

DAY 3 SHOW DAILY



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



UPITS 2025 Lays Fiscal Foundation for Growth: Uttar Pradesh Gained Policy Certainty, Investor Confidence, A Safe Destination for Global Business!

The Uttar Pradesh International Trade Show (UPITS 2025) witnessed a landmark session as **Shri Suresh Khanna, Hon'ble Minister of Finance and Parliamentary Affairs**, assured domestic and global investors of the state's fiscal stability, rule of law, and investor confidence. He was joined on stage by **Shri Rakesh Sachan, Hon'ble Minister of MSME**, along with senior officials **Shri Deepak Kumar, Additional Chief Secretary (Infrastructure & Industrial Development, Finance)**, **Dr. Sarika Mohan, Secretary, Finance**, and **Shri Samir Varma, Special Secretary, Finance**. Adding strength to the dialogue were leading voices from India's banking sector including **Shri Inder Mohan Singh, Chief General Manager, Bank of Baroda**, **Shri Yadav S. Thakur, Chairman, UP Gramin Bank**, as well as senior representatives from **NABARD** and the **State Bank of India (SBI)**.

Shri Suresh Khanna praised the UP International Trade Show as a powerful platform for entrepreneurs to showcase their products and highlighted the remarkable growth in the state's budget and Own Tax Revenue, which is now being channelled into aggressive incentives such as 100% exemptions on stamp duty and electricity duty in key zones through the 'Nivesh Sarathi' platform. This high-powered session laid a strong fiscal foundation, setting the tone for UPITS 2025 as the definitive stage for secure, stable, and growth-driven investments in Uttar Pradesh. The Third day of the 3rd Uttar Pradesh International Trade Show (UPITS 2025) witnessed a landmark turnout of a Total of 1,25,204 visitors, including 35,367 B2B visitors and 89,836 B2C visitors, further reinforcing its position as the country's most dynamic state-led trade platform.



"Uttar Pradesh is a safe and secure destination for investment. Massive improvements in law and order, coupled with consistent governance and policy certainty, have built unprecedented investor confidence. The UP International Trade Show is not only a great facility for entrepreneurs to showcase their products but also a powerful demonstration of the state's commitment to business. The enthusiasm of participating entrepreneurs and the scale of purchases here cannot be praised enough."

**Shri Suresh Khanna, Hon'ble
Minister of Finance and
Parliamentary Affairs**



"During my visit to the stalls at UPITS 2025, I witnessed firsthand the enthusiasm and satisfaction among exhibitors. Many shared how their businesses have expanded, footfall has surged, and new opportunities have emerged, all thanks to this remarkable platform. UPITS has truly evolved into a vibrant marketplace, driving growth and visibility for MSMEs and industries alike. I would like to applaud for Government of Uttar Pradesh and the organisers for curating such a wealth of opportunity."

**Shri Alok Kumar, IAS, Additional
Chief Secretary, MSME & Export
Promotion and Infrastructure &
Industrial Development,
Government of Uttar Pradesh**

Agriculture and Food Processing with Fisheries - Building a Sustainable Future



In the afternoon, the Horticulture and Food Processing Department highlighted the theme “Leveraging Uttar Pradesh’s Food Basket”. The session explored the **Food Processing Industry Policy 2023**, which aims to attract global investment, boost logistics, and integrate value chains.

Key discussions revolved around enhancing farmer income, enabling agri-tech startups, and creating sustainable food systems. Uttar

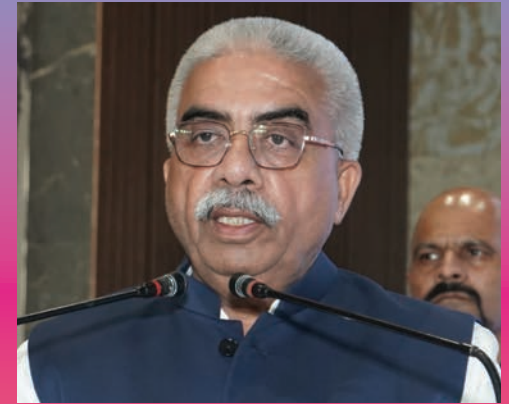
Pradesh’s strength as a top producer of fruits, vegetables, dairy, and grains was showcased as an opportunity for investors and exporters.

