

India's Largest IT event - Indiasoft , 2021 edition

New features and B2B focus make this year's event unique



India, Delhi, Feb 14, 2021 (IssueWire.com) - The INDIASOFT -2021 International IT exhibition and conferences, the flagship annual event of the Electronics and Computer Software Export Promotion Council (ESC), will be organized in a new format virtually from March 5, 2021, onwards until 31st March bringing together over 1000 buyers and investors across the continents.

Giving details of this year's unique INDIASOFT 2021, Mr. Nalin Kohli, Chairman, INDIASOFT said that for the first time, the event will have three important components, such as an inaugural, which will be a brainstorming session to take stock of the post-Covid-19 developments in the software segment in its entirety involving policymakers, industry players, experts from India and abroad.

The B2B meetings to be held from 9th March till 31st March will bring the Indian software developers upfront with software and solutions buyers from all over the world. The third tier-Bilateral Investment Meets-involving industry players from countries will focus on specific countries to create a road map for facilitating investments and technology cooperation.

“ The differentiator this time around for INDIASOFT 2021 is the large participation of the stakeholders

from developed markets like the US, the UK, Germany, Japan, South Korea, etc giving the participants from India greater scope and range to clinch export and investment deals,” Mr. Kohli said, adding that the long duration of the virtual B2B meetings would enable more scope for Indian companies, particularly MSMEs to display their products digitally and handhold with the overseas buyers, which can lead to concrete business deals. INDIASOFT, which is holding its 21st edition this year, has now emerged as one of the largest IT shows in the MSME and startup sectors in the world. Over the years, it has been acting as a catalyst for handholding Indian ICT players with overseas buyers. The platform is being used by many companies to launch new products and solutions.

Explaining the scope of the investment meeting, which will be held coinciding with INDIASOFT -21, Mr. Gurmeet Singh, Executive Director, ESC said that it would focus on attracting investments into India’s digital economy from various corners of the world to strengthen India’s digital backbone. “ Amidst the proactive policy changes that are being rolled out to attract investments in India, the INDIASOFT -21 will try to sensitize the overseas investors to invest in India, particularly in the MSME sector, which is now becoming the nerve center 1 for carrying out innovation and disruption,” says Mr. Gurmeet. It would be an excellent forum for showcasing India’s software strengths and opportunities to small and mid-size companies in the developed countries to attract investments, co-production, and even third-country investments, particularly in the domain of internet products based on artificial intelligence, cloud computing, machine language, etc.

Mr. Kohli said that the area-specific B2B meetings, which will be held during the INDIASOFT -21 will focus on buyers from Africa, Japan, North America including the US and Canada, South Korea, the UK, ASEAN & Oceania, Scandinavia, Benelux, and Latin America. Hundreds of visitors from these regions will touch base with the Indian exhibitors digitally and get acquainted with Indian products and solutions developed mostly by the MSMEs and startups.

Mr. Gurmeet said that Indian companies will be displaying innovative IT products/ solutions in all verticals of IT including Artificial Intelligence (AI) AR/VR, Cyber Security, Cloud Computing, Blockchain, FinTech, Web & Mobile Application Development / Automation / Embedded Systems/ Digitization, Gaming & Animation, etc.

An illustrative list of countries that will be participating in the digital event include USA, UK, Canada, Japan, Republic of Korea, Argentina, Brazil, Panama, Chile, Colombia, Honduras, Peru, Cuba, Venezuela, Ecuador, Mexico, Costa Rica, Panama, Botswana, Kenya, Mauritius, Namibia, Uganda, Zambia, Zimbabwe, Cameroon, Nigeria, Ghana, South Africa, Ethiopia, Tanzania, Cote D Ivoire, Russia, Armenia, Belarus, Azerbaijan, Kazakhstan, Ukraine, Turkmenistan, Kyrgystan, Uzbekistan, Thailand, Malaysia, Indonesia, Vietnam, Philippines, New Zealand, Singapore, Australia, Malaysia, Laos, Cambodia, Myanmar, Brunei, Germany, France, Bulgaria, Poland, Norway, Denmark, Sweden, Finland, Holland, Belgium, Saudi Arabia, Bahrain, UAE, Kuwait, Qatar, Oman, Iran, Bangladesh, Sri Lanka, Nepal, Hong Kong, etc.

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