

## Hon'ble Vice President of India, Shri Jagdeep Dhankhar inaugurates 2nd UP International Trade Show

Hon'ble CM of Uttar Pradesh, Shri Yogi Adityanath & Union Minister of MSME, Shri Jitan Ram Manji grace the event as Guest of Honour



**Hon'ble Vice President of India, Shri Jagdeep Dhankhar:** "UPITS is a symbol of our commitment to a prosperous future. It reflects the resilience, determination, and creativity of Uttar Pradesh's people. This event is about creating an ecosystem where businesses grow, investors thrive, and ideas flourish. there could not be a greater assurance for a man like me that all is well, and things are on the right track. I felt I was in the most developed country in the world."

The Second edition of the Uttar Pradesh International Trade Show, UPITS 2024 is the flagship event of the Uttar Pradesh Govt which is being jointly organized by the India Expo Centre & Mart at their venue in Knowledge Park 2, Greater Noida, Uttar Pradesh.

The memories of the first successful edition are still alive when it was launched with thumping success not just across the country but worldwide. Creating a synergy between the Government and People, the 2023 edition of the show achieved the milestones of success. Building on the success of the previous edition, this year's show aims to be more dynamic and gigantic in terms of exhibition, participation, business, economic activities, cultural showcase, food, knowledge sessions and fun activities.

The 2nd UP International Trade Show was declared open with the glittering inauguration ceremony by the Chief Guest Shri Jagdeep Dhankhar, Hon'ble Vice President of India in the esteemed presence of Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh; Shri Jitan Ram Manji, Hon'ble Union Minister for MSME. UP Cabinet Ministers, Shri Rakesh Sachan, Hon'ble Minister for MSME, Khadi & Villages Industries, Sericulture Industries, Handloom & Textile, Uttar Pradesh and Shri Nand Gopal Gupta "Nandi", Hon'ble Minister for Industrial Development, Export Promotion, NRI, Investment Promotion, Uttar Pradesh also shared the dais as Guest of Honour.



# Glimpses...



# Uttar Pradesh Begins Shining with Full Intensity @ UPITS 2024



**Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh:** UP International Trade Show 2024 in Greater Noida is a platform to showcase the state's potential on a global scale. The whole world will witness Uttar Pradesh's amazing 'craft, cuisine and culture' through the second UP International Trade Show. This international trade show is a global stage for entrepreneurs, entrepreneurs, manufacturers and exporters from sectors like large industries of Uttar Pradesh, IT/ITES, MSME, Startups, Education, Agriculture, Health, Tourism and Culture, Energy, ODOP. No stone should be left unturned to give it a grand appearance.





The other dignitaries including Shri H. E. Nguyen Thanh Hai, The Ambassador of Vietnam; Cabinet Ministers of Uttar Pradesh including Jal Shakti Minister, Shri Swatantra Dev Singh; Fisheries Minister, Shri Sanjay Nishad; Transport Minister, Shri Daya Shankar Singh; PWD Minister, Shri Brijesh Singh; MoS for Industrial Development, Shri Jaswant Singh Saini; Dr. Mahesh Sharma, Lok Sabha MP, Gautam Buddha Nagar; Shri Surendra Nagar, Rajya Sabha MP; MLAs Shri Tejpal Singh Nagar and Virendra Singh and Dr. Rakesh Kumar, Chairman, IEMML also graced the event with their esteemed presence.

**Shri Jagdeep Dhankhar, Hon'ble Vice President of India** in his keynote address commended, Uttar Pradesh's rapid development, stating, "Uttar Pradesh, the heart of India, has always been a beacon of progress, resilience, and vision. there could not be a greater assurance for a man like me that all is well, and things are on the right track. I felt I was in the most developed country in the world. Hon'ble Vice President lauds Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath saying he has been the game changer for Uttar Pradesh and that under the able leadership of Hon'ble Chief Minister Yogi Adityanath ji, the state has become a key driver of India's growth trajectory, emerging as one of the largest economies in the country. Meanwhile, praising the UP International Trade Show he said that this is an absolute delight to be at the inaugural ceremony of the 2nd edition of UP International Trade Show 2024 and this is indeed a very well-thought-out event that not only showcases what is there in India, but also in Uttar Pradesh.

**Shri Jitan Ram Manjhi, Hon'ble Union Minister for MSME** in his speech highlighted the tremendous growth of Uttar Pradesh's MSME sector and its pivotal role in the nation's economic progress saying the path to the country's economic development runs through Uttar Pradesh. The Hon'ble Minister also said, the Uttar Pradesh Government is particularly working hard to develop MSMEs and is making significant efforts towards the expansion of micro and small industries. It is also actively working to promote Khadi and village industries. Appreciating the flagship event of the Uttar Pradesh Government Hon'ble Minister said, "UP International Trade Show (UPITS 2024) is an important platform for MSMEs to access global markets. Uttar Pradesh's MSMEs are at the forefront of employment generation, and the 'One District, One Product' (ODOP) scheme has brought global recognition to the state's unique arts and crafts."

**Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh**, reflected on the previous edition's success and expressed high hopes for this year's trade show, saying, "This year, we're expecting the number of buyers and visitors to double, highlighting Uttar Pradesh's immense potential for trade and investment. UPITS 2024 is a crucial step toward our goal of becoming a trillion-dollar economy." Also said that products from Uttar Pradesh, which once struggled for recognition and support, are now being given the opportunity to thrive at this trade show. Along with this, the various sectors that have made significant strides in production within the state are also being showcased at the International Trade Show. This platform provides a unique opportunity to highlight the progress and achievements of Uttar Pradesh across different industries.

**Shri Rakesh Sachan, Hon'ble Minister for MSME, Khadi & Villages Industries, Sericulture Industries, Handloom & Textile, Uttar Pradesh** in his speech said that we are fortunate to organise the second edition of the event in the leadership of the Hon'ble Chief Minister and expecting a huge footfall of over 4 lakh visitors is expected which would be a record in itself. It will give a huge boost to the different trade sectors of Uttar Pradesh including, IT, Education, Finance, e-commerce, Dairy, Handlooms, Textile, Dairy Products etc. This grand showcase will encourage partnership, cooperation and investment to foster the MSMEs in Uttar Pradesh. Due to such efforts, the exports in Uttar Pradesh have increased from 88000 Crore to 1.7 Lakh Crore which is a remarkable achievement. Looking at the development at a fast pace under the guidance of the Hon'ble Chief Minister, the investors and industrialists are turning up to the State for investment.

Following the inauguration, the Partner Country 'Vietnam' conducted a knowledge session on e-commerce, offering valuable insights into emerging trends and opportunities in the digital marketplace.

Later in the evening vibrant cultural extravaganza was scheduled with performances from artists across Uttar Pradesh, including musical performances by Ankit Tiwari, Madhvi Madhukar, and Vietnamese performers, celebrating the rich cultural heritage of both nations.

Throughout the five-day event, UPITS 2024 will showcase a broad spectrum of industries, including MSMEs, ODOP products, startups, food processing, electronics, IT, agriculture, women entrepreneurs, and much more. It serves as an unparalleled sourcing platform, connecting government officials, policymakers, industry leaders, entrepreneurs, and international delegates to foster opportunities for collaboration and showcase Uttar Pradesh's vast craftsmanship, innovation, and business potential.



**Shri Rakesh Sachan, Hon'ble Minister of MSME, Khadi, Village Industries, Sericulture, Textile, Government of Uttar Pradesh:** *Uttar Pradesh has shown phenomenal growth in the last few years and that's visible to everyone. PM Modi himself has lauded Uttar Pradesh for its endeavours for the growth of MSMEs and has set an example for the other states as well. We take pride in having over 96 lakh MSME units in the State that have tremendous possibilities for trade and business with facilities like highways, airports, and infrastructure. The second edition of the 2nd UP International Trade Show is expected to attract more business than its previous edition.*

# More Highlights

A dynamic Project Competition took place, featuring 8 teams and 42 participants from leading educational institutions. The participating colleges included GL Bajaj Institute, Greater Noida (2 teams), Noida Institute of Engineering and Technology (3 teams), Raj Kumar Goel Institute of Technology (1 team), and Galgotias University (2 teams). The competition showcased innovative ideas and projects, highlighting the creativity and talent of young minds from Uttar Pradesh's premier engineering institutes.



## Cultural Events on Day - 1

### Cultural Performances by Vietnamese Troop



# Cultural Events on Day - 1

## **Bhajan Sandhya with Madhvi Madhukar**



## **Musical Night with Playback Singer Ankit Tiwari**



# Testimonials



**Shri Alok Kumar, IAS, Principal Secretary, MSME & Export Promotion, Handloom & Textile & Khadi & Gramodyog Deptt., Govt. of UP :** Uttar Pradesh is no less than the size of many small countries hence its potential as an economic powerhouse must be projected on a global platform through UPITS. It is an excellent opportunity for the participants to showcase Uttar Pradesh as an international sourcing hub. The event will represent diverse industries, including manufacturing, technology, agriculture, textiles, healthcare, tourism, and more. UPITS provides an excellent opportunity for participants to showcase UP as an international sourcing hub. It is crucial to establish UPITS as a must-attend event for buyers.



**Shri K. Vijayendra Pandian, IAS, Commissioner & Director, Industries, Handloom & Textiles, Government of UP :** UPITS 2024 marks a significant achievement as the inaugural all-encompassing platform to display the complete range of products and industries throughout Uttar Pradesh. The event fulfils an essential requirement for a specialized platform at both international and national levels, facilitating connections between businesses in Uttar Pradesh and worldwide purchasers, thereby promoting expansion and innovation. I am sure that UPITS 2024 will meet and exceed collective expectations.



**Manish Kumar Verma, District Magistrate, Gautam Budh Nagar, Government of Uttar Pradesh:** The UPITS is not just an opportunity to showcase our business potential, but also a platform to celebrate the rich cultural and artistic heritage of Uttar Pradesh. This event will position our state as a global trade hub while preserving and promoting the essence of our traditions. All members of the community should actively participate and make this event a resounding success.



