

NOTICE

Invitation for “ATITHI” an exclusive Reverse Buyer-Seller Meet (RBSM)

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) organizing “ATITHI”, an exclusive **Reverse Buyer-Seller Meet (RBSM)** scheduled to be held from **25th to 27th February 2026** at **Yashobhoomi (India International Convention & Expo Centre), Dwarka, Sector-25, New Delhi**.

“ATITHI,” inspired by the spirit of its name, 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. For registration please [\(click here\)](#)
