

PRE SHOW DAILY



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STATE GEARS UP TO BECOME GLOBAL SOURCING HUB WITH UPITS 2025

PM'S VISION, YOGI'S EXECUTION— SHOWCASING THE GROWTH ENGINE OF NEW INDIA

Greater Noida, September 25, 2025: Uttar Pradesh steps into the global spotlight today as the third edition of the **Uttar Pradesh International Trade Show (UPITS 2025)** opens at the **India Expo Centre & Mart, Greater Noida**. The five-day extravaganza to be inaugurated by **Shri Narendra Modi, Hon'ble Prime Minister of India** in the august presence of **Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh; Shri Rakesh Sachan, Hon'ble Minister of MSME, Khadi, Village Industries, Sericulture, Textile, Uttar Pradesh and Nand Gopal Gupta (Nandi), Minister of NRI and Investment Promotion, Uttar Pradesh**. The flagship trade show is being jointly organised by the Government of Uttar Pradesh and India Exposition

Mart Ltd. The event reflects the Prime Minister's ambitious vision of transforming Uttar Pradesh into a \$1 trillion economy, as well as the leadership of Chief Minister Yogi Adityanath, whose dynamic policies have accelerated the state's growth trajectory.

From its very inception, UPITS was envisioned as more than just an exhibition—it was designed as a bridge between local artisans and global markets, tradition and technology, craft and commerce, and culture and cuisine. In only two editions, the show has cemented Uttar Pradesh's place on the global sourcing map, giving MSMEs, exporters, and entrepreneurs unprecedented exposure. With

its third edition, UPITS is now bigger, broader, and more inclusive than ever before, carrying forward its theme, **"Ultimate Sourcing Begins Here."**

This year, the trade show unfolds across a massive **1,10,000 square metres of exhibition space**, featuring more than **2,400 exhibitors** and welcoming an anticipated footfall of **over 1,25,000 business visitors, over 500 Foreign Buyers from 85 countries and 4,50,000 consumers**. The exhibition halls present a vibrant mix of sectors including **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, Health / Wellness / Spa /

Ayush / FSDA, Home Decor & Handicrafts, Horticulture/ Food Processing/ FMCG, IT/ ITES / Electronics, Media/ Broadcasting & Communication, Medical & Pharmaceutical, Print/ Packaging & Paper Industries, Retail/ E-commerce/ Logistics & Warehousing,

Sports /Toys/ Games/ Kids & Baby Care, Travel, Tourism & Hospitality and Event Management, offering a 360-degree view of Uttar Pradesh’s industrial and entrepreneurial strength.

Building Bridges Between Buyers & Brands

UPITS 2025 is set to welcome a diverse and global mix of buyers and visitors, building on the momentum of its first two editions. In **2023**, the show attracted about **1,914 exhibitors**, over **70,000 B2B visitors**, and roughly **2,37,000 B2C visitors**, with more than

400 international buyers participating. For **2024**, the numbers rose even higher: about **2,122 exhibitors**, approximately, **100,000 business-buyers** and **3,50,000 B2C visitors**, alongside over **450 foreign buyers** from around 70

countries. With UPITS 2025, organisers are aiming even higher – expecting over **2,400 exhibitors**, **125,000 B2B visitors**, **450,000 B2C visitors**, and more than **500 international buyers** drawn from some **85 countries**.

Edition	Exhibitors	B2B Visitors	B2C Visitors	International Buyers	Countries Represented
UPITS 2023	1,914	70,000	2,37,000	400+	–
UPITS 2024	2,122	100,000	3,50,000	450+	70
UPITS 2025 (Expected)	2,400+	125,000	4,50,000	500+	85

The spirit of UPITS 2025 lies in its ability to **innovate, integrate, and internationalise**. Exhibitors are being encouraged to showcase innovations that align with emerging market demands, integrate with global supply chains, and internationalise their brands by connecting with buyers from across the world. For a state that already accounts for over 10% of India’s exports and boasts a network of nearly

96 lakh MSMEs, UPITS has emerged as the perfect launchpad to take this momentum forward. This edition introduces a **unique three-dimensional buyer engagement strategy**, catering simultaneously to international buyers, domestic B2B buyers, and domestic B2C visitors. By doing so, UPITS ensures that opportunities are created for every participant—whether it is a large-scale exporter seeking

global buyers, a small business exploring new domestic markets, or consumers looking for authentic, high-quality products directly from the source. The partnership with Russia adds a strong international dimension to this year’s show. Dedicated spaces have been created to host Indo-Russian dialogues and B2B networking sessions, opening doors to long-term collaborations across industries such as

engineering, defence, IT, and manufacturing. This partnership is expected not only to enhance trade volumes but also to foster technological exchange and strategic alliances between the two nations.

