

NASSCOM DELEGATION SHOWCASES INDIA'S TECHNOLOGICAL CAPABILITIES AT CEATEC JAPAN 2017

4th October 2017, New Delhi: As a part of its consistent endeavours to raise the brand image of the Indian IT industry across the globe and tap new geographies, **National Association of Software and Services Companies (NASSCOM)** participated in Japan's largest IOT event - **Combined Exhibition of Advanced Technology (CEATEC) 2017**. A NASSCOM delegation consisting of 50 participants including start-ups visited Tokyo for the four-day exhibition. The initiative which attracts almost 150 thousand visitors has been conducted in partnership with Japan - IoT Acceleration Consortium (ITAC) and Ministry of Economy, Trade and Industry (METI). Hosting a total of 25 companies as a part of the India showcase, the event this year is themed around '**IoT and Innovation**'.

NASSCOM has specifically worked on creating a **special program for the NASSCOM delegation** which will be visiting Japan, to celebrate **India Day** scheduled on 4th October at CEATEC exhibition this year. Along with showcasing key companies from India and Japan, NASSCOM will also host a CXO Roundtable moderated by McKinsey where CIO and CTO's from Japanese organizations will participate to share opportunities that exists for the India companies in initiatives such as Society 5.0 and IOT arena.

Ambassador Sujan R. Chinoy in his address said that there was great potential for Indian ICT companies which have grown in stature and moved up the value chain to contribute towards global aspirations of Japanese companies. He also welcomed the participation of 27 Indian startups in CEATEC 2017 which would help in execution of directives given by the two Prime Ministers during the September 2017 Summit in India on creating India Japan Startup Hub.

Commenting on NASSCOM's participation at the event, **Mr. Gagan Sabharwal, Senior Director, Global Trade Development, NASSCOM** said, *"CEATEC offers an ideal opportunity to India to showcase their global competence and expand to strategic markets like Japan, which welcome advanced technological capabilities. It's the biggest IOT platform in Asia that will help us rebrand India as a Innovation hub. We hope that this engagement strengthens the Indo-Japan relationship and helps build a robust collaborative ecosystem in the long run."*

Due to NASSCOM's efforts with ITAC and METI, ten Indian start-ups have been selected to participate in the event an opportunity to pitch their ideas to the Japanese audience with a fully paid trip. The start-ups will also get an Exhibition Booth to display their products to potential investors, partners, enterprises and customers. With initiatives like these, CEATEC aims to bring global recognition to Indian startups and highlight India's technological transformation.

About NASSCOM

NASSCOM[®] is the premier trade body and the chamber of commerce of the IT-BPM industries in India. NASSCOM is a global trade body with more than 2100 members, which include both Indian and multinational companies that have a presence in India. NASSCOM's member and associate member companies are broadly in the business of software development, software services, software products, consulting services, BPO services, e-commerce & web services, engineering services and animation and gaming. NASSCOM's membership base constitutes over 95% of the industry revenues in India and employs over 3.5 million professionals.

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