

ATITHI 2026 ; Reverse Buyer Seller Meet (RBSM) | 25-27 February 2026 | New Delhi, India

The **Services Export Promotion Council (SEPC)**, set up by the **Ministry of Commerce & Industry, Government of India**, in collaboration with **South Asia's Travel & Tourism Exchange (SATTE)**, announces **ATITHI-2026**, an exclusive **Reverse Buyer Seller Meet (RBSM)** to be held from **25 to 27 February 2026** at **Yashobhoomi (India International Convention & Expo Centre), Dwarka, New Delhi**.

Inspired by the spirit of its name, *ATITHI* aspires to emerge as a flagship international platform showcasing India's strengths in **travel, tourism, hospitality, and cultural heritage**. The event is designed to promote innovation and excellence in the tourism sector while facilitating bilateral trade, technology exchange, and strategic partnerships.

ATITHI-2026 will host **over 250 international buyers** for structured and pre-scheduled **B2B meetings** with Indian tourism and hospitality stakeholders. Organized alongside **SATTE**, one of South Asia's leading travel trade exhibitions, the platform will benefit from participation of **2,000+ exhibitors, 40,000+ trade visitors, over 50 countries**, and representation from **28 State Tourism Boards**, along with global policymakers and industry leaders.

The event offers an ideal opportunity for international buyers, outbound tour operators, hospitality groups, and travel companies to engage directly with Indian service providers and explore new avenues for collaboration and business expansion.

International stakeholders interested in participating are encouraged to register through the designated Google Form link ([click here](#)).

For further information, please visit:

www.servicesepc.org

Join **ATITHI-2026** and be part of a dynamic global platform shaping the future of international tourism partnerships.