Later in the evening the dialogue incorporated insights from the **Fisheries Department**, under the theme “Blue Revolution: Unlocking Uttar Pradesh’s Fisheries and Aquaculture Potential.” Experts highlighted how fisheries and aquaculture can transform rural livelihoods by linking inland water resources with food processing

clusters, cold chain development, and export channels. Improvement of existing policies and insurance of produce through Kissan Credit Card Yojana (KCC) , moreover, development of effective value chain.

Together, agriculture, food processing, and fisheries were positioned as complementary growth drivers that will secure nutrition, boost exports, and empower farmers and fishing communities.

ODOP Showcase: Celebrating Uniqueness, Empowering Artisans, And Taking Uttar Pradesh's Pride from Local to Global



"ODOP is not just about commerce. It is about giving artisans dignity, visibility, and prosperity. The global demand for our crafts proves that culture and commerce can walk hand in hand."

Shri Rakesh Sachan, Hon'ble Minister of MSME, Khadi and Village Industries, Sericulture Industries, Textiles and Handlooms

The ODOP Department brought together heritage, skill, and enterprise in its powerful session titled "From Local to Global", led by **Shri Rakesh Sachan, Hon'ble Minister of MSME, Khadi and Village Industries, Sericulture Industries, Textiles and Handlooms.**

The session celebrated Uttar Pradesh's artisans and

entrepreneurs who are creating timeless pieces that carry the essence of Indian tradition while finding recognition in global markets. From woodcraft of Saharanpur to chikankari of Lucknow and brassware of Moradabad, ODOP continues to inspire both domestic and international buyers.



E-Commerce: The New Frontier for Indian Exports



"E-commerce gives our producers a global shop window. With the right training and logistics support, Uttar Pradesh products can reach buyers worldwide and create scalable export opportunities. Digital marketplaces amplify the reach of MSMEs and artisans. Our role is to ensure these enterprises are export ready, quality assured, and integrated into global value chains."

Shri Nand Gopal Gupta
"Nandi", Hon'ble Cabinet
Minister for Industrial
Development, Export
Promotion, NRI &
Investment Promotion



The **FIEO-led session** on e-commerce emerged as one of the most dynamic discussions of the day. **Shri Nand Gopal Gupta "Nandi"**, Hon'ble Cabinet Minister for Industrial Development, Export Promotion, NRI & Investment Promotion, and **Shri Rakesh Sachan**, Hon'ble Minister of MSME, Khadi and Village Industries, Sericulture Industries, Textiles and Handlooms, shared their

perspectives on how digital trade can redefine global outreach for MSMEs and artisans. To enable Uttar Pradesh as the Export Hub with the massive exports ranging from ODOP, Manufacturing, Electronics, Chemicals & Pharmaceuticals, Agri-Food Products, Handicrafts and more.

The panel examined strategies such as simplified onboarding

to e-commerce platforms, integration of ODOP products into online export catalogues, and logistics corridors that reduce costs. Case studies of small manufacturers who scaled via e-marketplaces inspired the audience, showing that e-commerce is not an optional channel but a primary gateway to global buyers.

Khadi on the Runway: Heritage Woven with the Fabric of the Future



As evening descended, which turned into a vibrant runway. The Fashion Show on Khadi, graced by Shri Rakesh Sachan, Hon'ble Minister of MSME, Khadi and Village Industries, Sericulture Industries, Textiles and Handlooms, was a celebration of heritage woven with contemporary flair.

Designers reimagined Khadi with elegance and modernity, while models showcased creations that combined sustainability, comfort, and style. The audience was enthralled, applauding the artistry that connected India's freedom fabric to the aspirations of a young generation.

The show reinforced Uttar Pradesh's commitment to promoting Khadi not only as a fabric of the past but also as the fabric of the future.

Captured Moments

UPITS 2025 Highlights State's Strengths in Tech, MSMEs, 'One District One Product', Traditions, and Culture!



Empowering Youth with CM Yuva Sangam Forging the Future of Brilliance and Innovations!



The CM Yuva Sangam was dominated by youthful energy and business buzz. The conclave recorded a cumulative total of 5,525 business inquiries, peaking at 2,200 inquiries on Day 3 alone. Total registrations for the event reached 3,500. Furthermore, the platform successfully facilitated 101 Business-to-Business (B2B) meetings across the three days, and entrepreneurs presented a total of 39 business presentations to potential investors and

mentors, underscoring the conclave's role as a vital hub for networking and pitching future projects. Additionally, the day was packed with learning and networking, including over 20 B2B meetings and insightful presentations from brands such as Dr. Garage, Mister Sandwich, Dhobilite, Ardh Sainik Canteen, and Amul India.

