



# UP INTERNATIONAL TRADE SHOW

2<sup>nd</sup> Edition



Date : 25 - 29 September, 2024  
Venue : India Expo Centre & Mart, Greater Noida

## AN ARENA TO SHOWCASE TRADE, TRADITION & TRANSFORMATION OF UTTAR PRADESH



**ULTIMATE SOURCING BEGINS HERE**  
JOINTLY ORGANIZED & SUPPORTED BY THE GOVERNMENT 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

## Milestones and Achievements at a Glance:

The Maiden UP International Trade Show, hosted from 21 to 25 September, 2023 at the India Expo Centre & Mart in Greater Noida, Uttar Pradesh, marked a significant milestone in global trade. The event was inaugurated by the esteemed Hon'ble President of India, Smt. Droupadi Murmu in the presence of Hon'ble Chief Minister, Shri Yogi Adityanath.

The success of the exhibition drawn the attention of international buyers. The Trade Show attracted foreign buyers from more than 60 countries. The statistics of the inaugural show underscore its impact. It was the first of its kind trade show in any State. UP International Trade Show has set an example for future international trade events embracing our motive 'Local to Global'. The huge success of the first edition has inspired us to organize the second edition in a row from 25 to 29 September, 2024 at India Expo Centre & Mart, Knowledge Park 2, Greater Noida. It is believed that the next edition in a row will be even more grand and successful surpassing the statistics of last year as given below:

## Statistics of UPITS 2023

**1914**  
Exhibitors

**70,000**  
B2B  
Visitors

**237,000**  
B2C  
Visitors

**100,000+**  
Business  
Leads

**500**  
Overseas  
Buyers From  
60 Countries

**1 Million +**  
Times  
#UPITS2023  
is used

**1000+**  
All Media  
Coverage



## UP International Trade Show – 2024 Showcasing The Rise of Uttar Pradesh

The UP International Trade Show is a unique example of transforming vision into a mission under the visionary leadership of Prime Minister Modi and Chief Minister Yogi Adityanath. The state is better recognized as the 'Growth Engine of New India' moving forward to achieve the goal of a trillion-dollar economy. The trade show was strategically launched to showcase the state's business, trade, craft, culture, cuisine and innovation to position it as a premier investment destination across the globe. In its inaugural edition, the event not only successfully attracted significant investments but also garnered appreciation for showcasing rich craft, cuisine, culture and tradition of Uttar Pradesh.

With a special focus on boosting Micro, Small, and Medium Enterprises (MSME), Geographical Indication (GI) products, One District, One Product (ODOP), and new enterprises, the UP International Trade Show has played a significant role in the economic development of the state. It has also brought global recognition to the state as the choicest place for business and trade.

### FOCUS SECTORS

#### PRODUCTS & SERVICES

- Agriculture & Allied Sectors
- Aviation Sector
- Defence Manufacturing Pavilion
- E - Commerce, Electronics Industry
- Education Sector (Live Demos on STEM)
- Film & Entertainment Industry
- Fishery, Animal Husbandry & Dairy
- 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
- Horticulture / Food Processing
- 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 & Cane industry
- Tourism & Hospitality Sector
- Toy Association & Clusters of Uttar Pradesh
- UP Police Association
- Warehouse and Logistics
- Water, Sanitation & Waste Water Management

#### GOVERNMENT SCHEMES

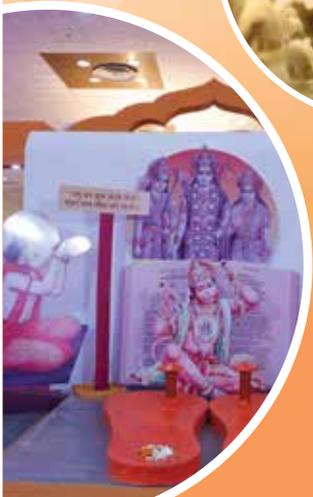
- Credit Guarantee Scheme for Micro & Small Enterprises (CGTMSE)
- Digital India Mission
- Entrepreneurship and Skill Development Programme (ESDP)
- International Cooperation (IC) Scheme
- Khadi Gramodyog Vikas Yojana - Umbrella Scheme
- Micro & Small Enterprises Cluster Development Programme (MSE-CDP)
- 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)

#### GOVERNMENT POLICIES

- Uttar Pradesh Micro, Small and Medium Enterprise Promotion Policy - 2022 (MSME Policy - 2022)
- Uttar Pradesh Industrial Investment and Employment Promotion Policy - 2022 (UPIIEP Policy - 2022)
- Uttar Pradesh Export Promotion Policy - 2020-25 (UPEP Policy - 2020-25)
- Uttar Pradesh Textile and Garmenting Policy 2022 (UPTG Policy - 2022)  
and other 20 + sectoral policies...

## What makes Uttar Pradesh choicest Business destination

- Abundant resources and tremendous potential for industrial development
- Second in ease of doing business.
- Transparency and information access
- Various reformative steps are being taken to create a holistic ecosystem for industrial development with 25 Sectoral Policies are in place to promote Make in India.
- '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 and 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



**Attractions of UPITS 2023**



**B2B sector  
presentation and  
roundtable meetings**



**Knowledge Sessions,  
Seminars, Conclaves**



**Cultural Performances  
(Folk & Classical)**



**Fashion Shows and  
Band Performances**



**UP Ka Swad  
(Cuisine and Culinary  
Arts)**



**Award  
Distribution**



**Lucky Draw**

### EXHIBITOR'S PROFILE

- Agriculture & Allied Sectors
- Apparel / Textile / Handloom
- Automobile/ EV / Auto Components
- Chemicals, Gas & Paints
- Education Skills and Research & Development
- Energy / Power / Renewable - Solar, Wind, Hydro
- Engineering / Infrastructure / Construction / Real Estate
- Environment / Climate Change / Forest
- Financial Services Industry
- Fishery, Animal Husbandry & Dairy
- Government Departments
- Health / Wellness / Spa / Ayush / FSDA
- Home Décor & Handicrafts
- Horticulture / Food Processing / FMCG
- IT/ITES/ Electronics
- Media/ Broadcasting & Communication
- Medical & Pharmaceutical
- ODOP / GI/ MSME/ Women Entrepreneur/ Start-ups
- Print / Packaging & Paper Industries
- Retail / E-commerce / Logistics & Warehousing
- Sports /Toys / Games / Kids & Baby Care
- Travel Tourism & Hospitality & Event Management

### VISITOR'S PROFILE

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

### Cost of Participation

For Built - up Space

INR 7000/- per sq. mtr.

For Bare Space

INR 6500/- per sq. mtr.

\*18% GST will be charged on total payable.



## 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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For More Information :

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