

UP INTERNATIONAL TRADE SHOW

2nd Edition

Date : 25 - 29 September, 2024

Venue : India Expo Centre & Mart, Greater Noida

Jointly organised by



SHOW NEWS V

UPITS 2024 Concludes with Resounding Success



The 2nd Uttar Pradesh International Trade Show (UPITS) 2024, held from 25th to 29th September in Greater Noida, concluded with overwhelming success, drawing over 5 lakh visitors throughout its five days. The final day saw the largest turnout, solidifying the event's reputation as a key platform for trade and collaboration in Uttar Pradesh. The show ended with an awards ceremony, where Shri Rakesh Sachan, Hon'ble Minister for MSME, Khadi, and Village Industries, presented accolades to the best exhibitors, including notable names like Amazon Craft from Sambhal and Arogya from Gautam Buddha Nagar. These awards highlighted the immense business potential within the state. In addition to trade and industry showcases, the event featured competitions that displayed young talent, with schools like Jesus & Mary Convent and Vishwa Bharti Public School excelling in drawing and dance contests, while GL Bajaj Institute of Technology won recognition for innovative projects in agriculture and weather forecasting.

Shri Rakesh Sachan in his address, emphasized the government's commitment to supporting entrepreneurs and fostering innovation, reinforcing the state's ambition to become a hub of entrepreneurship. Shri K Vijayendra Pandian, IAS, Commissioner and Director of Industries for Uttar Pradesh, also stressed the importance of collaboration between the government and businesses to drive economic growth.



Shri Hon'ble Arun Kumar Saxena, Forest Minister, Government of Uttar Pradesh: *The UP International Trade Show represents a significant initiative by the Uttar Pradesh government, and I am delighted to witness the impressive turnout at this event. Visitors have come not only from our state but from across the country and around the globe, underscoring the broad interest in what Uttar Pradesh has to offer. This event is poised to create substantial employment opportunities for our people. Additionally, our focus on eco-tourism highlights the sustainable development of our tourism sector. The One District, One Product (ODOP) initiative has successfully showcased the finest products from each district, reflecting the diverse talent and resources of Uttar Pradesh. This collaborative effort among all departments aims to unveil the vast potential of our state, ensuring significant benefits for the people of Uttar Pradesh.*

Glimpses...



Those Who Empower UPITS 2024



Shri Arun Ver Singh, CEO, Yamuna Authority: Our main stall at the event showcases YEIDA, with a size of 9×12 meters here at UPITS 2024. We are focusing on three key themes: Fintech City, Semiconductor Park, and Software Technology Park, with Semiconductor Park as our major initiative. We've reserved land for this project, which is now in our possession.

We have three proposals awaiting cabinet approval from the Government of India, which could be granted soon. Additionally, several companies, including US-based firms, have shown interest. Once we receive approval for the semiconductor project, we will promptly allocate the necessary land. Our focus on this initiative is unwavering.



Shri Lokesh M, CEO, Noida Authority: We have a wonderful opportunity to be organized alongside the Industrial Development Authority during the second phase of the Uttar Pradesh International Trade Show. Before this, we organized our assets to fully showcase our business and industrial potential.

Our focus includes Commercial Industrial Group Housing and IT Institutions, and we've effectively published our available lands along with their allocation plans, ensuring better dissemination to the public. We are taking full advantage of this opportunity through various publicity mediums to highlight our industrial capacity.



Shri Pranjal Yadav, Secretary, MSME & Export Promotion, Uttar Pradesh: UP International Trade Show is the only event of its kind being organised by any of the State Government. Exhibitors from different regions that came to showcase their product under one roof. We will take this event to the next level by engaging more people with us to make it the biggest global trade show and establish Uttar Pradesh as an ultimate sourcing hub across the globe.



Shri Sunil Kumar, Joint Commissioner (ODOP), Directorate of Industries & Enterprises Promotion, Government of Uttar Pradesh: Our aspiring exporters are actively participating in this event, and those interested in learning about exports are also attending. The event showcases all the unique products from the ODOP initiative, giving everyone a chance to discover what makes Uttar Pradesh special. We have received strong support from various departments, including the Health Department, Rural Development Department, Information Department, and others. Together, we are presenting the vast potential of Uttar Pradesh. Additionally, the state boasts the highest number of GI-tagged products, which are being prominently displayed at this trade show. The response has been overwhelmingly

positive, and we are confident that the event will achieve even greater milestones of success.



Shri NK Singh, OSD, Greater Noida Authority: We are thrilled to have the opportunity to organize this event within the realm of the Industrial Development Authority. This marks the second edition of the Uttar Pradesh International Trade Show, during which we have arranged various assets to showcase our comprehensive business and industrial potential.

We have effectively presented our Commercial Industrial Group Housing, IT institutions, and the allocation of our vacant lands at the right time and in the right manner, making this information accessible to the public.

