

DAY 2 SHOW DAILY



September 25 26 27 28 29, 2025
India Expo Centre & Mart, Greater Noida

Jointly organised by



Day 2 of UPITS 2025 witnessed a spectacular blend of business, knowledge, and culture, drawing an enthusiastic crowd of 91,259 Visitors, including 23,758 B2B visitors and 67,501 B2C visitors who immersed themselves in every corner of the buzzing exhibition halls.

The second day of the show was marked by power-packed knowledge sessions, where thought leaders, domain experts, and industry professionals came together to deliberate on pressing challenges and breakthrough opportunities shaping the future. From insightful panel discussions to engaging presentations, these sessions were a true hub of ideas, innovation, and inspiration. As the sun set, the atmosphere lit up with electrifying cultural performances that celebrated diversity and

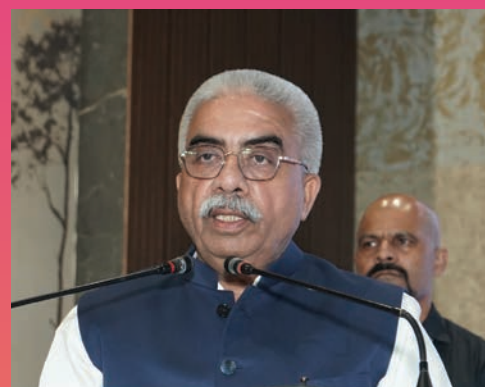
creativity. From traditional art forms to modern interpretations, the stage became a canvas of colours, rhythms, and expressions, captivating audiences with every beat. Meanwhile, the exhibition halls were alive with energy, with exhibitors showcasing cutting-edge products, services, and solutions to a highly engaged audience. Business networking thrived, as buyers, decision-makers, and entrepreneurs explored collaborations that promise to shape the industry landscape.

The culinary zone was another highlight of the day, offering visitors a chance to savor authentic cultural cuisines from across regions. Food became a medium of storytelling, with flavors that carried the essence of tradition and innovation alike.



"More events like UPITS 2025 should be organised across the country to promote MSMEs",

Hon'ble Union Minister of MSME, Shri Jitan Ram Manjhi



"I assure you that we will move forward shoulder to shoulder with the Centre. Wherever needed, we will amend policies, extend assistance, and provide full cooperation. The dream of making India a \$1 trillion economy cannot be achieved without the strength and contribution of our entrepreneurs, and together, we will ensure this vision becomes a reality."

Shri Rakesh Sachan, Hon'ble Minister for MSME, Khadi & Village Industries, Sericulture, Textiles & Handloom, Government of Uttar Pradesh

**A CELEBRATION OF MINDS, MARKETS & MOMENTS -
UNITING KNOWLEDGE, CULTURE & OPPORTUNITIES
UNDER ONE ROOF!**

**INDO-RUSSIAN SYNERGY TO SHINE AT
UP INTERNATIONAL TRADE SHOW 2025**



The 3rd Uttar Pradesh International Trade Show (UPITS 2025) marks a milestone with Russia joining as the Partner Country, highlighting the platform's growing stature as a global hub for trade and investment. This partnership is set to deepen Indo-Russian economic engagement, spanning technology, infrastructure, manufacturing, and new investment models.

A centrepiece of this collaboration was the Russia-India Business Dialogue held on Day 2, bringing together Russian trade bodies, diplomats, and Indian stakeholders. Key contributions came from Dr. Evgeny Zenchenko, Deputy Trade Commissioner of Russia in India, and Mr. Mamed Akhmedov, Head of the JSC Russian Export Centre in India. Industry leaders from Sberbank India, Ingosstrakh Insurance,

and Synergy Group of Companies also shared insights, setting the stage for future collaborations. Exclusive B2B meetings followed, providing direct opportunities for joint ventures and strategic partnerships.

