

## INDIASOFT 2023: Ideal platform to showcase India's frontier ICT capabilities

Participation of 1500 Tech Companies, 200 start-ups, 50000 visitors, and over 500 overseas buyers from 60+ countries.



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The graphic features a dark blue background with a world map silhouette. Overlaid on the map are glowing blue lines and dots representing a global network. The text is centered and uses a mix of white and blue colors for emphasis.

New Delhi, Delhi Aug 3, 2022 ([IssueWire.com](http://IssueWire.com)) - Theme: Business Beyond Boundaries

Keeping in view the digital thrust given by the government and the importance assigned to increasing the services exports from the country, INDIASOFT 2023, international exhibition and conferences, the

flagship IT event of Electronics and Computer Software Export Promotion Council (ESC) to be held in New Delhi during 27-29 March 2023, will bring over 500 foreign ICT buyers from 60 countries.

The ESC-organized [INDIASOFT 2023](#) will have several parallel shows, which are keenly participated by international buyers and Indian exhibitors. An added feature of this year's IndiaSoft (23rd edition) is another ICT show- Convergence India Expo, India's largest Tech and Infra show, which is being organized parallelly to expand the bandwidth and utility of the shows. The Council is expecting the participation of 1500 Tech Companies, 200 start-ups, 50000 visitors, and over 500 overseas buyers from 60+ countries at the 23rd edition of India soft and other co-located events at the same venue.

As the world moves out of the shadow of Covid induced pandemic, economies are opening up with the easier movement of individuals & goods across geographies. This has brightened prospects of increased business linkages and the exchange of technologies. Against this backdrop, INDIASOFT 2023 brings enormous business opportunities for establishing new linkages and avenues for growth.

Explaining the special features of the show this year, **Mr. Sandeep Narula, Chairman, ESC** said that a lot of importance is given to showcasing the "innovation trail" of Indian companies across the country in the cutting edge digital technologies like artificial intelligence, automation, machine to machine language (IOTs) and other internet products. "We feel these sectors are the future of the Indian ICT manufacturing and exports at a time great transformation is undergoing in the global ICT markets. Indian companies will have to absorb these trends in a more intense manner," he said.

**Mr. Gurmeet Singh, Executive Director, ESC** said that the show gives a lot of importance to startups. For the last few years, a number of startups run by young minds from IITs, NITs, and other engineering colleges are participating successfully in the INDIASOFT events, availing free facilities extended to them. "Keeping in tune with the focus laid by the government for promoting startups in the digital domain, we encourage a lot of small and mid-size companies and startups to participate at the show to familiarize themselves with the requirements of the foreign buyers," says Mr. Singh, adding that many of the exhibitors could attract lucrative deals from overseas buyers and investors by participating in the show.

Supported by the Union Ministry of Commerce and Industry, since its inception, this year's IndiaSoft show will have several new facets keeping in view the focus laid by the government to usher in a digital revolution in the country. "The special feature of this year's Indiasoft 2023 editions Exhibition and Conferences will also be on the focus on Drone Technology which is gaining popularity in India in the recent days. The show will also display India's capabilities in automation, internet products like IOTs, robotic process automation, AI, Blockchain, Cloud computing, Big Data Management, Mobile Application Services, Information security, Animation & Gaming, Drones, etc, among other things, which also will convey that India is in the cusp of the next level of IT revolution," says Mr. Singh. According to ESC's estimate, most of the demand comes from the Western world for software development and solutions will be for these domains. That is why special care is being given to the development of these segments.

With a population of 1.3 billion complemented by geographical diversity, India is now at the center stage for attracting newer investments in e-commerce and also newer investments in these in these sectors as is happening now. It opens up several opportunities for the Indian IT companies for creating technology platforms, content writing, and back office operations for giant e-commerce companies like Amazon, Walmart, Tencent, etc for their Indian and global operations. One of the challenges that these internet-based platforms are facing is the last mile connectivity to reach out to people to make them stakeholders. Many Indian startups are specializing in developing disruptive software and creating

databases to help such companies access Indian hinterlands to tap the market. Such technology platforms will also be on display at the Show.

Mentioning that India has a head start in software development and information technology-enabled services (ITeS), Mr. Narula opined that around 90 percent of India's software and ITeS exports are with the US and Europe, wherein the US accounts for the lion's share at 60 percent. "We at ESC are assiduously pursuing a policy to empower the Indian IT exporters to go in the value chain by exporting high-ended software and complex solutions to the global markets," he added.

International delegates to the event will include representatives of private and public sectors, from countries like the USA, Canada, Argentina, Brazil, Panama, Chile, Colombia, Honduras, Peru, Cuba, Ecuador, Mexico, Costa Rica, UK, France, Germany, Netherlands, Belgium, Bulgaria, Denmark, Sweden, Norway, Switzerland, Finland, Hungary, Poland, Malta, Austria, Algeria, Botswana, Kenya, Mauritius, Namibia, Uganda, Zambia, Zimbabwe, Togo, 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, Saudi Arabia, Bahrain, UAE, Kuwait, Qatar, Oman, Iran, Bangladesh, Sri Lanka, Nepal, Hong Kong, Republic of Korea, Japan, etc.



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