

DAY 5 SHOW DAILY

UP INTERNATIONAL TRADE SHOW

3rd Edition

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

Jointly Organized by



UPITS 2025: Uttar Pradesh The New Growth Engine of New India

"The show's success is a direct reflection of the visionary 'Double Engine' government at work."

Sharing the dais with Shri Goyal were eminent leaders and officials who together symbolised the partnership of policy, governance, and enterprise; **Shri Nand Gopal Gupta "Nandi"**, Hon'ble Minister for Industrial Development, Export Promotion, NRI and Investment Promotion, Government of Uttar Pradesh, **Shri Rakesh Sachan**, Hon'ble Minister for MSME, Khadi & Village Industries, Sericulture Industries, Textiles & Handlooms, Government of Uttar Pradesh, **Shri Narendra Kashyap**, Hon'ble Minister of State (IC), Backward Class Welfare, Divyangjan Empowerment, Government of Uttar Pradesh, **Shri Rakesh Kumar**, Chairman, India Expo Mart, Greater Noida & Co-Organiser, UPITS, **Shri Alok Kumar**, IAS, Additional Chief Secretary, MSME, Government of Uttar Pradesh, **Shri K Vijayendra Pandian**, IAS, Commissioner & Director, Industries, Government of Uttar Pradesh,

Shri Raj Kamal Yadav, IAS, Additional Director, Industries, Government of Uttar Pradesh, **Smt. Medha Roopam**, IAS, District Magistrate, Gautam Buddha Nagar, **Dr. Ajay Sahai**, Director General & CEO, Federation of Indian Export Organisations (FIEO)

This distinguished panel marked the collective strength behind Uttar Pradesh's growth story, national leadership, state vision, industrial collaboration, and international trade readiness.

"PM gave the vision of Zero Defect, Zero Effect, and to make products of high sustainable quality is the need of this country and the world. He expressed hope that the youth, innovators, and startups with high-quality, zero-defect production and sustainable manufacturing practices will propel India to world recognition. Manufacturing and selling of Made in India products within the country and abroad will reduce imports, boost MSMEs, help One District One Product scheme to grow and lead India to be a technologically developed nation."

Shri Piyush Goyal
Hon'ble Union Minister of Commerce and Industry
Govt. of India

The fifth and final day of the **Uttar Pradesh International Trade Show (UPITS 2025)** concluded on a resounding note, celebrating not only five days of business, culture, and innovation but also a defining chapter in the State's economic journey.

The five-day showcase culminated with a powerful Valedictory Session at the India Expo Centre, headlined by **Shri Piyush Goyal, Hon'ble Union Minister of Commerce and Industry**, who served as the Chief Guest. Shri Goyal celebrated the **"Historic"** success of this edition, noting the presence of over **2,250 exhibitors** and visitor traffic surpassing **5,07,099**, which included more than **1,40,000 business visitors** and **3,66,364 common visitors**. Hon'ble MIC said,

Celebrating a Historic Edition



Hon'ble Union Minister of Commerce and Industry, Government of India **Shri Piyush Goyal** hailed the extraordinary scale of UPITS 2025. With over **2,200 exhibitors**, more than **5,07,099 visitors**, including **1,40,000 business visitors**, the event has firmly positioned Uttar Pradesh on the global trade map.

Shri Goyal noted that this achievement is the outcome of the visionary "**Double Engine Government**" and urged

stakeholders to transform connections made during the show into enduring partnerships, where "every handshake translates into concrete contracts and orders."

The Hon'ble Minister praised the MSME-led industrial growth and reiterated that Uttar Pradesh is fast emerging as the nation's most reliable and business-friendly state, offering both scale and resilience.

State Ministers Reaffirm Commitment



Shri Rakesh Sachan, Minister for MSME, Khadi & Village Industries, underlined the empowerment of traditional crafts, Khadi, and the MSME sector as critical levers of inclusive development.

Shri Nand Gopal Gupta "Nandi", Minister of Industrial Development and Export Promotion, highlighted the robust industrial ecosystem and investment-friendly policies that have placed Uttar Pradesh as a preferred destination for both domestic and international investors.



