



UP INTERNATIONAL TRADE SHOW



Date : 21 - 25 September, 2023
Venue : India Expo Centre & Mart, Greater Noida

A BIGGER VIEW OF ENTERPRISING CHARM OF UTTAR PRADESH



THE BIGGEST SOURCING SHOW OF UTTAR PRADESH
JOINTLY ORGANIZED & SUPPORTED BY THE GOVT. OF UP



MESSAGE

Our government in Uttar Pradesh has always been a crusader for economic prosperity. I am proud to say that UP ranks second in terms of ease of doing business. I hope the UP International Trade Show, which is co-organized by the Government of Uttar Pradesh and the world-famous India Exposition Mart Ltd., will provide a great business platform to all levels of enterprises in Uttar Pradesh – micro, small, medium, and large – and help them prosper business-wise while also contributing to the state's goal of achieving a USD 1 trillion economy in upcoming years.

YOGI ADITYANATH
Chief Minister of Uttar Pradesh

An Overview of UP International Trade Show

Uttar Pradesh, New India's growth engine, is not only a dream investment destination for outside enterprises and businesses, but it also has a fantastic business ecosystem of its own. Several Uttar Pradesh products, classified as MSME, GI Tag Products, or ODOP, are well-known and highly sought-after worldwide. Yet, certain products or businesses, still require recognition and a larger market.

This is how and why the UP International Trade Show came to be. It will be a solo UP's business show focusing on traditional and unconventional Uttar Pradesh products.

It will enable local entrepreneurs to sell and market Brand UP to domestic and international buyers, investors, and exporters.



A Sketch of Pro-Entrepreneurship Opportunities In UP

- Abundant resources and tremendous potential for industrial development
- Second in ease of doing business
- 25 Sectoral Policies are in place to promote Make in India
- Various reformative steps are being taken to create a holistic ecosystem for industrial development
- Transparency and information access
- 'Nivesh Mitra,' a dedicated single-window system to make compliances simple and user-friendly
- Favourable business environment with government incentives and support
- Large and rapidly growing consumer market
- Large pool of skilled and semi-skilled labour
- Emerging industries including IT, e-commerce, and renewable energy
- Financial accessibility through banks, VCs, and angel investors
- Infrastructure development with new roads, highways, airports, and railways
- Government support through tax incentives, subsidies, and training programs
- Strategic location in the heart of India with access to major markets
- Rich entrepreneurial culture with access to mentors, advisors, and business networks
- Online Incentive Management System – digital platform to track all stages of incentives approval
- To overcome interdepartmental resistance, providing NOC within 72 hours for 1,000 days



A Glance At Exhibitor's Profile

It will be a golden platform and opportunity for all levels of enterprises in Uttar Pradesh – micro, small, medium, and large – to showcase, sell, and expand reach to wider customers in India and overseas. Apart from businesses and enterprises, the trade show will feature a fair share of promotional and development schemes (both government and non-government) in the show.

FOCUS SECTORS

PRODUCTS & SERVICES

- ▶ Agriculture & Horticulture (Seasonal Food Festival)
- ▶ Airport
- ▶ Defence Corridor
- ▶ E - Commerce, Electronics Industry
- ▶ Education Sector (Live Demos on STEM)
- ▶ Film Sector
- ▶ Fisheries & Animal Husbandry
- ▶ Food Processing / Dairy Products
- ▶ GI Tag Products from Uttar Pradesh- B2C
- ▶ Glass Industry, Marble Industry
- ▶ Handloom, Handicrafts & Textiles
- ▶ Health & Wellness (AYUSH/Pharma/Naturopathy/ Yoga/Unani)
- ▶ Highways/Industrial Park/Development Authorities
- ▶ Infra, Engineering & Manufacturing Industry
- ▶ IT & Smart City Mission, Uttar Pradesh
- ▶ Leather Industry
- ▶ ODOP Display
- ▶ Power Corporation (UP Power Corporation/ NCPL & Others)
- ▶ Renewable Energy, EV & Mines
- ▶ Retail Sector
- ▶ Sports Sector
- ▶ STPI (Software Technology Parks of India)

- ▶ Sugar Industry
- ▶ Tourism & Hospitality Sector
- ▶ Toy Association & Clusters of Uttar Pradesh
- ▶ UP Police Association
- ▶ Warehouse and Logistics
- ▶ Water
- ▶ And Many Others...