Education Sector Gets Best Platform @ UPITS 2024



Gurudutt Arora, Chairman, JBM University: The proximity of JBM University to Film City and Noida International Airport is an added advantage. The concept is multidisciplinary. After completing 12th grade, students can pursue education in any field they desire, whether it is medical, engineering, law, design, or media. The doors of this university are open to all. India Expo Centre & Mart has become a well-known destination. It has successfully filled the gap left by Pragati Maidan, hosting all major events. Its connection and connectivity with people are improving, making it a popular destination. Earlier, this area was considered a bit difficult to access, but with better roads and parking facilities, there has been a significant improvement. Large programs are being organized here. The Prime Minister recently attended a semiconductor event, and now another big event is being held, with the honourable Chief Minister attending. More such grand events will continue in the future, which is a matter of pride for us.



Nupur Pandey, E-Cell Member, GLA University: As a corporate relations delegate in the E-Cell at GLA University, my experience at UPITS 2024 was nothing short of remarkable. The facilities and overall ambience provided to us were truly exceptional. Our exhibition space was not only impressive but also saw a great deal of footfall, and we were equally inspired by the innovative setups of other delegates. Showcasing our prototypes—Pim Pem, Medint, and a Toaster Maker—was an exciting highlight of our participation. From the grand inauguration to the insightful tours of the exhibits, every aspect of the event exceeded our expectations. We are incredibly grateful for the opportunity to be part of such a prestigious event. It has been an experience to remember!



Aastha Bajaj, President, E-Cell, Galgotias University: Our experience at UPITS 2024 has been absolutely fantastic. We've seen a massive footfall every day, with over a thousand visitors, which has significantly boosted the growth of the startups we've been promoting from our university.

This year's event stood out with the diversity of visitors, ranging from regular attendees to high-profile professionals, which provided us with incredible exposure and learning opportunities. UPITS has always been a great platform for us, as it gives us the chance to interact with various companies and startups that continuously inspire us to strive for excellence in our own entrepreneurial journeys. Overall, it's been an inspiring and growth-filled experience.

Rukaiya Iqbal, IILM University, Greater Noida: We set up our stall at UPITS 2024 to promote and influence awareness about our university, and it has been a truly enriching experience for us. The best part of this event has been the diverse trade stalls, featuring both national and international companies, as well as the strong presence of the Uttar Pradesh Government and Navratna companies like GAIL, NTPC, and many more.



Sakshi Sharma, Outreach Manager, GNIOT Institute, Greater Noida: My experience at UPITS 2024 has been nothing short of exceptional. This Expo Fair has truly provided us with an outstanding platform to showcase and present our institute's initiatives and projects. The event is not just about business promotion but also about networking and learning from the diverse participants who come from across the globe.

Piyush Kumar Jha, Head of the Department at Hamari Sanskriti University, Mathura: Our experience at the UP International Trade Show 2024 was outstanding! The event provided a unique platform to connect with a diverse range of participants, including investors, skill development organizations, media representatives, and banking partners. We are grateful to the Uttar Pradesh Government for organizing such a remarkable fair, which allows colleges and universities to unite annually. This year, we experienced greater benefits compared to previous editions, and we are excited to participate again next year. Thank you to the UP Government for their continuous support in making this event a success!



Dr. Nita Fatima, Director, Integral University, Lucknow: The UP International Trade Show exemplifies the visionary leadership of the Hon'ble Chief Minister, aiming to transform Uttar Pradesh into a hub for innovation and entrepreneurship. This year, Integral University is proud to showcase groundbreaking innovations, including hydroponics systems, a bioreactor for algae cultivation, a one-degree lab helicopter, high-strength lightweight concrete, and Spirulina cookies. Our incubation centre, Integral Startups Foundation, is also highlighting several innovative products. As a NAAC A+ accredited university, we are excited to contribute to the state's growth through these initiatives. This event offers immense exposure for exhibitors and visitors, bringing together technology, handicrafts, and government organizations.

UP ka Swad, Culture ke Sath



Kamo Mehta, Social Worker, Greater Noida: I had the pleasure of visiting the 'UP ka Swad' section at UPITS and was amazed by how attractive the stalls and food appeared. I tried a variety of dishes, and each one was delicious. The vendors were polite and maintained their stalls with great hygiene. Additionally, the cultural programs were truly enjoyable. I highly recommend everyone to visit this event, whether it's this year or in the future, to experience the richness of Uttar Pradesh."

Sudhir, Visitor: As I entered the event, I was warmly welcomed by beautiful cultural dances performed by various groups from different states of India, which truly amazed me. After taking some time to appreciate the performances, my wife and I decided to try the food from the 'UP ka Swad' stalls, and we were pleasantly surprised by the quality and taste.

I'm looking forward to exploring the rest of the event after this delightful pitstop. I am sure I will enjoy the entire experience



Ayush, Visitor: I'm from Noida Sector 18. I came to visit the UPITS event today, and I was instantly drawn to the food stalls at 'UP ka Swad.' The food perfectly matched my taste buds, enhancing my experience at the event. There are still many varieties of food that I can't wait to try! I'm sure I'll head home with a wholesome food experience, along with many other wonderful memories I'll create throughout the day.