Institutional Strength and Acknowledgements



Shri Alok Kumar, IAS, Additional Chief Secretary, MSME, presented the "Outcome of UPITS 2025," a comprehensive summary of achievements, policy takeaways, and forward-looking strategies that will anchor the next edition.

Shri Rakesh Kumar, Chairman of IEML and Co-Organiser of UPITS, extended heartfelt gratitude to exhibitors, stakeholders, and international delegations, calling them the "real strength" of the event. He emphasized that **UPITS 2025** has set a precedent for fostering livelihoods and partnerships that will continue long after the exhibition's close.



UPITS 2025 Brought Exceptional Business Inquiries, MoUs, and Global Partnerships Highlighting Transformative Success!



The formal proceedings included a detailed presentation on the **"Outcome of the UPITS - 2025"** by **Shri Alok Kumar, IAS**, Additional Chief Secretary, MSME and IDC, summarising the show's achievements as follows:

- The unique event witnessed participation from **2,228 exhibitors**, **525 international buyers from 85 countries**, **1,40,735 domestic B2B buyers**, and **3,66,364 B2C visitors**. The entire exhibition space of **1,10,000 sq. meters** at the **India Expo Centre & Mart** was fully booked, with additional arrangements made.

- Russia participated as the Partner Country at UPITS 2025, adding special significance to the event. On 26th September, the India-Russia Business Dialogue facilitated **111 B2B meetings**, connecting **30 Russian companies** in sectors such as manufacturing, energy, infrastructure, FMCG, IT & digital solutions, pharmaceuticals, food processing, tourism, and animal husbandry with **90+ Indian MSMEs** and exporters.

- The event hosted **17 Knowledge Sessions**, bringing together policymakers, industry leaders, global

buyers, and international delegates. Discussions centred around **Viksit UP 2047**, the pivotal role of start-ups in building a **USD 1 trillion state economy**, and the transformative potential of e-commerce for MSMEs.

- The **CM Yuva Conclave** provided a dynamic stage for youth to present innovative business ideas. It featured **113 stalls**, including **49 franchise brands**, **64 machinery suppliers**, and **26 Business on Wheels**. The conclave recorded **7,500+ registrations**, **8,300 business inquiries**, and active participation of over **2,000 students**.

- The third edition of UPITS recorded approximately **₹11,200 crore worth** of serious business inquiries.

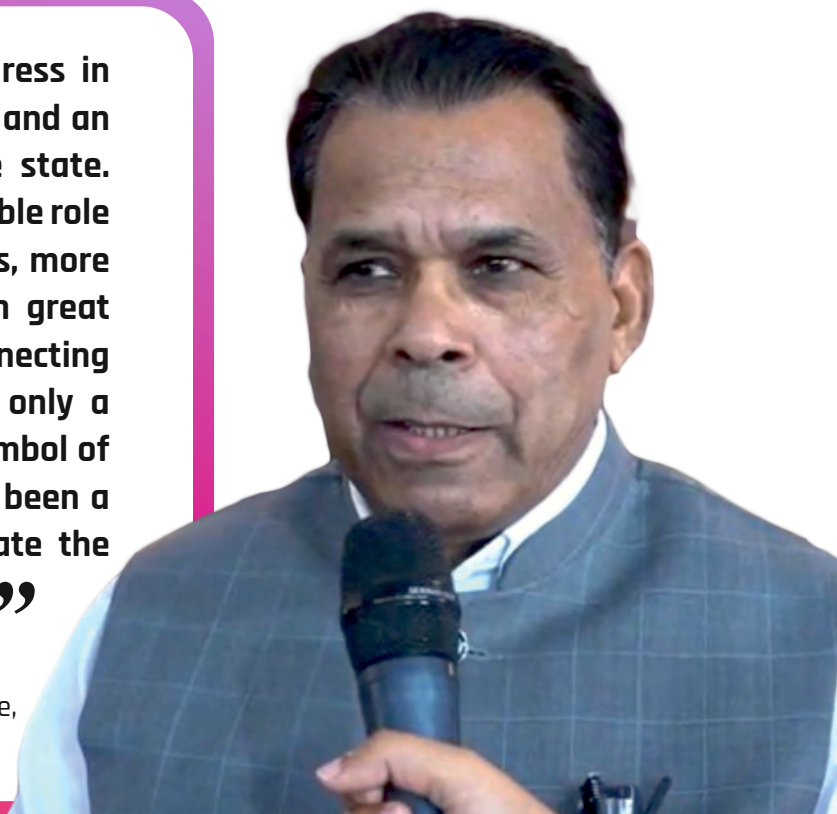
- Over **2,400 MoUs** were signed between government, industry, academia, and global institutions during the event, with a total value of **₹1,882 crore**.