Beyond trade, UPITS celebrates the very identity of Uttar Pradesh. The exhibition floor is alive with the spirit of the **One District One Product (ODOP) initiative**, where the crafts of Bhadohi, the glassware of Firozabad, the carpets of Mirzapur, the textiles of Varanasi, and the leather of Kanpur stand proudly on display. Besides, **GI tagged products, Export excellence hubs, Women Entrepreneurs, and Student Start-ups** are displaying their prowess at the global platform. Every pavilion narrates the story of a district, its people, and its traditions, making UPITS not just an industrial fair but a true cultural showcase of the state.

Exhibition Showcase

Hall No.	Company Participating
Hall No. 1	UP Invest UPSIDA – UP State Industrial Development Area
Hall No. 2	Plenary & Inauguration
Hall No. 3	GNIDA – Greater Noida Industrial Development Authority YEIDA – Yamuna Expressway Industrial Development Authority
Hall No. 4	UP at a Glance
Hall No. 5	Department of IT & Electronics • IT Startup Pavilion
Hall No. 6	Department of Power & Additional Sources of Energy Department of Renewable Energy Defence Manufacturing Pavilion • Urban Development
Hall No. 7	Department of Tourism and Culture • NOIDA State Water & Sanitation Mission • Clean Ganga
Hall No. 8	Department of Irrigation • Food Safety & Drugs Administration • Health & Hospitals • Ayush Environment, Forest & Climate Change Higher Education • Banking & Finance • UPSDM
Hall No.	Company Participating
Hall No. 9	ODOP Pavilion
Hall No. 10	Young / Women Entrepreneur
Hall No. 11	Animal Husbandry • Department of Fisheries • UPSRLM GI Products • Food Safety & Drugs Administration FMCG
Hall No. 12	Department of Agriculture Department of Horticulture & Food Processing, Dairy Development Department • Sugar & Cane
Hall No. 14 Hall No. 15	Town of Export Excellence • Warehousing & Logistic Department of Textiles & Handlooms
Foyer Area	Live Demo & Display of Craft, Culture & Cuisine of UP
Hall No. 18A	CM Yuva Pavilion
Hall No. 18B	Automobile & EV • Real Estate B2B Meeting Lounge



Knowledge Sessions at UPITS 2025: Driving Dialogue, Innovation & Growth

Following the grand inauguration of the **3rd Uttar Pradesh International Trade Show (UPITS 2025)** by the Hon'ble Prime Minister of India, Shri Narendra Modi, the event is all set to host a series of **high-powered knowledge sessions** over the next four days at **Hall No. 2, India Expo Centre & Mart, Greater Noida**.

These sessions will bring together **policy makers, industry leaders, entrepreneurs, and global experts** to deliberate on issues that matter most to Uttar Pradesh's growth story—from industrial development and exports to MSME empowerment, sustainability,

and international collaborations. Designed as an **interactive platform**, the sessions aim to provide actionable insights, inspire new ideas, and strengthen the bridge between government vision and industry execution.

Each day will focus on a **dedicated theme**, aligning with the broader objectives of UPITS 2025 to promote Uttar Pradesh as a **global sourcing hub** and a **trillion-dollar economy in the making**. Discussions will also highlight the success of flagship initiatives like **ODOP, Pradhan Mantri Jan Arogya Yojna (PM-JAY), MSME schemes, Blue Revolution and Ease of**

Doing Business reforms that are reshaping the industrial landscape of the state.

The knowledge sessions are expected to witness enthusiastic participation from **international delegations, trade bodies, and domestic entrepreneurs**, ensuring that UPITS 2025 goes beyond being an exhibition to becoming a true **knowledge-sharing and networking hub**.