GOVERNMENT SCHEMES

- ▶ Digital India Mission
- ▶ International Cooperation (IC) Scheme
- ▶ Credit Guarantee Scheme for Micro & Small Enterprises (CGTMSE)
- ▶ Entrepreneurship and Skill Development Programme (ESDP)
- ▶ Khadi Gramodyog Vikas Yojana - Umbrella Scheme
- ▶ Micro & Small Enterprises Cluster Development Programme (MSE-CDP)
- ▶ Namami Gange & Jal Shakti
- ▶ National Manufacturing Competitiveness Programme (NMCP)
- ▶ National SC-ST Hub Scheme
- ▶ Prime Minister's Employment Generation Programme (PMEGP)
- ▶ Procurement and Marketing Support (PMS) Scheme
- ▶ Rural And Urban Development Scheme
- ▶ Transforming India (Aatmanirbhar Bharat Abhiyaan)

GoUP's Flagship Programs and Policies

Uttar Pradesh Export Promotion Policy : 2020-25 (UPEP Policy: 2020-25)

- ▶ Comply with WTO rules
- ▶ Establish a Centre State Coordination Cell
- ▶ Set up a single window system for speedy export documentation
- ▶ Create a dedicated GST cell for exporters
- ▶ Identify, register, and brand Geographical Indication products
- ▶ Establish a B2B exchange for small and micro units for online trading
- ▶ Provide fiscal incentives for exporters
- ▶ Promote public-private initiatives for competitive export infrastructure
- ▶ Strengthen institutional frameworks for export promotion councils
- ▶ Organize capacity-building workshops and committees to address export-related issues

Uttar Pradesh Micro, Small and Medium Enterprises Promotion Policy - 2022 (MSME Policy - 2022)

- ▶ Capital Subsidy
- ▶ Interest Subsidy
- ▶ Infrastructure Interest Subsidy
- ▶ Stamp Duty Exemption
- ▶ Promoting Quality Improvement among MSMEs
- ▶ Promoting Environment Improvement Measures among MSMEs
- ▶ Promoting Private MSME Park, Flatted Factory Complexes and Industrial Estate



GoUP's Flagship Programs and Policies

Uttar Pradesh Industrial Investment and Employment Promotion Policy - 2022 (UPIIEP Policy - 2022)

- ▶ Incentives to Industrial Units
- ▶ Stamp Duty Exemption
- ▶ Investment Promotion Subsidy
- ▶ Net SGST Reimbursement
- ▶ Top up on Incentives received under PLI Scheme of Government of India
- ▶ Incentives for R&D projects and Intellectual Property Rights
- ▶ Financial Grant to Centres of Excellence (CoE)
- ▶ Incentives to Infrastructure Projects
- ▶ Incentives to Private Industrial Parks
- ▶ Facilitating land aggregation for Private Industrial Parks
- ▶ Fast track Land Allotment

Uttar Pradesh Textile and Garmenting Policy 2022 (UPTG Policy - 2022)

- ▶ Land Cost Subsidy
- ▶ Stamp Duty Exemption
- ▶ Capital Subsidy
- ▶ Subsidy for Infrastructure
- ▶ Interest Subsidy on Plant and Machinery
- ▶ Incentives relating to Energy
- ▶ Employment Generation Subsidy
- ▶ Freight Reimbursement
- ▶ Encouragement for Marketing
- ▶ Special Incentives for Units under the PM MITRA Park Scheme
- ▶ Incentives for Private Textile Parks
- ▶ Incentives for Promotion of Silk Industry
- ▶ Financial Incentives for starting New Employment to the youth of the state



Exhibitor's Profile

Agriculture & Horticulture

Defence Corridor

E – Commerce, Banking, Financial Services

Education Sector (University/STEM/Book Show)

Infra, Engineering & Manufacturing

Film Sector

Food Processing & Dairy Products

GI Tag Products

Handloom, Handicrafts & Textiles, Retail

Health & Wellness (Ayush, Yoga, Unani, Naturopathy)

IT/ITES

MSMEs

Namami Gange & Jal Shakti

ODOP

Renewable Energy & EV

Sports

Tourism & Hospitality

Toy Association & Clusters of UP

Warehouse & Logistics

Women Entrepreneurs

And Many Others...



