

UPITS 2024: SETTING STAGE FOR UP'S GLOBAL TRADE FUTURE

Shri Piyush Goyal Graces UPITS 2024 Valedictory Session



Shri Piyush Goyal, Hon'ble Minister of Commerce & Industry: Under the leadership of PM Modi Ji, the Government of India has consistently prioritized ease of doing business, and I am proud to say that Uttar Pradesh is leading the way in adopting these reforms. The simplification of procedures and the creation of a robust digital ecosystem have made doing business in Uttar Pradesh easier and more efficient. The results are evident in the state's increased investments, exports, and industrial output.

The 4th day of the 2nd Uttar Pradesh International Trade Show (UPITS) 2024 reached its pinnacle with a grand valedictory session, presided over by Shri Piyush Goyal, Hon'ble Union Minister of Commerce & Industry, as the Chief Guest. Shri Goyal's presence, along with key dignitaries like Shri Rakesh Sachan, Hon'ble Minister of MSME, Uttar Pradesh; H. E. Nguyen Thanh Hai, Ambassador of Vietnam; Shri Alok Kumar, Shri Alok Kumar, Principal Secretary, Departments of Sports, Youth Affairs, MSME, Khadi & Village Industries, Handloom & Textile in Government. of Uttar Pradesh underscored the significant role this trade show plays in cementing Uttar Pradesh's position on the global trade map.

The valedictory session didn't just mark the end of UPITS 2024; it opened new doors for the future. Shri Rakesh Kumar, Chairman of India Expo Centre & Mart announced that the 3rd edition of UPITS, scheduled from 25-29 September 2025, will be even bigger, with more industries, innovations, and global opportunities. He also sought the continued guidance of Shri Piyush Goyal to ensure that UP becomes a premier trade hub.

Glimpses...

A visual journey through the most significant trade event in Uttar Pradesh

Hon'ble Minister Shri Piyush Goyal at the Valedictory session with a focus on boosting Uttar Pradesh's global trade.



Voices from the Stakeholders

Former Chief Secretary of Uttar Pradesh, Shri Durga Shankar Mishra: This platform is a testament to the vision of 'UP Making for World'. Earlier Uttar Pradesh was made for the State and the country only but now it will make for the entire world. It has brought global recognition to the State. I am delighted to see that this time more exhibitors, more visitors, and more buyers are coming to the event. This time Vietnam has been inducted as a 'Partner Country' which proves this event is growing really well as a global platform. Now the other states will also be joined in this initiative. We will see what else can be done to make this show more magnificent.



Shri Raj Kamal Yadav, IAS, Additional Commissioner, Directorate for Promotion of Industries and Enterprises, Government of UP: The crowd-pulling we have seen in the last few days is remarkable and very encouraging. We can see more participation than the previous edition and that has motivated us to take this show to another level. Our MSMEs, ODOPs and other industries are getting a great push from this initiative. I am sure this event will be a game-changer in terms of increasing our economy and achieving the target of one trillion economy. I appeal to everyone to come and join this event and make this event more successful.

Shri K Vijayendra Pandian, IAS, Commissioner & Director, Industries, Handloom & Textiles, Government of UP: UP International Trade Show is the flagship event of UP Government, and it has been organized on a huge scale. This is very professionally managed by India Exposition Mart Ltd. and taking Vietnam as a Partner Country is such a great add-on. You'll get everything here which is found in Uttar Pradesh under one roof. Not Just 2500 exhibitors but other activities like cultural events, knowledge sessions and UP's delicacies are here to give you a holistic idea of what is Uttar Pradesh and its traditional, economic, geographic and cultural significance for the country.



Deals Worth Over ₹100 Crore Sealed

Global companies place significant orders at the trade show

Day 4 of UPITS 2024 saw a flurry of business activities with companies from the US, France, and Japan securing major deals. The event facilitated the signing of orders worth over ₹100 crore, creating significant business momentum for Uttar Pradesh's industries.

- **Key Deals:**

- o Birla Aircon and Sony both secured orders worth ₹50 crore.
- o Motherson (Nirvana) bagged an order of ₹25 crore.
- o Vadilal Ice Cream finalized a ₹10 crore deal.
- o Jain Shikanji, a local favourite, also signed a ₹10 crore order.

“UPITS 2024 has been an incredibly productive event for us. The quality of the businesses and networking here exceeded our expectations.” – CEO, Birla Aircon



Women Empowerment @ UPITS 2024



Geetanjali Kapoor, Founder of MLK EXIM 1965 Private Limited (Handmade Chikankari), Lucknow:

My collection reflects a deep connection to Lucknow's famous chikankari embroidery, blending traditional craftsmanship with modern cuts and silhouettes to appeal to today's fashion-conscious audience. Despite competition from countries like China, Bangladesh, and Vietnam, I firmly believe in promoting India's rich handicraft heritage globally. We currently export to over 18 countries, and I appreciate the support from the government, especially from Hon'ble Chief Minister Yogi Adityanath, who has been closely working with official sellers and buyers in this sector.

