

THE SHOW BEGINS

THE TERRITORY OF TRADE - THE TRINITY OF CRAFT, CULTURE & CUISINE



Uttar Pradesh opens a larger gateway to Global Business!

The doors opened at **India Expo Centre & Mart, Greater Noida**, and the opportunities extended far beyond.

Inaugurated by **Shri Amit Shah**, Hon'ble Union Minister of Home Affairs and Cooperation, alongside **Yogi Adityanath**, Hon'ble Chief Minister of Uttar Pradesh, the fourth

edition of **UPITS 2026** began with a powerful proposition - Bring the enterprise strength of Uttar Pradesh closer to India and the world, across 17 exhibition halls, international roundtables and B2B meetings.

Manufacturers met buyers, artisans met markets, young enterprises found visibility and global delegations discovered the industrial and cultural diversity of Uttar Pradesh.



The fourth edition is expected to surpass the achievements of previous editions in scale, participation and business outcomes.

Shri Amit Shah, Hon'ble Union Minister of Home Affairs & Cooperation, Government of India

DAILY DIGEST

The opening day at a glance

The fourth edition began with the inauguration, partner-country meetings and a show floor spanning traditional products and modern industries.



THE FIVE-DAY EDITION IN NUMBERS

2,400+

Exhibitors

600+

International Buyers

90+

Countries Represented

- 01

Business conversations begin

Hon’ble Chief Minister Yogi Adityanath met delegations from six partner countries. The Day 1 organiser release reports more than 280 international buyers participating in the first leg of the event.
- 02

A new platform for district cuisine

The Chief Minister launched the One District One Cuisine portal, placing Uttar Pradesh’s food traditions alongside its product and enterprise showcases.
- 03

Culture shares the spotlight

The opening cultural programme brought together conch blowing, folk singing, Mathura folk dance, Kathak dance drama and devotional music.

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OPENING STORY

Amit Shah inaugurates the 4th edition of UPITS

The five-day show brings Uttar Pradesh's industrial capabilities, district enterprises and traditional craftsmanship before domestic and international buyers.



The 4th edition of UPITS opened in Greater Noida on 25 September 2026.

The **4th edition of Uttar Pradesh International Trade Show 2026** opened at **India Expo Centre & Mart, Greater Noida**, on 25 September. Union Home Minister and Minister of Cooperation **Shri Amit Shah** inaugurated the fourth edition in the presence of Chief Minister of **Uttar Pradesh Yogi Adityanath**, diplomatic representatives, government officials and business leaders.

In his address, Shri Shah highlighted the role of manufacturing, infrastructure and enterprise in **Uttar Pradesh's growth**. He described the trade show as a platform through which producers could expand their markets and strengthen the state's international identity. He

also drew attention to **ODOP** and the opportunities it creates for artisans and small enterprises.

The Chief Minister presented UPITS as a meeting point for district talent, modern technology and global demand. He spoke about the role of **MSMEs** in employment and supply chains, and launched the **One District One Cuisine** portal during the inaugural programme.

Business engagements followed the opening ceremony. The day included the Chief Minister's meetings with partner-country delegations, interactions with overseas buyers, a Russia-India business dialogue and a Vietnam programme covering business, tourism and culture.

Across the exhibition, manufacturers, startups, exporters, artisans and young enterprises presented products and services across a wide range of sectors. **UPITS 2026** continues until 29 September, with further country engagements, knowledge sessions and cultural programmes scheduled over the coming days.



LEADERSHIP

Market access and enterprise lead the opening addresses

The inaugural speeches placed district products, manufacturing and international business connections at the centre of the show.



Shri Amit Shah

Union Home Minister and Minister of Cooperation

Shri Amit Shah called on businesses to invest in Uttar Pradesh and highlighted the state's infrastructure, manufacturing base and enterprise capabilities. He said the trade show could help producers expand their trade and production, while taking Uttar Pradesh's identity to wider markets.

“ _____

Invest in India and invest
in Uttar Pradesh. ”



Yogi Adityanath

Chief Minister of Uttar Pradesh

Shri Yogi Adityanath described UPITS as a platform connecting the talent of the state's districts with global demand. His address focused on MSMEs, exports and the opportunity to bring buyers, investors and technology partners closer to local enterprises. The launch of the ODOC portal added district cuisine to that market-access agenda.

“ _____

This is the new Uttar Pradesh
of a new India, a state that does
not merely speak of possibilities,
but delivers results. ”

LEADERSHIP / MSME

MSME Minister sets out a wider market agenda for local enterprise

From the inaugural address, 25 September 2026: market access, investment and exports form the route to greater opportunity for Uttar Pradesh's enterprises.