Day 2 also showcased Uttar Pradesh's vision across diverse sectors. The flagship session "MSME@2047 – Engine of a Viksit Bharat" brought together senior policymakers, including Shri Jitan Ram Manjhi, Hon'ble Union Minister of MSME, and Shri Rakesh Sachan, Hon'ble Minister of MSME, Textiles & Handlooms, Uttar Pradesh. Alongside, thought leaders from Laghu Udyog Bharti, Swadeshi Jagran Manch, NSIC, and Indian Industries Association emphasized the sector's critical role in driving inclusive growth.



"UPITS 2025 is a remarkable platform that strengthens the spirit of collaboration between Russia and India. The Russia-India Business Dialogue here has opened new avenues for trade, technology, and shared prosperity, creating opportunities that go far beyond traditional sectors. I deeply appreciate the vision behind UPITS—it is not just a showcase of Uttar Pradesh's industrial strength, but also a bridge for global partnerships and mutual growth."

**Shkoliar Irina Nikolaevna,
Russian Business Delegate**



"The Partner Country initiative with Russia demonstrates UPITS's evolution into a global sourcing and investment platform. The event continues to spotlight Uttar Pradesh's strengths in MSMEs, ODOP, agriculture, textiles, handicrafts, engineering, IT, and emerging industries, aligning with India's ambition of achieving a \$1 trillion economy."

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

Enabling the Startup Ecosystem in Uttar Pradesh to Achieve the \$1 Trillion Economy Vision



The inaugural day of UPITS 2025 featured a thought-provoking panel on strengthening Uttar Pradesh's startup ecosystem to fuel its \$1 trillion economy vision. Moderated by **Vandana Sharma, Innovation Hub-UP, AKTU**, the session brought together leading academic and institutional voices. **Prof. Deepu Philip, IIT Kanpur** emphasized the transition from generic pharma to IP-driven drug discovery, citing CurEta Therapeutics as a success, while also highlighting advances in semiconductors and DSP for 5G/6G. **Prof. Manoj**

Kumar Meshram, IIT BHU spotlighted grassroots innovation, with over 100 startups—including Physics Wallah—and sustainable farming models led by SHGs and women entrepreneurs. **Prof. Yamini Bhusan Pandey, IIM Lucknow-Noida** underlined the role of R&D and commercialization, referencing success stories like Ather Energy and fintech ventures valued up to ₹2,500 crore. **Dr. Rahul Amritraj, GIMS Greater Noida** introduced healthcare incubation, with breakthroughs such as *Matri*, a non-invasive

solution for menstrual pain, and innovations in CT scans and anesthesia devices. **Mahip Singh, Innovation Hub-UP, AKTU** detailed its initiative to build 300 incubation centres, including an AI app for accident damage assessment and repair connectivity. The session underscored that Uttar Pradesh's blend of world-class institutions, grassroots innovation, and robust incubation networks is shaping the state into a powerhouse of technology, enterprise, and scalable innovation.

From Manufacturing Hub to Global Manufacturing Excellence - India to Rise as a Leader, Uttar Pradesh is paving that Path!



The Department of IT & Electronics, Government of Uttar Pradesh, organised a power-packed session, featuring a distinguished panel of industry leaders including

Mr. Vinod Sharma (Deki Electronics), Mr. Shyam Sundar Gupta (NXP Semiconductor), Mr. Yogesh Mittal (Renesas Electronics), Mr. Pankaj Sharma (Dixon Technologies), and Mr. Atul Gupta (L&T Semiconductor Technologies), moderated by **Mr. Ashok Chandak, President, IESA.**

The session concluded with a Vote of Thanks and felicitation

by **Shri Ravi Ranjan, IAS, Managing Director, UP Electronics Corporation Limited.** The discussion highlighted Uttar Pradesh's remarkable transformation **"From Uttar Pradesh to Uttam Pradesh"**, enabled by visionary policies, a strengthened supply chain, and value-chain creation across electronics, semiconductors, telecommunications, and the automobile sector. Panellists stressed on the indigenisation of manufacturing, localisation of component design, and nurturing homegrown

innovation to make India a true **"Product Creation Nation."** Key focus areas included chip design in NCR, talent development through Centres of Excellence, internships and training, as well as indigenisation of defence and security technologies. With strong policy support, innovation-driven product creation, and skilling initiatives, Uttar Pradesh is emerging as a **growth engine for India's global electronics leadership.**