By combining **business showcases with thought leadership dialogues**, UPITS 2025 once again proves itself to be not only a platform for trade but also a **catalyst for ideas, innovation, and inclusive growth**.





UPITS 2025 Event Schedule

25.9.2025 - Thursday

TIME	SESSION / PROGRAM	HALL NO.
9:30 - 10:45 Hrs	Inaugural Session	2

26.9.2025 - Friday

TIME	SESSION / PROGRAM	HALL NO.
11.30 - 13.00 Hrs.	Session by MSME Dept., UP - Topic - MSME@2047 - Engine of a Viksit Bharat	2 - A
13.30 - 14.30 Hrs.	Session by Urban Dept., UP	2 - A
15.00 - 16.00 Hrs.	Workshop/CME by Dept. of Medical Health & Family Welfare, UP. Topic- Pradhan Mantri Jan Arogya Yojna (PM-JAY)	2 - A
17.00 - 18.00 Hrs.	Session by Finance Dept., UP	2
18.00 - 19.00 Hrs.	Session by IRDAI & Axis Max Life Insurance Ltd Topic - Awareness on Life Insurance and Non - Life &Health Insurance	2 - A
11.30 - 12.30 Hrs.	Panel Discussion by AKTU - Topic - Enabling Startup Ecosystem in the State to Achieve the 1 Trillion Dollar Economy of UP (AKTU, IIT Kanpur, BHU Varanasi, GIMS Gr. Noida & IIM Lucknow)	2 - B
13.00 - 14.00 Hrs.	Session by Department of IT & Electronics, UP - UPLC - Topic - From manufacturing Hub to Global electronics Leader	2 - B
15.00 - 17.00 Hrs.	Session by Agriculture Dept., UP. - Topic - Cultivating Prosperity: Empowering Farmer Producer Organizations in UP	2 - B
17.30 - 18.30 Hrs.	Session by Transport Dept., UP. Topic- Sadak Suraksha Jeevan Raksha "Road Safety, Life Protection"	2 - B
12:00-14:00 Hrs.	Russia - India business dialogue	BH - PART B

27.9.2025 - Saturday

TIME	SESSION / PROGRAM	HALL NO.
15.00 - 16.00 Hrs.	Session by Horticulture & Food Processing Dept.,UP. Topic - Leveraging Uttar Pradesh's Food Basket: " The Uttar Pradesh Food Processing Industry Policy- 2023 (UPFPP-2023)- aims to boost the food processing sector in the state	2 - A
17.15 - 18.30 Hrs.	Session by ODOP Dept., UP - Topic - From Local to Global	2 - A
15.00 - 16.30 Hrs.	Session by FIED - Topic - E-Commerce: The New Frontier for Indian Exports	2 - B
16.30 - 18.00 Hrs.	Session by Fisheries Dept.,UP - Topic -Blue Revolution: Unlocking Uttar Pradesh's Fisheries and Aquaculture Potential	2 - B
18.00 Hrs. Onwards	Fashion Show on Khadi	2

28.9.2025 - Sunday

TIME	SESSION / PROGRAM	HALL NO.
11.30 - 13.00 Hrs.	Panel Discussion by GBU - Topic - Industry Academia Tie-up for Skill Development	2 - B
11.30 - 13.30 Hrs.	Session by Khadi & Village Ind. Board. UP - Khadi for Nation - Khadi for fashion	2 - A
TBC	Valedictory Session	2

29.9.2025 - Monday

TIME	SESSION / PROGRAM	HALL NO.
11.00 - 12.30 Hrs.	Session by Sugar & cane Dept., UP.	2 - A
17:00 - 18:00 Hrs	Thanksgiving, Awards and Rewards Function	2



Russia-Uttar Pradesh Synergy to Shine at UPITS 2025



Russia Joins as Partner Country at UPITS 2025

The **3rd Uttar Pradesh International Trade Show (UPITS 2025)** marks a landmark collaboration as **Russia joins as the official Partner Country**, further cementing Indo-Russian economic ties. Scheduled from **25 – 29 September 2025** at the **India Expo Centre & Mart, Greater Noida**, the five-day mega event will showcase trade, technology, and cultural synergies between the two nations.