Deepthi Jindal, Vibhushit Collections Pvt. Ltd., Noida: "Our jewelry collection blends traditional Indian styles with contemporary designs, crafted from copper and brass to offer a unique rustic charm. With a decade of experience, we cater to both heritage lovers and modern fashion enthusiasts. At the UP International Trade Show, we're focusing on expanding our B2B reach and are excited about the potential to attract more buyers and grow our business



Anita Devi, Anitaax India, Noida: "My experience at Expo Mart as a seller was delightful. I showcased a range of handcrafted wooden items, from decorative home décor pieces to functional designs like pooja mandirs. Our collection included ornate wooden wall panels, intricately carved photo frames, and temple-style pooja mandirs, all crafted with precision and care. With a mix of religious figures and folk art-inspired designs, we catered to various buyer preferences. Sharing my knowledge of wood types, carving techniques, and finishes added an educational aspect to the experience, which resonated well with art lovers and interior décor enthusiasts."

Rozy Maindoliya, Founder of Third Eye and Final-Year BTech Student (Information Technology): "I am thoroughly enjoying this experience. Although it's only my second day here, I'm still absorbing everything, but overall, it's going really well, and I'm loving the learning process. I started ThirdEye during my second year of college after a rural visit where I saw hardworking women not getting fair compensation for their efforts. This platform has also given me excellent networking opportunities through valuable B2B contacts."



Buyers Voice



Khalid Khalil, Buyer from Egypt:

The exhibition is very impressive and well-organized. I can find products from different sectors all in one place. The hosting has been exceptional, and I look forward to returning.



Jack Altal, Buyer from Israel:

I got to know about this trade show from an Indian delegate and I am proud to be here. I am expecting a huge business with Indian traders and some really good products in IT and the cyber security arena.



Mustafa, Buyer from Egypt:

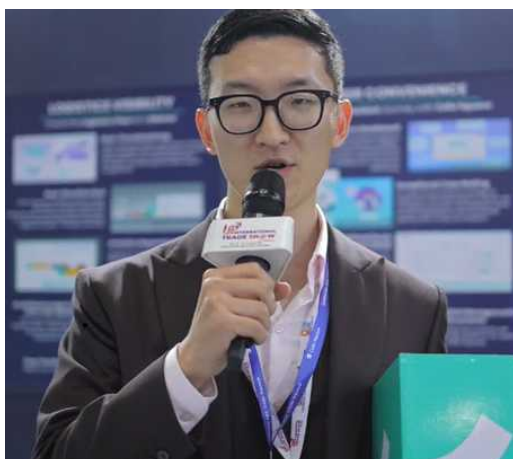
This Exhibition is organised very well and the show is remarkable. Everyone who is coming here can easily find the products that they need. The organisers of the show are very humble and they're managing it very well.



Amadou Mansor Mbodj, buyer from Senegal:

I and my team want to congratulate the organizers and thank FIEO for inviting us here. We have discovered many good things here and this has been a very good experience. We want to continue this collaboration and a big thanks to the Government for organising this event.

Exhibitors Voice



Joonmo Ko, Operating head, Samsung Data Systems Pvt. Ltd.:

We're here to showcase the AI-based logistic platform that we have. It has been a true honour to be part of UPITS 2024 arranged beautifully by UP Government. Everybody here has been very supportive, and it has been an awesome event. We're very excited to attend this event.

Krishna Prasad, Fitto Patient Management Pvt. Ltd.: We are fortunate to get a chance to showcase our products and technology to the world through the UP International Trade Show. I have never seen such a huge trade show. There are so many traders, buyers and people coming here. There is no other platform that pushes MSMEs on such a huge scale. The show has been micro-managed and that's what is most appreciable about it. Air conditions, hand napkins, carpets & food everything is just perfect. You won't find such arrangements even out of India trade events.



Ankan Dutta, Gujarat Cooperating Milk Marketing Federation (Amul):

I participated last year as well and I must say the event has increased to a very large extent. There are huge number of people are coming to our stalls. I am very thankful to the India Exposition Mart Ltd. that they have called us and helped us in every possible way. We wanted to have our visibility at this show and that is pretty much evident everywhere. We got a really good opportunity in terms of exports and orders. This is one of the best event that I have attended.

Lalit Mohan Sharma, Arogya India Pvt. Ltd.: this is a really good initiative and we have got a good business here. In the coming time jobs will be reduced but businesses will keep growing and for that, it is necessary to attend such fairs to capture the market for the sustainability of business. We are working in the market with products that got all the approvals from Ayush Ministry.



Lights, Culture, and Celebration at UPITS 2024

Cultural Performances:

Day 4 ended with stunning performances by traditional artists, setting the stage for a vibrant cultural exchange. The highlight was a fusion rock performance by Madhva Band, blending modern music with hymns of Lord Krishna, captivating the audience.

Laser Show:

As night fell, the event concluded with an awe-inspiring laser show, a perfect finale to a day filled with business and cultural engagements. The display drew loud applause and left visitors mesmerized.

UPITS 2024 wasn't just about business – it was an immersive experience where culture met commerce, leaving attendees with unforgettable memories.

Closing Call to Action:

"See you at UPITS 2025: Bigger, Better, and More Global!"