Empowering Farmers, Ensuring Road Safety: UPITS 2025 Showcases State's Policy-Driven Progress



At UPITS 2025, the knowledge sessions continued to echo Uttar Pradesh's progressive policies and the Hon'ble Prime Minister's vision of holistic development, with deep focus on agriculture and transport. The session by the Agriculture Department, UP, on "Cultivating Prosperity: Empowering Farmer Producer Organizations in UP", underscored the state's commitment to strengthening grassroots agri-business models, ensuring farmers become stakeholders in value creation, and aligning with India's broader goal of

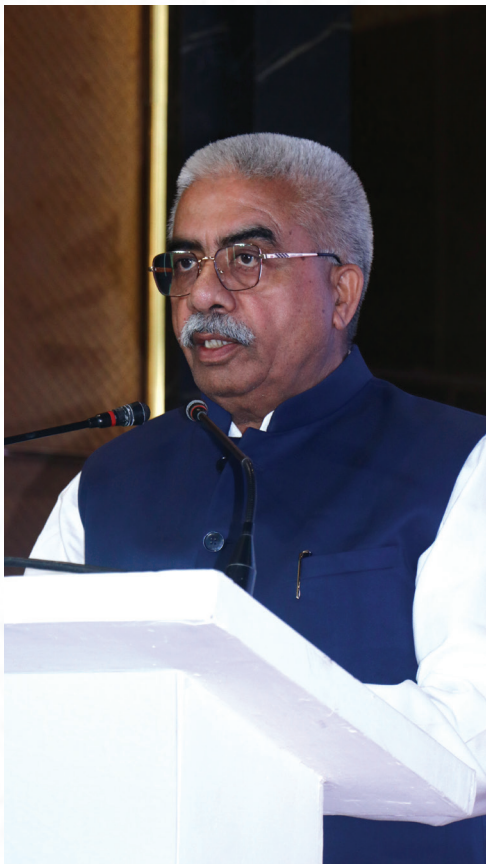
doubling farmers' income. Complementing this, the Transport Department, UP, led the discussion on "Sadak Suraksha, Jeevan Raksha – Road Safety, Life Protection", highlighting the importance of robust infrastructure, safety awareness, and citizen-centric initiatives to safeguard lives while supporting seamless trade and mobility. Together, these sessions reinforced UPITS 2025 as a dynamic platform where governance, innovation, and policy converge to drive Uttar Pradesh's journey towards a trillion-dollar

economy and global leadership in sustainable growth.

Other high-impact sessions included the Department of Urban Development on strategies for sustainable cities, the Department of Medical Health & Family Welfare on Pradhan Mantri Jan Arogya Yojana (PMJAY), The day concluded with an awareness session by IRDAI and Axis Max Life Insurance on the importance of life and non-life coverage.

Glimpses of the Show

**A Celebration of Trade, Culture,
& Innovation - Unfolding the Spirit of UPITS 2025**



A Cultural Tapestry: The UPITS 2025 Evening Spectacle

GREATER NOIDA — The UP International Trade Show (UPITS) 2025 continued its vibrant second day on September 26 with a captivating series of cultural programs, showcasing the rich artistic heritage of Uttar Pradesh and beyond. The evening's schedule was packed with a mix of classical, folk, and contemporary performances, drawing enthusiastic crowds to the main stage.