A highlight of this partnership will be the **India–Russia Business Dialogue on 26th September**, featuring Russian trade bodies, diplomats, and

leading enterprises alongside Indian industry representatives. With participation from organisations such as **Sberbank India, Ingosstrakh Insurance, Synergy Group of Companies, Rostelecom, NMZhK, and Rosseti Centre**, the dialogue will explore new avenues in **engineering, IT, food processing, pharmaceuticals, energy, medical equipment, and tourism**.

Over **30 Russian companies** are set to participate, engaging in **exclusive B2B meetings** with Indian traders and entrepreneurs.

This initiative not only aims to create joint ventures and partnerships but also to boost bilateral trade and investment flows.

With its stature as **Uttar Pradesh's largest sourcing show**, UPITS continues to serve as a powerful platform for MSMEs, ODOP products, and emerging industries. The inclusion of Russia as a Partner Country adds a global dimension that promises to make **UPITS 2025 a truly transformative edition** in the journey of Uttar Pradesh towards becoming a **\$1 trillion economy**.

Commerce Meets Culture

Experience the Soul of Uttar Pradesh at UPITS 2025!

Cultural Extravaganza at UPITS 2025

UPITS 2025 goes beyond trade and industry to present a spectacular celebration of Uttar Pradesh's cultural soul. Every evening of the five-day mega event will transform the venue into a vibrant stage of music, dance, and tradition, offering visitors an unforgettable glimpse into the state's artistic heritage. The cultural programmes have been carefully curated to showcase the richness and diversity of Uttar Pradesh. Guests will be enthralled by the soulful voice of Padma Shri Malini Awasthi, whose

renditions of Awadhi and Bhojpuri folk songs capture the very essence of the state's traditions. Adding to the energy and excitement, popular performer Dinesh Lal Yadav 'Nirahua' will bring his signature charm to the stage, ensuring evenings that are both entertaining and deeply rooted in regional pride. Beyond these headline performances, the amphitheatre will resonate with the rhythms of folk dancers, classical musicians, and regional troupes representing Awadh, Braj,

Bundelkhand, and Purvanchal. Each act is designed to carry the audience into the heart of Uttar Pradesh's living traditions, celebrating its stories, colours, and festive spirit. By blending business with cultural vibrancy, UPITS 2025 ensures that every visitor not only engages with the opportunities of a rising economic powerhouse but also takes home the unforgettable flavour of Uttar Pradesh's music, art, and folk performances.



UP Ka Swad: A Culinary Journey at UPITS 2025



At the heart of the Uttar Pradesh International Trade Show (UPITS) 2025 lies **"UP Ka Swad"**, a vibrant celebration of the state's rich culinary heritage. This dedicated food pavilion invites visitors to embark on a gastronomic journey through Uttar Pradesh's diverse districts, each offering its unique flavours and traditions. From street foods to traditional sweets, every bite tells the story of the region it comes from.

Spanning **25 meticulously curated food stalls**, **"UP Ka Swad"** showcases the authentic tastes of UP's regional cuisines. Visitors can

savour smoky Muradabadi Dal, Banarasi Paan, and street delights like Kanpur's Chaat and Khurja's Khurchan. Adding to this rich culinary landscape are the **ODOP (One District One Product) artisan cuisine stalls**, featuring legendary sweets such as **Thaggu ke Laddu**, **Malwa ka Peda**, and **Agra ka Petha**, each representing the unique craftsmanship and flavours of its district.

Beyond being a food festival, **"UP Ka Swad"** provides a platform for Uttar Pradesh's food brands and MSME entrepreneurs to reach both national and international audiences. By promoting local flavours on a global stage, the

pavilion encourages gastronomy tourism and supports small businesses, aligning with the state's vision of showcasing its cultural identity alongside economic growth.

"UP Ka Swad" is an invitation to experience the essence of Uttar Pradesh through its flavours and traditional delicacies. Food enthusiasts, business professionals, cultural explorers and everyone who wants to explore the gastronomic richness of the state, it is a journey that promises to enrich UPITS 2025 experience, leaving lasting memories of the state's vibrant culinary legacy.