Shri Bhupendra Chaudhary

Cabinet Minister, MSME Department, Government of UP

UPITS is connecting Uttar Pradesh's MSMEs, entrepreneurs, artisans and district-based enterprises with larger domestic and international markets. The platform is developing an instrument for creating market access, investment, exports and employment opportunities for enterprises across the state.

“

UPITS is a trendsetter taking UP's excellence to the global platforms. ”



Dr. Rakesh Kumar

Chairman, India Exposition Mart Limited (IEML)

UPITS 4.0 has evolved into a truly global platform, bringing together trade, technology, investment and enterprise at an unprecedented scale. Its success reflects the growing confidence in Uttar Pradesh as a destination for global sourcing and business.

“

UPITS 4.0 is connecting Uttar Pradesh with the world, creating new avenues for global trade. ”

INTERNATIONAL PARTNERSHIPS

Six partner countries explore opportunities in Uttar Pradesh

Chief Minister Yogi Adityanath's round-table meetings focused on investment, technology and business expansion.



Chief Minister Yogi Adityanath meets international representatives during the UPITS 2026 partnercountry engagements.

Following the inauguration, the Chief Minister met representatives of Austria, Belarus, Japan, Russia, Singapore and Vietnam. He presented Uttar Pradesh's consumer market, workforce and industrial capabilities, inviting companies to explore opportunities across the state.

Country		Discussion focus
Austria		Participation in the partner-country round-table engagements.
Belarus		Advanced and heavy machinery, tractor assembly, wood technology and technical training.
Japan		Economic cooperation, investment promotion and cultural links, including the shared Buddhist heritage of Sarnath and Nara.
Russia		Defence manufacturing, pharmaceuticals, medical devices, agriculture and fertiliser supply chains.
Singapore		Investment cooperation and progress on the proposed Singapore City project.
Vietnam		Investment opportunities and proposed air links connecting Uttar Pradesh with Vietnamese cities.

The Chief Minister also discussed how international technology partnerships could support local production clusters and skills development.

COUNTRY DIALOGUES



Vietnam and Russia bring focused business conversations

Two opening day programmes connected commercial priorities with the wider international showcase.



Vietnam's Day 1 participation brought business, tourism, cuisine and culture together.

Vietnam connects trade with tourism

Vietnam's participation brought a vibrant international dimension to UPITS, spanning aviation, tourism, healthcare, agriculture, handicrafts, pharmaceuticals, textiles, EVs and recycled fibre. The roundtable, led by **H.E. Ambassador Mr. Trinh Minh Manh**, featured representatives from Vietnam Airlines, Vietjet and Vingroup, among others. The "Vietnam: Innovation Technologies & Tourism" programme was complemented by a Vietnam Food Festival and cultural performance, bringing business, tourism, cuisine and culture together.



The Russia-India programme focused on trade, investment and economic cooperation.

Russia explores industrial cooperation

The Russia-India Business Dialogue examined opportunities for trade, investment and economic cooperation. The Russian representatives included Trade Commissioner **Mr. Andrey Sobolev and Deputy Trade Commissioner Dr. Evgeny Griva**. Russia's showcase includes industrial technologies and gases, laboratory and diagnostic solutions, medical oxygen systems and business services, providing a practical starting point for discussions on technology and supply.

Together, the programmes showed how country participation can create opportunities for sourcing, sector discussions and closer institutional links.

INTERNATIONAL PARTNERSHIPS



JAPAN



BELARUS



SINGAPORE

Japan, Belarus and Singapore deepen the partner-country dialogue

Day 1 round-table discussions with Chief Minister Yogi Adityanath explored investment, industrial collaboration and cultural links.



Japan round-table, 25 September 2026.



Belarus round-table, 25 September 2026.



Singapore round-table, 25 September 2026.

JAPAN

Investment and shared heritage

The Chief Minister met Japan's Ambassador to India, **Ono Keiichi**, and JETRO India Chief Director General Daisaku Yukita. Discussions focused on economic cooperation, investment promotion and cultural exchange. The meeting also explored closer ties between Sarnath and Nara Prefecture through their shared Buddhist heritage.

BELARUS

Machinery, ODOP and skills

Led by **H.E Mikhail Kasko**, Ambassador of Belarus, Belarusian companies received an invitation to invest in advanced and heavy machinery, including proposed tractor assembly units. The Chief Minister highlighted opportunities to connect Belarusian wood technology with ODOP clusters in Saharanpur and Bijnor, alongside technical training for young people.

SINGAPORE

Investment cooperation and Singapore City

High Commissioner Simon Wong Wie Kuen led the Singapore delegation and investors. The discussions reviewed economic relations with Uttar Pradesh and Invest UP, including progress on the proposed Singapore City project. Singapore expressed interest in taking the project forward and expanding cooperation.

Together, the programmes showed how country participation can create opportunities for sourcing, sector discussions and closer institutional links.

