concluded with 4,511 attendees from 55 countries and regions. ATF 2023 hosted a total of 27 Indian companies, 745 seller companies (exhibitors and participants), and 911 buyers. A total of 122 speakers shared their insights and perspectives on pressing issues in the media and entertainment industry. ATF has established itself as the premier platform for key figures in the entertainment sector, including distributors, producers, digital platforms, IP owners, content creators, and industry professionals from around the globe.

The significant highlights of this event/market include:

1. **ATF Leaders Dialogue** – A premier event in the entertainment content industry, bringing together leaders, experts, and decision-makers to discuss industry strategies, challenges, and achievements (December 3, 2024).
2. Business meetings, conferences, and networking events (December 4–6, 2024).

ATF is an opportunity to be part of the global community for trading, collaborating, and championing the future of Asian content.

The Services Export Promotion Council (SEPC), supported by the Department of Commerce under the Ministry of Commerce & Industry and the Ministry of Information and Broadcasting, Government of India, is organizing the India Pavilion at ATF 2024, spearheading a major initiative to position India as a global content hub. The India Pavilion, meticulously organized by SEPC, will showcase India's potential as the world's content hub during ATF 2024.

For the first time, the India Pavilion at ATF 2024 will unveil vast opportunities for Indian delegates by empowering and engaging Indian stakeholders. It will offer them a multifaceted platform to immerse themselves in the ever-evolving trends within the entertainment industry.

### **Benefits of participating with SEPC at the India Pavilion, ATF 2024:**

- Delegates will benefit from highly subsidized rates for passes/registration.
- A unique opportunity for Indian participants to promote content to buyers.

- An excellent platform to connect and showcase products and services in a premium environment.
- Increased visibility for all participating companies.
- An opportunity to sell content to the largest community of international buyers.
- Gain international exposure by connecting with representatives from every major region.
- Explore new trends and technologies to create richer content experiences.

To foster synergy and showcase the country's strengths on a grand scale, Indian companies will actively engage in this event to promote Indian businesses. This initiative will facilitate the dissemination of Indian TV and digital content to the global market, thereby contributing to the promotion of trade and investment in India.

The India Pavilion at ATF 2024 will transcend mere physical presence; it will emerge as a nucleus of innovation, collaboration, and lucrative business ventures, hosting meetings with representatives from Singapore, Japan, South Korea, Canada, the US, UK, Europe, and the Asia-Pacific region. Catering to a diverse array of sectors including content creation, TV production, distribution and programming, licensing and retail, marketing and promotions, gaming and digital media, feature films, home entertainment, publishing, and various new media services, the pavilion will serve as a vibrant hub for networking and deal-making.

Considering the importance of the India Pavilion's presence at ATF, we take this opportunity to present the details of India's participation in ATF 2024, which will entail a branded pavilion (India Pavilion) of 75 square meters, which provides -

- Meeting area and a theme lounge
- Branding Option in ATF 2024

It would be a great opportunity to:

- Showcase India's competence and strength as a Content Hub of the World
- Create business opportunities for startups.
- Enhance the global outreach of existing players in select markets and diversify into new markets.
- Build India's brand in Animation, VFX, Gaming & Comics (AVGC) across the globe, as the show serves as a global congregation point for related stakeholders.
- Launch an awareness campaign on tax incentives announced by the Ministry of Information and Broadcasting for overseas filmmakers and broadcasters.
- Understand global trends in the sector and diversify content and other AVCG services for global markets accordingly.
- Build long-term business relationships.

During the event, SEPC proposes the following broad activities:

India Pavilion Showcasing Indian Companies:

- B2B meetings in the India Pavilion.
- Networking with existing business associates and discovering new potential ones, well- enabled by the spectrum of events at ATF.
- Press meetings in a dedicated theme area within the India Pavilion.
- Pitching sessions and IP launches.
- Publicity materials at the pavilion.

With a view to building synergy and presenting a grand exposition of the country's strengths, your active participation in the event is solicited in a fitting manner. This will help Indian TV and digital content reach the world market, contributing to the promotion of trade and investments in India.

The subsidized rate is as following:

Rate in INR (Subsidized Rates)	Inclusions
Rs. 60,000/-	<ul style="list-style-type: none"> <li>• Registration/Passes (One) at ATF</li> <li>• Meeting space at a common area in India Pavilion i.e. Dedicated reception at the Pavilion</li> </ul>
Booth Rate in INR (Subsidized Rates)	Inclusions
Rs. 5,00,000/-	<ul style="list-style-type: none"> <li>• 9 Sq. Meters Build up Booth space</li> <li>• 2 Registration/Passes at ATF</li> <li>• Meeting space at a common area in Indian Pavilion</li> <li>• Dedicated reception at the Pavilion</li> <li>• Wooden Partition on all the two sides of the stall</li> <li>• Carpeted Area</li> <li>• Round Table</li> <li>• Plug Fascia Name of the Company</li> <li>• 2 Poster Point</li> </ul>

Keeping in mind the importance of this initiative, we request you to proactively participate in the India Pavilion at **ATF 2024 - Asia TV Forum & Market**. Please register using the link below by November 25, 2024, with full payment. It is important that you fill in all fields in the Google form to avoid any delays in processing

<https://forms.gle/yYdY73v2UXcRf1vU9>

For more information, please contact the following SEPC Officials:

- Ms. Akshi Jaswal, Consultant,  
Email: [akshi.jaswal@servicesepec.org](mailto:akshi.jaswal@servicesepec.org), Mob:+91- 9899935256
- Mr. Praveen Arora, Consultant,  
Email: [praveen.arora@servicesepec.org](mailto:praveen.arora@servicesepec.org), Mob: +91 - 9910998909
- Mr. Mohit Arora, Assistant Director (Events),  
Email: [mohit.arora@servicesepec.org](mailto:mohit.arora@servicesepec.org) , Mob +91- 7827517525

Yours Sincerely,



Dr. Abhay Sinha

Director General