Sessions created an energised atmosphere, with students and young entrepreneurs actively

engaging in startup promotions. The program highlighted the State's vision of making Uttar Pradesh a land of opportunities where innovation thrives. Participants were introduced to schemes and incubation support designed to convert ideas into impactful businesses. With the CM Yuva initiative, Uttar Pradesh is nurturing leaders of tomorrow.

The Evening of Cultural Showcase: A Tapestry of Uttar Pradesh's Arts



The conclusion of the knowledge and trade sessions gave way to an evening dedicated to celebrating the rich cultural heritage of Uttar Pradesh. The stage transformed into a vibrant arena where the ancient rhythms of dance and the soulful melodies of folk music echoed the state's diverse and timeless artistry. It was a perfect blend of tradition, harmony, and performance, leaving the audience enriched and thoroughly entertained.

The cultural program at **UPITS 2025** unfolded as a journey through the soul of Uttar Pradesh, beginning with the

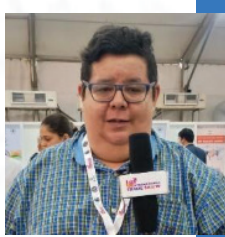
classical grace of **Kathak** by **Ms. Devika S. Mangalamukhi** from **Agra**, whose intricate footwork and expressive storytelling connected the evening to centuries-old traditions. The rhythm then shifted to the vibrant **Tharu Dance** by **Ms. Rinku Devi** from **Pilibhit**, a spirited celebration of indigenous life and harmony with nature. From Ayodhya came the joyful **Badhawa Dance** by **Ms. Sangam Lata**, filling the hall with the energy of shared festivities and community spirit. Folk traditions deepened with the evocative **Folk Singing** by **Mr. Amit Anjan**

from **Maharajganj**, whose powerful voice echoed the emotions of agrarian life and local legends. The grand finale featured **Awadhi Folk Singing** by **Padmashri Malini Awasthi** from **Lucknow**, whose soul-stirring renditions of Kajri, Chaiti, and Sohar celebrated the poetic richness of Awadh. Together, these performances reminded all present that the Uttar Pradesh International Trade Show is not only an economic platform but also a vibrant stage where trade meets tradition, and where the future rises in harmony with the timeless rhythms of the past.

Testimonials



Dr. K. N. Jha, Kanodia Group, Exhibitor: Platforms like UPITS provide us with an excellent opportunity to showcase our strengths, connect with global and domestic buyers, and highlight Uttar Pradesh as a hub of enterprise and innovation. We are grateful to the Government of Uttar Pradesh and IEML for creating such a dynamic marketplace that empowers industries and communities alike.



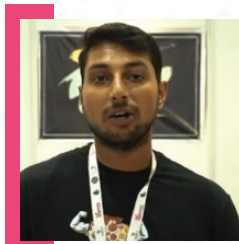
Luis Pedro Rodriguez Catalan, Overseas Buyer, Guatemala: UPITS has been an outstanding experience, offering a truly wide array of products that reflect the richness and diversity of Indian industry. For me, it stands out as the best marketplace in India so far for sourcing admirable products, bringing together quality, variety, and innovation under one roof. It is a platform that makes global sourcing seamless and rewarding.



Ms. Anita Tripathi, Visitor: Visiting UPITS 2025 has been a truly enriching experience. The diversity of products on display, from handicrafts and textiles to innovative industrial solutions, showcases the immense talent and creativity of Uttar Pradesh. The arrangements have been excellent, and the atmosphere is vibrant with opportunities for both buyers and exhibitors. As a visitor, I found it inspiring to see such a wide array of offerings under one roof, making UPITS a must-visit platform for anyone interested in India's growth story.



Narendra Chandela, Saroj International University: Participating at UPITS 2025 has been a great experience for Saroj International University. We received valuable queries and had the opportunity to meet excellent candidates, which reflects the strength of this platform in connecting institutions with bright talent. The exposure and interactions here have been truly rewarding, and we appreciate the organisers for creating such a dynamic environment.



Tanmay Tandon, Mewalicious, Exhibitor: UPITS has been an impressive platform for us at Mewalicious. The footfall has been outstanding, with 30–35 visitors engaging with our stall every two hours. We've had the chance to meet excellent buyers, especially for export opportunities, which makes this participation truly rewarding. UPITS continues to stand out as a world-class marketplace for growth and global connections.

UP INTERNATIONAL **TRADE SHOW** 3rd Edition

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