

Date: 2<sup>nd</sup> December, 2024

**Subject: SEPC's Hybrid Seminar on Pathways to Global Expansion – Taxation, Indo-German Pact & AI Integration**

**Date: 13<sup>th</sup> December, 2024**

**Time: 3:00pm to 5.30 pm**

**Venue: India Islamic Centre, New Delhi**

Dear Sir/ Madam,

The services sector is a key driver of India's economic growth. To support and promote its global reach, the **Services Export Promotion Council (SEPC)** set up by the Ministry of Commerce & Industry, Government of India, serves as a nodal organization for service export promotion. SEPC plays a pivotal role in advancing India's service exports through four core activities: **Trade Intelligence, Export Development, Export Promotion & Investment, and Creating an Enabling Business Environment.**

Recognizing the immense opportunities in the services sector, SEPC will organize the **Pathways to Global Expansion Seminar on 13th December 2024 at The India Islamic Cultural Centre, New Delhi.** This seminar will offer valuable insights from experts, entrepreneurs, and government officials on emerging trends, regulatory updates, and strategic best practices. Through engaging discussions, the event aims to foster meaningful partnerships that drive sustainable and inclusive growth in the service export landscape.

**Session 1: Navigating the complexities of service exports through an indirect tax lens** emphasizes the importance of compliance with GST and other cross-border tax regulations, ensuring smooth operations and reduced tax burdens. **Direct tax strategies** for entities with overseas operations can optimize tax liability, leverage international tax treaties, and enhance global competitiveness. **Automation of finance and tax operations** through technology streamlines processes, improves accuracy, and fosters real-time reporting. Thus, this session will revolve around taxation issues with regard to services export.

**Key Discussion Points**

- Intricacies of Export of Services from Indirect Taxes
- Direct Tax Strategies for Overseas Operations
- Automation of finance and Tax Through Technology

**Session 2: Leveraging the Indo-German Pact for Service Sector Growth,** German investments in India predominantly target the **services sector**, with a particular focus on **insurance**, reflecting Germany's confidence in India's expanding service capabilities. To strengthen this cooperation, India and Germany have signed multiple **Memorandums of Understanding (MoU's) covering key areas such as green hydrogen technology, innovation and technology collaboration, skill development, vocational education, and mutual legal assistance.** Hence this session will discuss Indo- German collaboration to strengthen the export of services sector

**Key Discussion Points:**

- Green Hydrogen Technology
- Innovation and Technology Collaboration
- Mutual Legal Assistance
- Agreement on Maritime Cooperation
- Migration and Mobility Partnership
- Joint Declaration on Employment and Labour
- Agreement on the Exchange of Classified Data
- Student Exchange Program between IIT Madras and Dresden University

**Session 3: Artificial intelligence- Significance, integration and challenges for service exporters:** Artificial Intelligence (AI) is revolutionizing industries across the globe, offering innovative solutions that redefine traditional workflows. Service exporters, in particular, stand to gain immensely from the integration of AI. From improving customer experience to optimizing operations and expanding into new markets, AI is a game changer. However, along with its benefits, AI integration comes with its own set of challenges, including compliance, scalability, and ethical considerations. Thus, this session revolves around AI challenges and the solutions.

**Key Discussion Points**

- Understanding the role of AI in transforming the service export industry.
- Strategies for integrating AI into export services seamlessly.
- Identifying challenges and risks associated with AI adoption and how to mitigate them.
- Leveraging AI to improve global competitiveness and customer satisfaction.
- Exploring case studies of successful AI implementation in service exports.

**Cost of participation:**

Categories	Fee	Bank Details	
SEPC's Members	₹ 250 (Including GST)	<b>Bank Details:</b> <b>Bank Name:</b> <b>Branch Address:</b> <b>A/c No.:</b> <b>Branch &amp; IFS Code:</b>	Services Export Promotion Council IDBI Bank Ltd D-823, Main Road, New Friends Colony, New Delhi, Delhi-110065. 167104000118514 IBKL0000167
Non - Members	₹ 500 (Including GST)		

The registration link is given below for you to block your seat on first come first serve basis.

Register at - <https://rb.gy/6z9qlw>

For further any clarifications please contact to following persons:

S. No.	Name & Designation	E-mail id	Mobile Numbers
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With Best Regards,  
Team SEPC