A Cultural Tapestry: The UPITS 2025 Evening Spectacle

The cultural evening commenced at 5:00 PM with a spellbinding नृत्य नाटिका (Dance Drama) presented by the esteemed Bhatkhande Sanskriti Vishwavidyalaya from Lucknow. Their performance, which ran until 5:30 PM, set a high standard for the evening with its graceful movements and intricate storytelling. This was followed by a poignant श्रीकृष्ण लीला नृत्य नाटिका (Shri Krishna Leela Dance Drama) from 5:30 PM to 6:15 PM, brought to the stage by Ms. Anu Sinha from Noida. Her troupe's rendition of the timeless tales of Lord Krishna was a major highlight, captivating the audience with its devotional spirit.

The atmosphere then shifted to the folk traditions of Braj with रसिया गायन (Rasiya Gayan) by Shri Gajendra Singh from Mathura. From 6:15 PM to 6:45 PM, his soulful singing resonated with the audience, celebrating the festive and devotional essence of the region. The energy was further elevated by the dynamic चरकुला नृत्य (Charkula Dance), performed by Shri Murari Lal Sharma, also from Mathura. This traditional folk dance, known for its balancing acts and intricate footwork, kept the audience enthralled from 6:45 PM to 7:45 PM, offering a glimpse into one of the most unique art forms of Uttar Pradesh.

The night concluded on a high note with a vibrant बैण्ड प्रस्तुति (Band Performance) by Swarag Band from Jaipur. Their energetic performance, which began at 7:45 PM, provided a modern and spirited conclusion to a day rich in cultural showcases. The band's presence, in collaboration with DI Lab, offered a fusion of traditional and contemporary elements, reinforcing the theme of cultural diversity at the trade show.

The day's cultural events successfully complemented the trade and business dialogues, providing a perfect blend of commerce and culture for all attendees.

Testimonials



Asif Zameer, Handicrafts Town, Exhibitor: This is our third time participating in UPITS, and each edition has only grown in scale and impact. We always have witnessed best business deals. The footfall this year has been phenomenal, and the arrangements, from logistics to visitor facilitation have been truly commendable. We're grateful to the organisers and the government for creating such a vibrant platform that celebrates craftsmanship and connects us to buyers from across the globe.



Elza Guzman, Triad Collection, Overseas Buyer from Guatemala: UPITS is truly the best sourcing platform I've experienced in India. From garments and textiles to handicrafts, accessories, and jewellery, the diversity and quality on display are exceptional. At Triad Collection, we look for suppliers who blend creativity with reliability, and UPITS brings them all together under one roof. It's a treasure trove for global buyers.



SP Singh, Kissan Multipurpose Producer Company Ltd, Exhibitor: As a Farmer Producer Organisation, Kissan Multipurpose Producer Company Ltd. is committed to adding value to farmer-based products like jaggery and many others, while also incentivising new avenues such as bakery. Platforms like UPITS have been instrumental in giving our products greater visibility and marketability, connecting us directly with buyers and partners. We are grateful to the organisers and the government for creating such an empowering stage that uplifts farmers and strengthens rural enterprise.



SHKOLIAR IRINA NIKOLAEVNA, Russian Business Delegate: UPITS 2025 is a powerful platform that strengthens the bonds of trade and cooperation between Russia and India. The Russia-India Business Dialogue here has opened new opportunities for collaboration, innovation, and shared prosperity. I deeply appreciate the vision of this show—it is not only a showcase of Uttar Pradesh's industrial and cultural excellence but also a bridge that connects global partners for mutual growth.



Shikha Singh Chauhan, Soha Organics, Exhibitor: At Soha Organics, we are proud to present our wide range of food products, with our star product being pure Ghee, along with an expanding Ready-to-Eat range. UPITS has been an incredible platform for us, this is our third time participating, and each edition has brought us a wealth of buyers, both B2B and B2C. We sincerely thank the Government of Uttar Pradesh, the organisers, and everyone behind UPITS for creating such a world-class showcase that empowers businesses like ours to grow and connect globally.

UP INTERNATIONAL **TRADE SHOW** 3rd Edition

September **25** **26** **27** **28** **29**, 2025
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