ON THE SHOW FLOOR

A wider view of Uttar Pradesh enterprise

The exhibition places established industries, district enterprises and emerging technologies within one marketplace.



Manufacturing and technology

Electronics and IT, automobiles and electric vehicles, defence and emerging technologies form part of the exhibition's industrial offering. Buyers can use the show to identify relevant suppliers and discuss capabilities, technical requirements and opportunities for collaboration.



Products rooted in local enterprise

Textiles, handicrafts, agriculture and food processing connect the state's district-based businesses with wider markets. Artisans and MSMEs share the exhibition with established manufacturers, bringing products of different scales and specialisms into view.



Services supporting growth

Healthcare and pharmaceuticals, education, financial services, tourism, logistics and renewable energy add to the sector mix. Their presence gives visitors a broader picture of the services, infrastructure and knowledge supporting enterprise in Uttar Pradesh.



District identity finds a wider market

One District One Product brings the skills and signature products of Uttar Pradesh's districts before buyers.



ODOP brings district craftsmanship into the UPITS marketplace.

The **ODOP** showcase places craftsmanship and local enterprise at the centre of the sourcing conversation. Visitors can discover products associated with districts across the state, meet their makers and discuss how traditional skills can serve wider markets.

At the inaugural programme, **Shri Amit Shah** highlighted ODOP's contribution to small enterprises and the identity these products have built across India. The trade show brings that identity into direct contact with buyers and business institutions.

District	Product spotlight
Lucknow	Chikankari
Bhadohi	Carpets
Moradabad	Metal craft and brassware
Saharanpur	Woodcraft
Kannauj	Perfumes
Firozabad	Glassware

75 Districts Showcasing Excellence At One Powerful Marketplace

ENTREPRENEURS

Young businesses and women makers take the floor

CM YUVA and women-led enterprises add new products and perspectives to the exhibition.



Young enterprises gain visibility through the CM YUVA showcase.

Space for the next generation

CM YUVA gives young enterprises visibility alongside established businesses at UPITS. The showcase creates an opportunity to present products and services, listen to buyer requirements and explore connections that may support the next stage of growth. For emerging entrepreneurs, these conversations can help test how an idea fits the market.



Women-led businesses bring products and entrepreneurial experience to UPITS.

Women-led enterprise in focus

The organiser's opening-day release reports around 300 women representatives participating across the five-day show. Their presence brings a range of products and business experiences into the marketplace.

Speaking in the UPITS Podcast Zone, Shipra Rathi of Rozgaar Didi described the value of connecting artisans directly with customers and reported sales on Day 1.



District flavours enter the business conversation

The launch of the One District One Cuisine portal adds a new dimension to Uttar Pradesh's trade showcase.



ODOC places district food traditions within the UPITS business showcase.



District specialities add a culinary dimension to the visitor experience.



MATHURA
Peda



AGRA
Petha



MEERUT
Gajak



VARANASI
Malaiyo



VARANASI
Tiranga Barfi

Hon'ble Chief Minister **Yogi Adityanath** launched the **ODOC** portal during the inaugural programme. The initiative presents the state's culinary identity as an opportunity connecting food heritage with processing, hospitality, tourism and branding.

District specialties highlighted at the launch include Agra's **Petha**, Mathura's **Peda**, Meerut's **Gajak**, and Varanasi's **Malaiyo** and **Tiranga Barfi**. Their local identities give the showcase a distinctive starting point for conversations about products, markets and visitor experiences.

For visitors, ODOC adds another way to discover Uttar Pradesh through the food traditions associated with its districts. For enterprises, it brings those traditions into the same marketplace as manufacturers, buyers and business institutions.



An opening evening shaped by music and dance

The cultural programme brought forms of expression from across Uttar Pradesh to the inaugural day.



Music and dance formed part of the UPITS 2026 opening-day programme.



The opening programme began with Conch Blowing and Swasti Vachan by Rashmi Arya from Baghpat. Folk singing, Mathura folk dance, Kathak dance drama and devotional music followed, taking audiences through different performance traditions.

Performance	Artist
Conch Blowing and Swasti Vachan	Rashmi Arya, Baghpat
Folk Song Singing	Malvika Hariom, Lucknow
Folk Dance of Mathura	Seema Morwal, Mathura
Kathak Dance Drama	Akanksha Shrivastava, Lucknow
Bhajan Playback	Akanksha Tripathi, Kanpur / Mumbai

From Business Conversations to Cultural Expressions, Day 1 Had It All!

VOICES FROM THE SHOW

Exhibitors describe what Day 1 means for them

Four participants spoke in the UPITS Podcast Zone about learning, market access and business connections.



UPITS has been a wonderful experience for us, full of energetic conversations, new connections and exciting possibilities.

Pushendra Singh, Scalora Academy

Singh described education as a route to confidence, practical skills and enterprise, and welcomed the opportunity to bring that work before a wider audience.



