

8 JAN 2026

#### MSMEs, Logistics, Tourism look at AI for Capacity Building

WTC Goa and SAM'SPACE look forward to Collaborating through a structured partnership that blends technology, trade facilitation and capacity building across AI, logistics, tourism, and MSMEs. During discussions Mr Samir Sathe, Founder and CEO SAM'SPACE and Mr. Cyril Desouza, Regional Director – Trade Promotion, WTC Goa, discussed the idea of jointly organizing awareness programs and skill development workshops on AI and digital transformation. Discussions also looked at the ability to create tools for tourism analytics, logistics & route optimization and for MSME demand forecasting. Setting up of an innovation hub or incubation platform at WTC Goa to mentor startups and small businesses, co-hosting industry forums, B2B matchmaking events, and sector-specific summits which can connect Goan enterprises to national and global markets using the WTCA network were also discussed.

The Meeting was held at WTC Goa on January 8, 2026