**Shri Pawan Agarwal, Joint Commissioner Export Promotion Bureau, Government of UP:** UPITS 2024 aims to exceed expectations, building on the solid foundation laid by its predecessor. It promises to be an unparalleled sourcing platform that brings together government officials, policymakers, industry leaders, entrepreneurs, and international delegates, fostering opportunities for collaboration and showcasing the best of Uttar Pradesh's craftsmanship, innovation, and business potential.





**Nand Gopal Gupta, 'Nandi', Minister of Industrial Development, Export Promotion, NRI, Investment Promotion, Government of Uttar Pradesh**

Uttar Pradesh (UP) is becoming the poster boy of India's development and progress on the global stage, attracting investments and creating opportunities for its residents. The state's commitment to improving its infrastructure is evident in the numerous projects undertaken, which not only boost economic growth but also enhance the quality of life for its citizens. Being a young population state in the country, Uttar Pradesh has tremendous potential for development and growth with its large population and abundant natural resources. The government's focus on infrastructure development has not only created job opportunities but also attracted investments from both domestic and international players.



**Dr. Rakesh Kumar, Chairman, India Exposition Mart Ltd.:**

Uttar Pradesh has always had potential and is confident of emerging as a world leader in terms of trade and industry. He highlighted the State's movement towards self-reliance and a trillion-dollar economy, joining other States and Countries in catering to their export demands. Dr. Kumar invited people to the spectacular event, emphasizing the opportunity for impeccable sourcing and the chance to learn more about the new global sourcing hub.



# Testimonials



**Priti Srivastava, Deputy Director, UP Tourism:** We have presented various tourism attractions of Uttar Pradesh here and people are enjoying it. You can see we have displayed handicrafts of Uttar Pradesh as well and our artisans are also present here and they are giving live demonstrations of their respective skills. The motive behind setting up this stall is to present the traditional arts & crafts of Uttar Pradesh found in nooks and corners of Uttar Pradesh so that people who are visiting this trade show may learn more about them. We've also displayed Mahakumbh which is scheduled in 2025 that will be organised at a global level. We have made huge preparations for that and people to visit there too.

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**Chavi Narayan Arora, JBM University:** My experience here has been breathtaking. The kind of set-up and the kind of management the Government has done is great. The ecosystem that has been created here for the industrialists, organisations, educationists and educational organisations is amazing.

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**Abhimanyu Arora, Raphe mPhibr:** We're one of the largest UAV manufacturing companies that focuses on R&D. Our experience so far has been great. We have been visited by a lot of Government officials who are fostering an environment for R&D in UP. We're here to generate awareness about our company. We're very optimistic about getting good business here at UPITS 2024.

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**Impressive Crafts, Exhibitor:** What I loved most about the show was that I got a variety of products from the different regions of Uttar Pradesh. I met so many people, manufacturers & companies. I am into fashion design and expect to learn about new products and companies to make choices while sourcing. I attended the last edition as well and it was so good and that's why I am very optimistic about the second edition as well. It is going very well and in total has been a very good experience.

# Glimpses of Exhibition



## HALLWISE WHEREABOUTS OF SECTORS & INDUSTRIES

UPITS 2024 highlights the State's growing industrial capabilities, UPITS 2024 is poised to further stimulate economic growth and solidify Uttar Pradesh's position as a global trade hub.

This Mega trade show promises to be an unparalleled sourcing platform that brings together government officials, policymakers, industry leaders, entrepreneurs, and international delegates, fostering opportunities for collaboration and showcasing the best of Uttar Pradesh's craftsmanship, innovation, and business potential.



## Exhibition Showcase

Hall No.	Company Participating
Hall No. 1	UP Invest UPSIDA - UP State Industrial Development Authority
Hall No. 2 Mr. Prashant +91 9717790543	Inauguration Seminar
Hall No. 3	YEIDA - Yamuna Expressway Industrial Development Authority GNIDA - Greater Noida Industrial Development Authority
Hall No. 4	UP at a Glance
Hall No. 5	UPLC - UP Electronics Corporation Ltd.
Hall No. 6	Higher Education / Banks / NBFCs / Insurance / Urban Development / Swachhata Mission / GI Tags / UP Skill Development Mission
Hall No. 7	UP Tourism / Noida International Airport Ltd / (Jewar Airport) / State Water Sanitation Mission Namami Gange / Noida Authority
Hall No. 8	Power & Renewable Energy / UPEIDA - UP Expressway Industrial Development Authority (Defense Pavillion) / Forest & Eco Tourism
Hall No. 9	ODOP
Hall No. 10	Micro, Small and Medium Enterprises
Hall No. 11	UPSRLM - UP State Rural Livelihood Mission / FSDA - Food Safety & Drugs Authority / Ayush / Health & Medical
Hall No. 12	Horticulture & Food Processing / Agriculture & Allied Products / Mandi & Exports / Dairy / Animal Husbandry/ Fisheries / Sugar and Cane
Hall No. 14 Hall No. 15	Town of Export Excellence Textile & Handloom / Khadi
Hall No. 15A	Real Estate Sector Automobile & EV