This edition has given us tremendous confidence, and achieving sales on Day 1 itself has made the experience even more encouraging.

Shipra Rathi, Rozgaar Didi

Rathi said direct connections between artisans and customers can help the creators benefit more fully from the market.



The strong visitor response and the many meaningful conversations have given us tremendous visibility and confidence.

Vansh Tyagi, CEO & Founder, Campaigning Source:

Tyagi spoke about Minute Hire, a skill-based assessment approach intended to connect talent with employers.



The strong visitor response and the many meaningful conversations have given us tremendous visibility and confidence.

Brijesh Sharma, Funfirst Global Skillers, B.Voc Training Centre:

Sharma described his organisation's focus on practical training and preparation for industry careers.





#UPITS CONNECT PODCAST
With RJ Kartik Chawla







TOMORROW AT UPITS

Make time for ideas and performances on Saturday

Saturday, 26 September brings sessions on technology, public services and healthcare, alongside school activities and the cultural programme.



Electronics and artificial intelligence by Department of IT & Electronics, UPELC

Start in Hall 2-B with electronics manufacturing at 11:00 AM, followed by artificial intelligence at noon. The sessions look at manufacturing scale and the use of AI to support innovation and economic transformation.



Healthcare tech and emerging industries by Department of Medical Health & Family Welfare

The afternoon programme includes quality and standards in healthcare for PM-JAY beneficiaries at 3:00 PM in Hall 2-B. Pharma and MedTech follow at 4:00 PM in Hall 2-C, covering innovation, investment and infrastructure.



Saturday cultural programme by Department of Culture

The published programme lists an instrumental ensemble by Pt. Chetan Joshi, folk singing by Vandana Mishra, a Kathak dance drama by Maryada Kulshreshtha, Dhedhiya Dance by Purnima Kumar and a Star Night featuring Monali Thakur.

See page 16 for the knowledge-session timetable and page 17 for school activities. Check the event app or on-site information desk for programme updates and access arrangements.

SATURDAY PROGRAMME

Your knowledge-session timetable for 26 September

Choose your sessions in advance. All times are Indian Standard Time.

SATURDAY 26 SEPTEMBER

Time	Session and organiser	Venue
11:00 AM-12:00 PM	The Next Phase of India’s Electronics Growth: Semiconductors, Components & Manufacturing at Scale Department of IT & Electronics, UPELC	Hall 2-B
12:00 - 1:00 PM	Harnessing AI to Drive Innovation and Economic Transformation across States Department of IT & Electronics, UPELC	Hall 2-B
12:30 - 1:30 PM	Solid Waste Management Rule 2026: Roles & Responsibilities of Bulk Waste Generators Department of Urban Development	Hall 2-A
3:00 - 4:00 PM	Ensuring provision of safe, quality and standard-based health care services to PM-JAY beneficiaries Department of Medical Health & Family Welfare	Hall 2-B
4:00 - 5:30 PM	Building the Future of Pharma & MedTech in Uttar Pradesh: Innovation, Investment, Infrastructure & Global Opportunity Government Institute of Medical Sciences, Greater Noida	Hall 2-C
4:30 - 6:00 PM	Road Safety Department of Transport	Hall 2-A

Some sessions overlap. Refer to the event app and on-site information for the latest schedule, registration requirements and any venue changes.

VISITOR PLANNER

Plan your next visit to UPITS

The exhibition continues at India Expo Centre & Mart, Greater Noida, until 29 September 2026.



Show hours

BUSINESS
11:00 AM–3:00 PM

PUBLIC
3:00 PM–8:00 PM

All timings in IST

Arrange meetings before you arrive

Use the UPITS App to identify relevant buyers or exhibitors and schedule B2B meetings. Keep a shortlist of the products, services and sessions you want to explore, and allow time for movement between halls.

School activities on Saturday 26 September

The published schedule includes the following activities. Confirm participation and access arrangements with the organisers.

Time	Hall 2D	Hall 2E
11:00 AM - 2:00 PM	Viksit Bharat MUN I	Science Quiz
2:30-5:30 PM	Viksit Bharat MUN II	Business Model and Career Counselling

PLAN YOUR VISIT

Explore the programme and connect through the UPITS App.

ULTIMATE SOURCING
BEGINS HERE



Your next discovery awaits at UPITS

Returning sooner for new business conversations, focused knowledge sessions and performances. Explore the exhibition and plan the next step for your enterprise.

25-29 SEPTEMBER 2026

India Expo Centre & Mart, Greater Noida

Business hours **11:00 AM-3:00 PM**

Public hours **3:00 PM-8:00 PM**



Download
UPITS 2026
MOBILE APP



PLAN YOUR VISIT

Explore the programme and connect through the UPITS App.

ULTIMATE SOURCING
BEGINS HERE

