NASSCOM INVITES NOMINATIONS FROM INDIAN START-UPS FOR JAPAN'S LARGEST IT FORUM CEATEC 2017

New Delhi, July 03, 2017: As a part of its consistent endeavors to provide global exposure to Indian entrepreneurs, **The National Association of Software and Services Companies (NASSCOM)** has initiated the process for Indian start-ups to participate in Combined Exhibition of Advanced Technology (CEATEC) 2017. The initiative which attracts almost 150 thousand visitors will be conducted in partnership with Japan - IoT Acceleration Consortium (ITAC) and Ministry of Economy, Trade and Industry (METI).

ITAC, which was established in October last year, is a framework between government, industry and academia for IoT business promotion in Japan. It aims to extend financial, regulatory and business matching support to Indian start-ups. As of May 2017, ITAC has 3,000 participating companies, with support committee members like Google, Microsoft, Intel, Accenture, Apple, Bosch, GE and many others.

Similar to CEATEC 2016, ten Indian start-ups will be selected to participate in Japan's largest IT and electronics exhibition and conference, themed 'IoT and Innovation' to be held from October 3rd 2017. The event offers innovative new solutions to the issues facing society, contributing to progress at the community level and to improved lifestyles at the individual level. The ten shortlisted Indian start-ups will receive a fully funded trip to Japan, along with an Exhibition Booth to display their products to potential investors, partners, enterprises and customers. Larger companies and SMEs will also be participating in CEATEC 2017 under the NASSCOM led India pavilion.

Commenting on the initiative, **Mr. R. Chandrashekhar, President, NASSCOM** said, "A platform like CEATEC has been a great contributor to the Indian start-up journey. This initiative is a key milestone for India and Japan to come together to build a robust ecosystem of collaboration. Furthermore, we aim to accelerate the pace of digitization through IoT and open new avenues in the start-up industry. "

With Europe and Japan continuing to raise their global sourcing business, the Indian IT industry is now expanding into strategic markets like Japan, which welcome advanced technological capabilities. Indian capabilities compliment the new-cutting-edge technologies of Japan to co-develop & promote world-class solutions. In this respect, CEATEC aims to bring global recognition to Indian startups and highlight India's technological transformation. Events like these signify growing Indo-Japan cooperation in the field of emerging technologies and are expected to further fuel Indo-Japan ventures and close contact tie-ups.

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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