Shri Alok Kumar, IAS, Additional Chief Secretary, MSME & IDC, presented the **"Outcome of UPITS 2025,"** a comprehensive summary of achievements, policy takeaways, and forward-looking strategies that will anchor the next edition.

“Uttar Pradesh has witnessed remarkable progress in recent years, with poverty levels being reduced and an industrial revolution taking shape across the state. Trade shows like UPITS have played a commendable role in this transformation by creating opportunities, more than 80 countries have participated, and with great MOUs have been signed for fostering growth, connecting businesses with global markets. UPITS is not only a platform for showcasing products but also a symbol of the state's rising strength and potential. It has been a huge success in every sense, and I congratulate the organisers for curating such an impactful event.”

Shri Narendra Kumar Kashyap

Minister of State (Independent Charge), Backward Class Welfare, Divyangjan Empowerment, Govt. of Uttar Pradesh, India



Youth, Culture, and Sustainability – The Heartbeat of UPITS 2025!

Day 5 of the UP International Trade Show 2025 was a vibrant confluence of policy, business, culture, and youthful dynamism. Beyond the exhibition halls, the day reflected the progressive spirit of Uttar Pradesh, balancing sustainable growth with cultural expression and innovation.

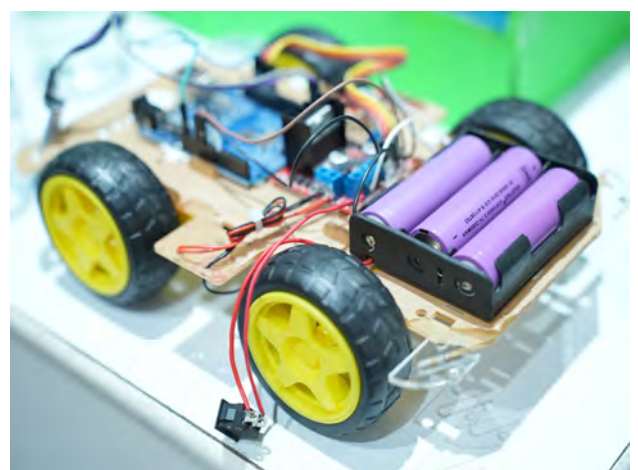
The Sugar and Cane Department of Uttar Pradesh led an impactful knowledge session titled **“Satat Vikas Hamra Prayas” (Sustainable Development is Our Effort)**, putting the spotlight on energy efficiency, eco-friendly practices, and strategies for a greener tomorrow.

