

Date: 08th February, 2024

Invitation to participate in “ATITHI” Reverse Buyer-Seller Meet organised by SEPC at SATTE 2024 from 22nd to 24th February 2024 at India Expo Mart, Greater Noida, India

Dear Sir/Madam,

Greetings from Services Export Promotion Council!

Atithi has been conceptualised as India’s premier exhibition to showcase all aspects of India’s tourism sector and create opportunities for companies to attract inbound tourists to India. Globally, India has been successful in building Incredible India brand, however, the branding positioning has been successful in catapulting India’s tourism sector attract tourists as many other nations like Thailand, Singapore, Malaysia, Indonesia and likewise.

We are delighted to inform you that “ATITHI” an exclusive Reverse Buyer-Seller Meet, a pioneering initiative by the Services Export Promotion Council (SEPC), setup of Ministry of Commerce and Industries in collaboration with the South Asia's Travel & Tourism Exchange (SATTE) is being organized from 22nd to 24th February 2024 at Greater Noida, Uttar Pradesh, India, to enhance business opportunities for international visitors with the Indian Tourism Industry.

We cordially invite you to participate in “ATITHI” an exclusive Reverse Buyer-Seller Meet . Pre-registration is mandatory to participate in the B2B meetings. You are kindly requested to register in the overseas buyers registration link which is given below:

https://visitor-registration.satte.in/sepc_international_buyer_registration/?ref=satte_website

The main event site link is: <https://www.satte.in/home>

A nominal fee of USD 250 + 18% tax = 295 will be charged to each overseas participant for “ATITHI” an exclusive Reverse Buyer-Seller Meet.

Advantage in participating Reverse Buyer – Seller Meet:

- Interact with 1200+ Exhibitors from India
- Spread across 30000sq. m of area.
- Participate in world class Knowledge forums.
- Develop new & existing relations with business partners and suppliers.
- Network with key decision makers all under one roof

Benefits to Overseas Participants:

- 3 Days Admission to Exhibition
- Priority Entry
- Accommodation: 3 Nights / 4 Days
- Daily Breakfast at the Hotel
- Coach Transfers: Hotel / Venue / Hotel
- Access to VIP / Buyers Lounge with Refreshments
- Pre-scheduled appointment
- Destination Briefings
- Speed Networking
- Access to Networking Evenings (If any)
- Listing in the digital marketplace by SATTE

Reimbursement of Air ticket* – SEPC with the support of Ministry of Commerce and Industry will be reimbursing the air fare for international visitors as per below table.

NORTH AMERICA	EUROPE	MIDDLE EAST	AUSTRALIA / NEW ZEALAND/ SOUTH AMERICA	SOUTH EAST ASIA	AFRICA	NORTH ASIA
USD 1000	USD 800	USD 400	USD 1200	USD 400	USD 800	USD 500

**Reimbursement will be applicable region wise or as per Air ticket, whichever is lesser.*

**Reimbursement towards air ticket amount (see chart above for the region wise reimbursement amount), will be provided if the buyer complete/attend 20 Pre-Scheduled Appointments (PSAs) and fixed meetings at the buyer area and 3 Destination Briefings over 3 days at SATTE/ATITHI 2024 and submit air ticket proof along with the payment details and boarding pass copy*

**Reimbursement will be in USD cash on the 3rd day (24th Feb) after 12 noon after completing all the appointments and handing over the passbook.*

In case of any query please feel free to contact the following SEPC officials:

Name	Contact No	Email Id
Mr. Desh Raj	+91-8010215260	desh.raj@servicesepc.org
Mr. Abhishek Sahdev	+91-9560264622	abhishek.sahdev@servicesepc.org

Best Regards,



Dr. Abhay Sinha

Director General