Visitor's Profile

An ideal platform for Indian and overseas audiences, business visitors, and other stakeholders who are associated directly or indirectly with the development model of the state of Uttar Pradesh. Here's a brief glance:

- Buying Agents
- Corporates
- Distributors
- Domestic buyers
- E-commerce
- Exporters
- Institutional Buyers
- Investors
- Marketing Professionals
- Overseas Buyers, Importers & Wholesalers
- Retail Stores
- Think Tanks
- Traders

Cost of Participation

Domestic

International

For Bare Space

INR 6500/- per sq. mtr.

USD 160/- per sq. mtr.

For Built - up Space

INR 7000/- per sq. mtr.

USD 180/- per sq. mtr.

*18% GST will be charged extra.

**10% PLC will be charged extra for two/three/four sides open booths

***₹1500/- will be charged extra for UPITS Show Directory



Chef Competition

A "Young Chef" competition allowing young chefs from UP to demonstrate their culinary prowess will be held. A special "Master Class" will also be conducted by a celebrity chef.

Exhibition's other attractions

Symposium

There will be sessions of expert discussions on how to promote and support potential commodities and items from Uttar Pradesh in entering the international market.

Angel Investors' Meet

Start-ups will meet and converse with potential investors.

Award Distribution

Sectoral Award will be given to recognize and inspire entrepreneurship and creativity.

Cultural Shows

There will be heart-warming stage shows and performances to captivate the visitors and attendees. The most notable among them are:

- Art And Painting Show
- UP Fashion Show
- UP Cultural Performance
- Artisans Performance
- Shehnai Night
- UP Band Performance
- Drone Show
- Laser Show
- And Others...

Live Demos

There will be astounding and spell-binding live product-making demos of:

- Kannauj Ka Ittar
- Meerut Ka Brass Band
- Bijnor Ka Paint Brush
- And Others...