CM YUVA CONCLAVE & EXPO 2025

“हर कदम उद्यमिता की ओर, हर युवा आत्मनिर्भरता की ओर”

CM Yuva: A Special Highlight at UPITS 2025

The **CM Yuva Conclave & Expo 2025** will be a **special highlight of UPITS 2025**, featuring a **dedicated pavilion** that showcases the dynamism and entrepreneurial potential of Uttar Pradesh’s youth. Scheduled from **25th to 29th September 2025 at Hall No.**

18A, India Expo Centre & Mart, Greater Noida, the pavilion will serve as a vibrant platform for young innovators, aspiring entrepreneurs, and business enthusiasts to explore, connect, and establish their ventures.

Visitors will experience an **exhibition of over 150 business models**, offering a comprehensive view of opportunities ranging from start-ups to established enterprises. The pavilion will include:

- ✓ **70+ Manufacturer & Machine Suppliers** – showcasing the latest in production, machinery, and technology for new and growing businesses.
- ✓ **50+ Franchise Brands** – providing ready-to-launch business opportunities across sectors.
- ✓ **30+ Business on Wheels** – demonstrating mobile and flexible business models for aspiring entrepreneurs.
- ✓ **25+ Universities and Technical Institutions** – connecting academia with entrepreneurship to foster innovation and skill development.
- ✓ **100,000+ Aspiring Young Entrepreneurs** – representing the growing wave of self-motivated youth shaping Uttar Pradesh’s entrepreneurial ecosystem.

The CM Yuva Pavilion emphasizes **empowerment through entrepreneurship**, bridging the gap between youth, industry, and educational institutions. Visitors will gain insights into practical business models, mentorship opportunities, and innovative solutions, inspiring them to translate ideas into sustainable ventures.

This pavilion embodies the vision of the Yogi government to **promote self-employment, innovation, and youth-led economic growth**, making it a must-visit destination for anyone keen on exploring the future of business in Uttar Pradesh.



Testimonials



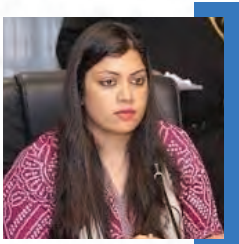
Shri Rakesh Sachan, Hon'ble Minister for MSME, Khadi & Village Industries, Handloom & Textiles, Govt. of Uttar Pradesh: Our MSMEs are the lifeline of Uttar Pradesh's economy, and through initiatives like ODOP and progressive policies, we are ensuring they achieve global recognition. With participation from 80 countries, UPITS 2025 reflects the vision of supporting industries from aerospace to green hydrogen and setting new benchmarks for inclusive and sustainable growth.



Shri Nand Gopal Gupta 'Nandi', Hon'ble Minister for Industrial Development, Export Promotion, NRI & Investment Promotion, Govt. of Uttar Pradesh: Uttar Pradesh is rapidly emerging as India's most connected and business-ready state, powered by expressways, airports, and world-class logistics. Through ODOP, we have elevated local crafts into global brands, and with UPITS, we are reinforcing the state's identity as a trade and investment powerhouse. Each edition of this show reflects our growing industrial confidence and global aspirations.



Shri Alok Kumar, IAS Additional Chief Secretary, MSME, Govt. of Uttar Pradesh: UPITS 2025 is a mirror of Uttar Pradesh's industrial strength and the dynamism of its MSMEs. With Russia as the Partner Country and our dynamic exhibitors presenting their innovations, this edition is bridging local creativity with international markets. It is a decisive step in positioning Uttar Pradesh as a vital node in global trade networks.



Ms. Medha Roopam, IAS, District Magistrate, Gautam Buddh Nagar: UPITS 2025 is more than a trade show, it is a celebration of Uttar Pradesh's economic vitality and global outlook. With meticulous planning in security, logistics, and visitor facilitation, we are committed to delivering a seamless and enriching experience for every participant and guest.



Shri Rakesh Kumar, Chairman, India Exposition Mart Ltd. (IEML): UP International Trade Show has truly become Uttar Pradesh's global identity card. With every edition, it grows in scale, ambition, and impact, showcasing that the state is not only rich in heritage and culture but also a rising hub of industrial excellence. UPITS 2025 is where opportunities converge, connecting artisans, entrepreneurs, and global investors on one powerful platform.

