

Uttar Pradesh's Unstoppable Surge @ UPITS 2024

The Mega Showcase Turns Out to Be a Global Trade Magnet



The Second Edition of the Uttar Pradesh International Trade Show (UPITS), taking place from 25th to 29th September 2024 at the prestigious India Expo Centre & Mart, Greater Noida, is shaping up to be a phenomenal success, surpassing even the lofty expectations set by its inaugural edition. With an expanded scope this year, the show introduces new categories and a greater number of exhibitors, each eager to showcase their cutting-edge innovations, products, and services to the global stage.

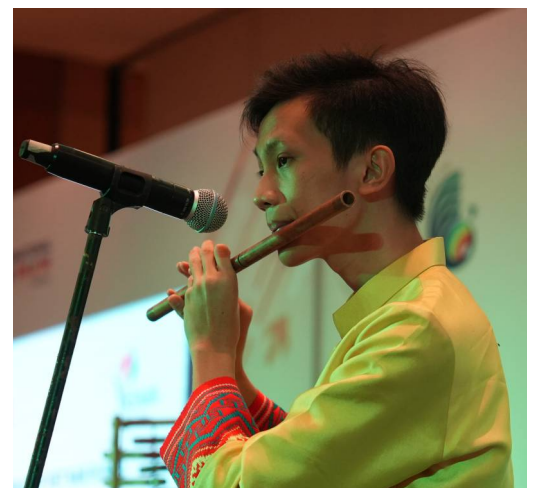
This year's edition has seen an influx of overseas buyers and visitors from across the globe, all converging to explore the vast economic opportunities, network with suppliers, and source high-quality products from a wide array of industries. UPITS 2024 stands as a testament to the dynamic growth and thriving business environment of Uttar Pradesh, carefully curated to offer a robust platform for deeper market penetration and bigger trade opportunities.

The impressive array of exhibitors, including domestic and international participants, has drawn unprecedented interest, resulting in a significant rise in footfall. Business visitors, industry experts, and consumers have arrived in droves to witness the unparalleled diversity of offerings. Many exhibitors have seen orders booked to full capacity, while others have sold out their stock well before the event's conclusion. From agricultural innovations and technological marvels to cultural preservation and sustainable household goods, UPITS 2024 has captivated visitors with its wide-ranging exhibits, catering to every conceivable area of interest.

Shri Rakesh Sachan, Cabinet Minister for MSME, Khadi & Village Industries, Sericulture, Handloom & Textile: Under the visionary leadership of Chief Minister Shri Yogi Adityanath, UPITS 2024 showcases the remarkable economic development, cultural heritage, and industrial advancements that have taken place across the state. With more categories added this year, including emerging sectors like green energy, health tech, and advanced manufacturing, the show caters to a broader audience, providing an all-encompassing experience that highlights Uttar Pradesh's increasing prominence in the national and global markets.

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Glimpses...



B2B Meetings and Seamless Event Experience

This year's edition also features live demonstrations of Uttar Pradesh's signature One District One Product (ODOP) and Geographical Indication (GI) products, spotlighting the state's artisanal craftsmanship. Attendees can also indulge in the "UP Ka Swad" culinary experience, sampling the rich flavours and culinary traditions of the state.

With participation from Asia, Europe, North America, South America, Australia, and Africa, UPITS 2024 truly reflects Uttar Pradesh's burgeoning status as a global trade hub. Educational institutions have also made their mark this year, sharing innovative approaches to synchronizing education with industry needs.

B2B meetings have been a major highlight of UPITS 2024, with participants forging valuable business connections and exploring growth opportunities. Well-organized parking and government support ensured a smooth event experience for all attendees. The "UP at a Glance" exhibition hall also garnered considerable attention, drawing in a highly engaged audience eager to learn more about Uttar Pradesh's growing industries and economic potential.

As UPITS 2024 unfolds, it continues to stand as a testament to Uttar Pradesh's unstoppable growth, its vibrant entrepreneurial spirit, and its boundless potential as a global economic powerhouse.



Shri Alok Kumar, Principal Secretary of Sports, Youth Affairs, MSME, Khadi & Village Industries, and Handloom & Textile, Government of Uttar Pradesh: *UPITS 2024's success, describing it as a landmark event for Uttar Pradesh. The event highlights the state's status as both a cultural and economic powerhouse. With an overwhelming response, UPITS 2024 is well-positioned to become a must-visit destination for the global trading community, showcasing the remarkable advancements taking place in Uttar Pradesh across various industries.*



Knowledge Sessions

Insightful knowledge sessions, covering key topics for emerging entrepreneurs, start-ups, and budding industries. The first session focused on e-commerce strategies, featuring a live demo on leveraging BigCommerce and Amazon Global Selling. In another session, organized by Abdul Kalam Technical University (AKTU), students were introduced to AKTU's initiatives aimed at promoting excellence and entrepreneurship. The sessions concluded with inspiring discussions on industry-academia collaborations for youth skill development.

Knowledge Session on E-commerce, organized by India Expo Centre & Mart



The first session on E-commerce, organized by India Expo Centre & Mart, featured a case study by Mr. Gauhar Rais, Founder of Raisons Overseas, on building a 7-figure cross-border e-commerce business. Mr. Dushyant S. Gupta, Partnerships Manager at PingPong Payments, shared his insights on non-traditional methods of payment collection for e-commerce businesses. Mr. Anshuman Jain, Director and Country Head of BigCommerce, conducted a live demo on leveraging BigCommerce for e-commerce growth, along with a session on unlocking potential through Amazon Global Selling.