LAYOUT PLAN

INDIA'S ONE OF THE LARGEST INTEGRATED VENUE FOR CONVENTIONS & EXHIBITIONS

INDIA EXPO CENTRE & MART

KNOWLEDGE PARK-II, GREATER NOIDA EXPRESSWAY, DELHI-NCR, INDIA



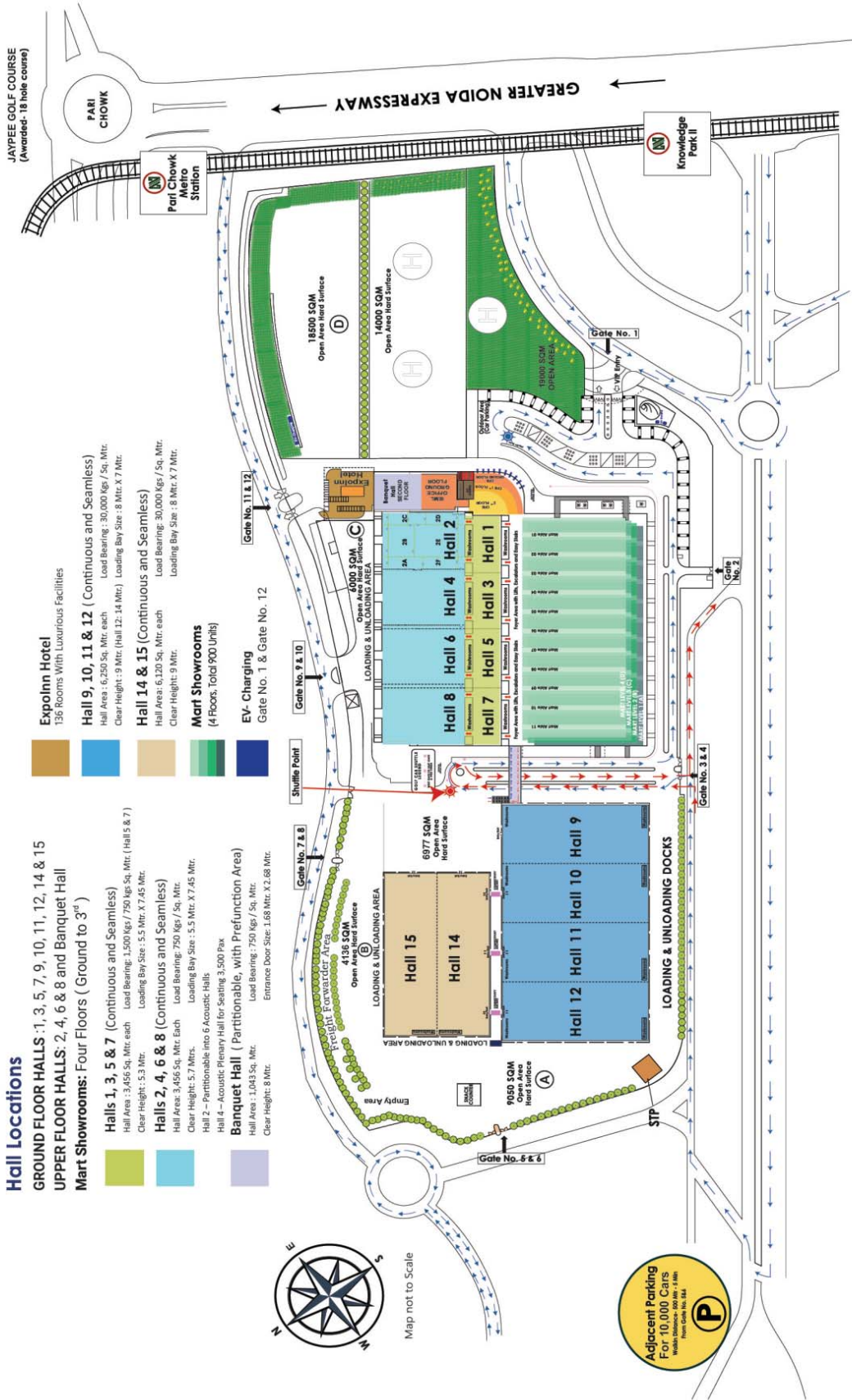
Hall Locations

GROUND FLOOR HALLS: 1, 3, 5, 7, 9, 10, 11, 12, 14 & 15
UPPER FLOOR HALLS: 2, 4, 6 & 8 and Banquet Hall

Mart Showrooms: Four Floors (Ground to 3rd)

- Halls 1, 3, 5 & 7** (Continuous and Seamless)
 Hall Area: 3,456 Sq. Mtr. each Load Bearing: 1,500 Kgs./Sq. Mtr. (Halls 5 & 7)
 Clear Height: 5.3 Mtr. Loading Bay Size: 5.5 Mtr. X 7.45 Mtr.
- Halls 2, 4, 6 & 8** (Continuous and Seamless)
 Hall Area: 3,456 Sq. Mtr. Each Load Bearing: 750 Kgs./Sq. Mtr.
 Clear Height: 5.7 Mtr. Loading Bay Size: 5.5 Mtr. X 7.45 Mtr.
- Hall 2** - Partitionable into 6 Acoustic Halls
- Banquet Hall** (Partitionable, with Prefunction Area)
 Hall Area: 1,043 Sq. Mtr. Load Bearing: 750 Kgs./Sq. Mtr.
 Clear Height: 8 Mtr. Entrance Door Size: 1.68 Mtr. X 2.68 Mtr.

- Expolln Hotel**
 136 Rooms With Luxurious Facilities
- Hall 9, 10, 11 & 12** (Continuous and Seamless)
 Hall Area: 6,250 Sq. Mtr. each Load Bearing: 30,000 Kgs./Sq. Mtr.
 Clear Height: 9 Mtr. (Hall 12: 14 Mtr.) Loading Bay Size: 8 Mtr. X 7 Mtr.
- Hall 14 & 15** (Continuous and Seamless)
 Hall Area: 6,120 Sq. Mtr. each Load Bearing: 30,000 Kgs./Sq. Mtr.
 Clear Height: 9 Mtr. Loading Bay Size: 8 Mtr. X 7 Mtr.
- Mart Showrooms**
 (4-Floors, Total 900 Units)
- EV-Charging**
 Gate No. 1 & Gate No. 12





Venue of the UPITS:

India Exposition Mart Limited

Spread across a sprawling 58 acres of land on the Greater Noida Expressway in Delhi NCR, IEML is one of the largest integrated expo venues in India. Equipped with modern-day technological facilities, paired with pertinent conveniences and safety measures, it is suitable for hosting international business-to-business exhibitions, conferences, congresses, product launches, and promotional events, and primarily acts as a central contact point for overseas buyers and cottage-based manufacturers and exporters for conducting business.



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