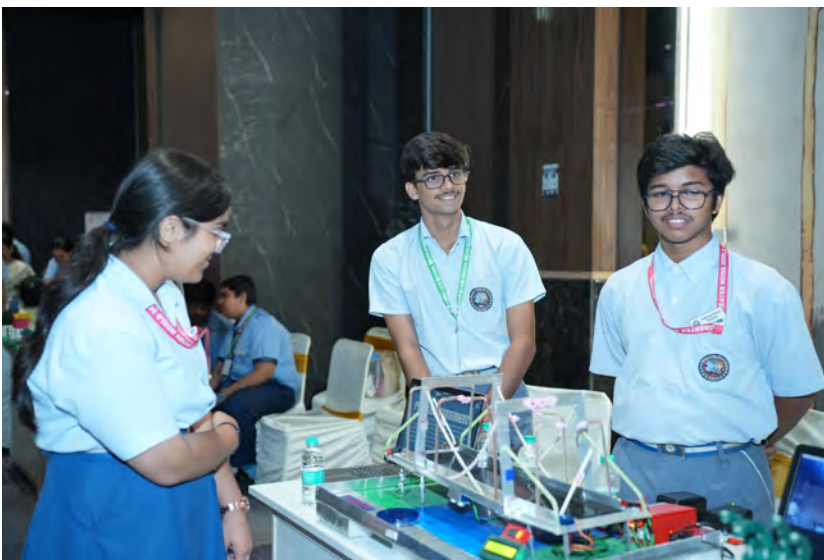
This session reinforced the State's vision of growth that is both inclusive and environmentally responsible. The session was graced by the esteemed presence of a highly sought panellists including **Dr. A.k Tiwari**, UPCR, **Mr R.K Gangwar**, **Mr. V.K Shukla**, Addnl. C. Commissioner, **Dr. R.C. Pathak**, UP Co-op Sugar Fedn., **Mr. Deepak Gupta**, General Secretary, UPSMA, and **Mr. Rajiv Rai**, Dy. CC Meerut and Nodal officer, UPITS- 2025 3rd edition.

Meanwhile, the CM Yuva Sangam arena became a lively hotspot for innovation and creativity.

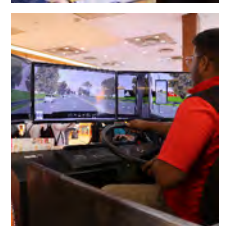
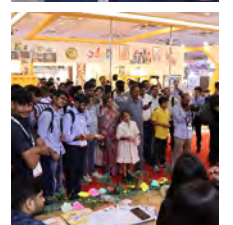
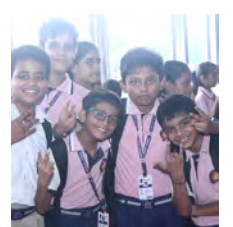
A high-energy Robotics and AI competition showcased the brilliance of young minds driving the future of technology, while the Battle of Bands electrified the atmosphere, celebrating the cultural vibrancy of the youth. Together, these events highlighted the government's commitment to nurturing innovation, talent, and cultural pride among the next generation.

With sustainability at its core, innovation in its spirit, and culture in its soul – Day 5 truly embodied the essence of a future-ready Uttar Pradesh.





Event Glimpse



An Evening of Rhythms, Verses, and Eternal Echoes

The cultural showcase of September 29 blossomed into a spellbinding journey through the heart of Uttar Pradesh's artistic spirit, a seamless blend of classical grandeur, soulful devotion, folk vitality, and mystical transcendence. The evening opened with the luminous presence of **Ms. Anuradha Sharma** from Noida, whose Kathak Dance was a living canvas of tradition. Every movement, from the precise footwork to the fluid spins, carried with it the legacy of centuries-old courtly and temple traditions, creating an atmosphere that was both regal and intimate. Her abhinaya, marked by subtle expressions, drew the audience into stories etched deep in the cultural memory of the land.

From the elegance of Kathak, the stage shifted to a meditative stillness as **Mr. Jalaj Shrivastava** from Prayagraj brought forth the timeless verses of Kabir.

His Kabir Singing was not merely a recital but a soulful invocation, each note steeped in mysticism and simplicity. Through his voice, the eternal call for unity, humility, and spiritual truth resonated in the hall, binding listeners to the profound wisdom of India's saint-poet.

The evening then burst into a celebration of community and rhythm with the Madal Sinha Dance by **Mr. Santosh** of Sonbhadra. With vibrant movements and pulsating beats, the performance captured the heartbeat of the folk tradition. It was a spirited portrayal of everyday joy, rituals, and collective festivity, a reminder that the strength of culture often lies in its ability to bring people together in unison.

The crescendo came with the electrifying performance of the Andaz Band led by

Mr. Shivam Mishra from Lucknow, whose Sufi music transported the audience into realms of ecstasy and devotion. The blend of lyrical poetry, lingering melodies, and the band's immersive energy created an atmosphere where the boundaries between artist and audience dissolved. It was music not just to be heard but to be felt in the heart, echoing long after the final note.