'Innovation and Start-Up' and organized by Abdul Kalam Technical University (AKTU)



The second session, titled 'Innovation and Start-Up' and organized by Abdul Kalam Technical University (AKTU) students were briefed on AKTU's initiatives to promote student excellence. Professor J.P. Pandey, Vice Chancellor of AKTU, delivered a presentation on AKTU's Blueprint for Success, highlighting the journey from academic excellence to entrepreneurial impact. Mr. Mahip Singh, Head of Innovation Hub AKTU, and Ms. Vandana Sharma, Manager of Innovation Hub AKTU, elaborated on how the Innovation Hub is empowering entrepreneurs and startups in Uttar Pradesh and helping unlock funding for local startups.

Success stories of industry-academia collaborations for youth skill development.

The final session of Day 2 at UPITS 2024 highlighted the transformative power of industry-academia collaborations in fostering youth skill development, a critical area for shaping the future workforce of Uttar Pradesh. Moderated by Professor Ravindra Kumar Sinha, Vice Chancellor of Gautam Budh University, the session explored several success stories that showcased how partnerships between educational institutions and industry players have successfully bridged the gap between theoretical knowledge and practical skills.



Mahip Singh, Head, Innovation Hub, AKTU: *Dr. A P J Abdul Kalam University is one of country's biggest affiliating University that takes the responsibility of spreading culture & innovation and AKTU is fulfilling that responsibility successfully. The government of Uttar Pradesh has given a grant of 1.5 Cr to develop the startup culture in the country like 'One District, One Incubation Centre', that is setting up one incubation centre in each district to help the start-up to grow and flourish. Also, we have launched an entrepreneurship course so they can get more information, and the number of start-ups can increase. We are also giving free-of-cost patent facility to support SDG Goal 9 for Sustainable Development. So these are the initiatives of the Government of Uttar Pradesh about which people will come to know here at 2nd UP International Trade Show.*

Special Sessions by Vietnam as 'Partner Country'

Vietnam India Forum

One of the day's major highlights was the Vietnam-India Forum hosted by the event's Partner Country, Vietnam in which H.E. Nguyen Thanh Hai, the Ambassador of Vietnam to India, Mr. Bui Trung Thuong, Counsellor, Head of Trade Office of Vietnam Embassy and other dignitaries shared their dynamic ideas to strengthen their trade relations with India, especially with Uttar Pradesh and find more business opportunities.

UP-Vietnam Tourism Conclave

A conclave on UP-Vietnam Tourism focused on enhancing cultural and strategic partnerships, particularly around the Buddha Circuit. The event saw participation from H.E. Nguyen Thanh Hai, the Ambassador of Vietnam to India; Shri Rakesh Sachan, Cabinet Minister for MSME, Khadi & Village Industries, Sericulture, Handloom & Textile, Government of Uttar Pradesh; Shri Sunil Kumar Sharma, Minister of Electronics & Information technology, Government of Uttar Pradesh, Dr. Rakesh Kumar, Chairman of India Exposition Mart Ltd., and other dignitaries from Vietnam.





H.E. Nguyen Thanh Hai, Ambassador of Vietnam to India: Vietnam has joined the Uttar Pradesh International Trade Show as a Partner Country. It's an honour to be a part of this trade show. I think this is a very big, well-organised and successful platform. So many people have come to the show and I do believe that this Business to Business platform will bring us lots more opportunities, investments, trade & tourism etc. I do hope that with this particular trade show the cooperation and partnership between the Vietnam and Uttar Pradesh will be promoted further. We strongly believe that Uttar Pradesh will rise as a strong economy achieving its \$1 trillion economy goal by 2027 under the abled Government here.

Dr. Rakesh Kumar, Chairman of India Exposition Mart Ltd.: Vietnam's participation in the second edition of the UP International Trade Show has significantly elevated the event's profile, adding immense value through its strategic partnership. The blend of Vietnamese and Indian cultures, seen through vibrant displays and collaborative forums like the Vietnam-India Forum & UP-Vietnam Tourism Conclave, has enriched the entire experience for attendees. This collaboration extends beyond the confines of the trade show, laying the foundation for deeper, long-term strategic and trade relationships between the two nations. The shared values and synergies fostered at the event are poised to enhance bilateral ties, opening new avenues for economic and cultural exchanges in the future.



Testimonials



Marie-Louise Ndoye, Senegal, Buyer: It's my first time in UPITS 2024 and it is well organised. I have made some good contacts here with my future partners. Also had some very good business here. I would like to attend this trade show next year also.



Shiva Motocorp, Exhibitor: With the support of the Uttar Pradesh Government, we have set up a counter of Jaguar and we met a lot of buyers interested in our brand. It's a very good initiative taken by the State Government and many different companies have come here that has helped attract more people here and promote our business.



SAB Motors Pvt. Limited, Exhibitor: Our venture has got very good exposure here and found very good customers. There is a very positive and conducive environment for trade and business. We have got great knowledge about the new trends, and I would suggest everyone to attend this event. The government should promote it so that people come to know about the ambience of the market and can polish their knowledge by attending such events.



Sanjay Singh, Sanjuku International, Australia, Buyer: I came to this great event here at India Expo Centre & Mart and was informed by FIEO about it. This is an amazing platform connecting buyers and sellers. We had lots of business meetings today and hopefully will find very good business out of this trade event. We're in the fresh food and organic items business in Australia and importing from India. This is a great opportunity to source from here. I not only found good products but gained knowledge from skill development programmes here.

Day 2 of the UP International Trade Show (UPITS) 2024 making waves with its record-breaking attendance. The event, hosted at the India Expo Centre & Mart, welcomed over 18,000 buyers and 40,000 visitors, reinforcing the significance of Uttar Pradesh's dynamic role in global trade. With a focus on business and trade development, this second edition of UPITS delivered an unparalleled sourcing platform for both domestic and international participants.