

**Embassy of India
Asuncion**

ATITHI 2027 - Reverse Buyer-Seller Meet (19-21 January 2027)

“ATITHI”, an exclusive Reverse Buyer-Seller Meet (RBSM)—an initiative of the Services Export Promotion Council (SEPC), set up by the Ministry of Commerce and Industry, Government of India, in collaboration with South Asia’s Travel & Tourism Exchange (SATTE)—is scheduled to be held from 19-21 January, 2027 at Yashobhoomi (India International Convention & Expo Centre), Dwarka, Sector-25, New Delhi.

The event aspires to emerge as one of India’s premier in-house brands and a flagship international mega event showcasing travel, tourism, hospitality, and India’s rich cultural heritage. The event is envisioned as a global platform to promote innovation and excellence in the tourism sector, while facilitating bilateral trade, technology exchange, and capacity building to shape the future of the industry.

Designed to unlock new avenues of economic opportunity and catalyse strategic partnerships and joint ventures, as a focused international business platform hosting over 250 international buyers for pre-scheduled and structured B2B meetings with Indian stakeholders. The programme will be held in collaboration with SATTE, which brings together 2,000+ exhibitors, 40,000+ trade visitors, and participation from more than 50 countries, along with representation from 28 State Tourism Boards and leading global destinations under one roof. The platform will also enable interaction with Tourism Ministers, global policymakers, and eminent industry leaders, thereby fostering strategic partnerships, investment dialogue, and meaningful international business collaborations, thereby strengthening India’s expanding footprint in international tourism and services markets.

Registration link:

https://docs.google.com/forms/d/e/1FAIpQLSe9LMAqrQIP6_c_5A9SOJdiAGOFQ8G5steAOUUp4Eho5w30h0A/viewform

For more information please click: <https://www.atithiindia.org/>

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