Together, these performances transformed the evening into more than a cultural program. It became a journey into the soul of Uttar Pradesh, a reminder that the state's heritage is not confined to history books but continues to live, breathe, and inspire. The dances, songs, and melodies were threads woven into a shared fabric, one that connected tradition with modernity, the local with the universal, and art with the very essence of human experience.



The Road Ahead : UPITS 2025 Concludes with a New Beginning for Uttar Pradesh

The curtains came down on UPITS 2025 to a wave of applause, but what filled the air was not a sense of closure. It was the feeling of a beginning, a larger movement taking shape. Over five days, the show brought together ideas, industries, and aspirations, proving that Uttar Pradesh is not only ready for growth but determined to lead it. With strong industrial policies, focused support for MSMEs, and the energy of young innovators, the state has shown how tradition and modern enterprise can grow side by side. UPITS 2025 was more than a platform to showcase products. It was a celebration of confidence and ambition, a sign that Uttar Pradesh is stepping forward as the new growth engine of a new India.

UPITS 2025 culminates, but the partnerships, opportunities, and vision will live on until we meet again.

Testimonials



Shri Shailendra Kumar Bhatia (IAS), ACEO, Yamuna Expressway Industrial Development Authority: The Yamuna Expressway Industrial Development Authority is proud to be associated with UPITS, a platform that has consistently upgraded itself year after year to become one of the finest trade shows in India. We deeply appreciate the vision of the organisers and the Government of Uttar Pradesh for curating such a dynamic marketplace that brings together global and domestic buyers, exhibitors, and innovators. UPITS is steadily evolving into the State's true showcase to the world. With the upcoming Jewar International Airport set to provide seamless global connectivity, we are confident that in the coming years, UPITS will not only attract even greater international participation but also establish Uttar Pradesh as a hub of trade, investment, and opportunity.



Smt. Sreelakshmy V S (IAS), ACEO, Greater Noida Industrial Development Authority : UPITS has been a resounding success, standing as a testament to how challenges can be overcome with vision and determination. The platform continues to grow stronger each year, creating immense opportunities for industries, buyers, and exhibitors alike. I sincerely appreciate the incessant support of IEML in making this show a benchmark of excellence. Together, we are shaping UPITS into a showcase of Uttar Pradesh's strength and potential on the global stage.



Smt. Vandana Tripathi (IAS), ACEO, New Okhla Industrial Development Authority : Organising UPITS 2025 was truly a team effort on behalf of the Noida Authority. Special efforts were made since this is an Industrial Development Authority, and for our industries, this event has been nothing less than a grand congregation—not just for Noida but for the entire state of Uttar Pradesh. The government's objective was to ensure the success of this event, and we worked with full dedication to achieve that goal. We are proud that our efforts bore fruit. The meticulous planning, micro-management, and seamless execution by IEML played a pivotal role in making this event a resounding success.



Faiz Siddiqui, Soil Concept, Exhibitor: UPITS 2025 has given us an excellent platform to showcase our range, not only for individual buyers but also for corporate gifting solutions. We are proud to present our all-natural, eco-friendly, plant-based cosmetics and personal care products, completely chemical-free and crafted with sustainability in mind. The response has been overwhelming, with strong interest from foreign buyers and countless business queries. We sincerely thank the organisers, the Government of Uttar Pradesh, and everyone involved for creating such a remarkable platform that empowers eco-conscious brands like ours to reach global markets.



SP Singh, Kissan Multipurpose Producer Company, Exhibitor : UPITS 2025 has truly emerged as a global marketplace of opportunities. Many reputed companies and international partners have signed MoUs with us, reflecting the trust and potential this platform generates. From Singapore for millets, to Uganda for rice, wheat, and maize, to Ghana for rice and bakery products, and even a significant USD 77,000 MoU for rice and flakes products—these collaborations mark just the beginning of many more success stories. We sincerely appreciate the organisers and the Government of Uttar Pradesh for curating such a powerful platform that connects India's strengths with the world.

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