

Date: 29th July 2024

Dear Sir/ Madam,

**Greetings from SEPC!**

**Subject: India Pavilion at Gamescom, Cologne, Germany, 21<sup>st</sup> - 25<sup>th</sup> August, 2024**

You are kindly aware that Services Export Promotion Council (SEPC) is a set up under the Ministry of Commerce and Industry, Government of India. is the nodal organization mandated to create, promote and facilitate India's services export. SEPC provides its services in the areas of Trade Intelligence, Export Development, Export and Investment Promotion and creating an enabling business environment. Underlying the immense contribution of the services sector in India's economy and more specifically in India's export, SEPC has been focusing on more than 15 services sectors. Gaming & AVCG features as one of the focus areas where SEPC is building synergies across the globe through networks, exhibitions, Buyer Sellers meet and many more activities. Further SEPC plays a key role in creating an enabling business environment through policy intervention.

As per the above, SEPC with the support of the Department of Commerce, Ministry of Commerce & Industry and Ministry of Information and Broadcast, Government of India is **organizing India Pavilion at Gamescom which is scheduled to be held from 21<sup>st</sup> August to 25<sup>th</sup> August, 2024 at Cologne, Germany.**

Gamescom Cologne 2024 is one of the most anticipated events in the gaming and entertainment industry. A large number of gamers and fans attend this event from all over the world. Gamescom Cologne brings together gamers from around the world to share gaming innovations.

**Benefits of Participation at Indian Pavilion at Gamescom:**

- Indian Pavilion is located at a prominent position in Business Area
- State of the Art Design of Indian Pavilion
- Subsidized rates for the Passes/Registration
- Opportunity to connect and showcase your product and services in a premium environment.
- Dedicated space to welcome partners and host meetings.
- Showcase your company and ensure maximum visibility
- Sell your gaming content to the largest community of international buyers.
- Build international exposure with representatives from every major region
- Explore new trends and technologies to create richer content experiences

### **Gaming News Highlights:**

- Game Announcements: Major reveals and updates on sequels and new IPs.
- Hands-on Demos: Try out anticipated games and explore new features.
- Esports Competitions: Watch professional players and teams in action.
- Cosplay and Fan Events: Participate in cosplay competitions and meet creators and developers.
- VR and AR Experiences: Explore cutting-edge virtual and augmented reality technologies.

**Gamescom 2024** will deliver an exciting blend of gaming innovations, interactive demos, competitive esports, and immersive technologies, offering a comprehensive experience for all attendees.

Keeping in view the importance of this initiative, we request you to proactively participate in **India Pavilion at Gamescom, Cologne, Germany. Please register on the link below**

<https://forms.gle/jTafQcqaNUJ7Y2QA8>. It is important you fill all fields in the google form to avoid any delay in processing.

### **For any further information you can contact:**

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Yours Sincerely,



Dr. Abhay Sinha,  
Director General