Artist from Amethi, Kathak Natwari Folk Dance Group: Our group have performed the traditional Kathak Natwari folk dance, which has gained recognition internationally in places like Moscow, Novosibirsk, Kemerovo, Khabarovsk, and other countries in Siberia. This traditional Kathak Natwari dance is famous under the name of the Surata-Sutur Gharana and is a part of our ancestral heritage.

I am extremely delighted to be a part of this event, and I sincerely thank the Government of Uttar Pradesh for giving me the special opportunity to perform in such a prestigious event. It is a matter of pride to represent our culture through this dance performance.



Artist from Uttarakhand Tharu Folk Dance Group We are from Uttarakhand, and I am here today with my group members to represent our Tharu culture. Our performance is based on a festival, Holi, which is celebrated in a unique way in our culture. While Holi is celebrated for just one day in other parts of India, we celebrate it for an entire month. During Holi, we visit each other's homes and together celebrate this festival.

India Expo Mart and UPITS have provided us with a platform to present our culture to the world. Additionally, this event helps preserve our culture in the hearts of our youth and future generations. We would like to thank the Government of Uttar Pradesh for organizing this event.

Artist from Bundelkhand Folk Dance Group I am here representing the famous Niranjana Laxmibai Sirajami dance, also known as the Diwari dance or Pai Danda. This dance is very popular in Bundelkhand, especially during the festival of Diwali, when we celebrate with great enthusiasm. The Govardhan Puja is primarily celebrated in Vrindavan, where this dance is performed extensively.

I am very grateful to the officials from our education department who invited us here. It has been a wonderful experience for me, and I feel joyous being on the soil of Noida. We take great pride in our culture here in Uttar Pradesh, and I commend the government for making such arrangements and for inviting us.



Start-ups Get Boost @ UPITS 2024



Ayush Singh, Bharat Hemp Agro Pvt. Ltd.: Our experience at UPITS 2024 has been very rewarding. We had the opportunity to engage with both domestic and international visitors, and as a result, we have several B2B deals in the pipeline and received B2C orders as well. It has been an incredibly effective platform for us. Our focus at Bharat Hemp Agro is on promoting sustainable products and water conservation. Our startup works primarily with hemp-based products, turning what would typically be waste into valuable resources.

We utilize hemp stalks, which are often discarded or burned, and transform them into high-quality fabric. The entire hemp plant has multiple uses—hemp seeds, for instance, are rich in nutrition, providing around 30–35 grams of protein per 100 grams, even surpassing fish oil. The fabric made from hemp is naturally antifungal, antibacterial, and thermal-resistant, making it incredibly versatile. Hemp is also one of the strongest fibers in the world and is a negative-emission plant, meaning it absorbs more carbon dioxide than it emits, which makes it a crucial component in the fight against climate change. Overall, UPITS 2024 has been a significant milestone for us in our mission to promote sustainable, eco-friendly solutions.

Vijay, ITC PSPD: The environment at UPITS 2024 has been excellent for us. We came here to promote various types of **plants** and brought demos to showcase them. The event gave us the platform to interact with farmers from distant regions who were eager to learn more about planting **eucalyptus, Melia Dubia, Sagar, Columbia, Shisham, and Bamboo**. Many of these farmers expressed interest in planting these on their land, and we are committed to providing them with the required plants, as we have already started receiving inquiries.

Most of the visitors we met were forward-thinking individuals, seeking innovative solutions. UPITS 2024 has truly been a milestone for us, showcasing the growth in our field and highlighting the successful promotion of our work. The event has opened new doors for us, pushing our business forward by two steps, and we are grateful for the opportunities it has provided



Akshat Chitransh, Assistant Manager, AVAADA: Participating in **UPITS 2024** has been a fantastic experience for us. We gained significant exposure at this major event, which is crucial for businesses like ours. The participation of various stakeholders, including government officials and ministers, has greatly enhanced our brand visibility.

One of the key aspects we focused on was attracting both common citizens and government entities, as we believe it's essential to raise awareness about the importance of **renewable energy**. The government, especially under Prime Minister Modi's administration, is pushing for significant initiatives in this sector, and we are committed to contributing to these efforts.

Through our presence at UPITS, we are promoting vital topics such as **solar power** and **green hydrogen**, encouraging people to embrace cleaner energy solutions and reduce pollution. The feedback we've received has been positive, and we look forward to further collaborations and discussions stemming from this event. Overall, the experience at UPITS has been enriching, and we are excited about the future possibilities it holds for us in the renewable energy sector

Cultural Performance



The event concluded on a high note with a cultural performance by Palash Sen and the Euphoria band, thrilling the audience and adding a celebratory close to the trade show. As UPITS 2024 comes to an end, it has not only provided a dynamic platform for innovation and collaboration but also established strong business connections that will benefit Uttar Pradesh's economy in the future. The successful partnership between the Government of Uttar Pradesh and various stakeholders was key to the event's success, laying the foundation for future editions of the trade show.