



Hon'ble Union Minister of State, Commerce and Industry; Electronics and Information Technology
Shri Jitin Prasada receives a warm welcome at UPITS 2026

Day 2 turns conversations into business opportunities

UPITS reports **7,500 B2B** meetings, approximately **450** MoUs or business agreements and an estimated business value of **₹550** crore on **26 September**.

INSIDE	Technology & leadership	ODOC & marketplace	Your Sunday guide
	04-08	09-10	14-16

DAILY DIGEST

The second day at a glance

Business meetings accelerated as technology, cuisine, student activities and live performances brought different audiences across the venue.

DAY 2 BUSINESS ACTIVITY



Figures reported by the organiser for 26 September 2026.

- 01

Two-day visitor total

Around **2.83 lakh** visits across Days 1 and 2 combined.
- 02

Technology in focus

Hon'ble Union Minister of State, Commerce and Industry; Electronics and Information Technology Shri Jitin Prasada
- 03

District cuisine

ODOC attracted sustained visitor interest and reported sales and B2B conversations.
- 04

Young participants

Students joined quiz and MUN activities across the venue.



SUNDAY, 27 SEPTEMBER

Trade agreements, digital markets and cultural performances • Pages 14-15

LEAD STORY

Buyer meetings generate an estimated ₹550 crore

The organiser reports stronger conversion from buyer enquiries to agreements as exhibitors met domestic and international buyers across the halls.



Buyer and seller discussions continued across the exhibition halls on 26 September.

The organiser reports around **7,500 B2B** meetings between participating exhibitors and domestic or international buyers on **26 September**. The second day also generated approximately **450** MoUs or business agreements with an estimated value of around **₹550 crore**.

The reported activity followed more than **2,000** meetings and over **200** MoUs or business agreements on the opening day. The Day 1 value was estimated at approximately **₹140 crore**.

Across the exhibition halls, buyers examined products, discussed requirements and explored supply relationships with manufacturers, exporters, **MSMEs**, startups and district enterprises.

The organiser described the conversion from introductions to enquiries, negotiations and agreements as evidence that the show is developing into a business platform as well as a product showcase.

Final commercial outcomes remain subject to follow-up by the participating organisations.

**TWO-DAY
FOOTFALL**

Around **2.83 lakh visits** across 25-26 September.

OFFICIAL VISIT

Jitin Prasada visits the technology showcase

Hon'ble Union Minister of State, Commerce and Industry; Electronics and Information Technology



Shri Jitin Prasada during his visit to the UPITS technology showcase.



Government and industry representatives discuss electronics manufacturing.

Technology, quality and market access

Shri Jitin Prasada, Union Minister of State for Commerce & Industry and Electronics & Information Technology, visited the technology showcase and participated in the session on Uttar Pradesh's journey from electronics leader to semiconductor powerhouse.

His remarks covered technology transfer, domestic manufacturing, artificial intelligence and the need for Indian products to meet global quality standards. He also referred to opportunities arising from India's expanding network of trade agreements.



Shri Jitin Prasada also referred to the recently concluded India-EU FTA negotiations while discussing international market opportunities.

LEADERSHIP

Hear from the leaders

Ministers participated in sessions covering electronics, urban development, transport and healthcare.



Jitin Prasada

Hon'ble Minister of State, Commerce & Industry; IT & Electronics, Government of India

“ _____

The next phase of Uttar Pradesh's growth will go beyond Noida. With expanding infrastructure, enabling policies and a growing technology ecosystem, investment will reach new regions and open opportunities for enterprises and young professionals across the State.

”



Sunil Kumar Sharma

Hon'ble Minister Of Information Technology & Electronics, Government of Uttar Pradesh

“ _____

Uttar Pradesh is moving from assembly to innovation, creating high-value opportunities in AI, electronics and semiconductors.

”



Shri A.K. Sharma

Hon'ble Minister for Urban Development and Energy, Government of Uttar Pradesh

“ _____

UPITS connects enterprise with responsibility. As Uttar Pradesh grows industrially, scientific waste management and sustainable urban systems must remain central to building cleaner, healthier and future-ready cities.

”

TECHNOLOGY

Electronics and Semiconductors take centre stage

Government and industry speakers discussed technology transfer, domestic manufacturing, artificial intelligence and global quality standards.



The electronics session examined Uttar Pradesh's next phase of technology-led industrial growth.



From electronics manufacturing to semiconductor capability

The session brought together Shri Jitin Prasada, Shri Sunil Kumar Sharma, senior officials and industry leaders from electronics, semiconductors and artificial intelligence. Speakers examined the state's next phase of industrial growth and the role of technology partnerships.

ALSO ON THE 26 SEPTEMBER AGENDA

Harnessing AI for the Next Leap

Artificial intelligence is opening new possibilities across manufacturing, healthcare, agriculture, logistics and public services. The conversation explores how intelligent systems can strengthen productivity, accelerate innovation and drive economic transformation across states.

Smarter Systems. Stronger Industries. Greater Impact.

KNOWLEDGE SESSIONS

Cities and roads shape the public-service agenda

Urban waste management and road safety brought policy, operational responsibility and technology into the day's discussion.



Waste Management Responsibilities

The session brought together **Shri V. K. Chaurasiya**, Joint Advisor, CPHEEO, Ministry of Housing and Urban Affairs; **Shri Anuj Kumar Jha**, Secretary, Urban Development Department, Uttar Pradesh; **Smt. Sunita Dayal**, Mayor, Ghaziabad; **Shri A.K. Sharma**, Minister of Urban Development, Uttar Pradesh; **Smt. Geeta Pandit**, Chairperson, Dadri Nagar Palika Parishad; and **Shri Paschim Tiwari**, Technical Director, AIILSG Institute. The discussion focused on the Solid Waste Management Rules 2026, scientific waste processing and the responsibilities of bulk waste generators. The speakers emphasised that cleaner cities require effective systems, regulatory compliance and active participation from institutions, businesses and urban communities.



Technology and Safer Roads

The session brought together **Shri Mayank Jyoti**, Additional Transport Commissioner, Road Safety; **Shri Harishankar Singh**, Deputy Transport Commissioner, Meerut Region; **Shri Amrit Abhijat**, Additional Chief Secretary, Transport Department, Uttar Pradesh; and **Smt. Chitralekha Singh**, Additional Transport Commissioner, Transport Department, Uttar Pradesh. The discussion focused on technology-led road safety, vehicle fitness, stronger enforcement and coordinated action. The speakers underlined the need to make mobility safer as Uttar Pradesh continues to expand its expressways, logistics corridors and transport infrastructure.

PUBLIC-SERVICE TAKEAWAY

Regulation, operational responsibility and technology need to work together.

HEALTHCARE

Healthcare and MedTech examine quality and growth

Two sessions connected patient-care standards with Uttar Pradesh's ambition to expand pharmaceutical and medical-technology capabilities.



Quality Care for PM-JAY Beneficiaries

The session brought together **Dr. Ravikant Singh**, GM Operations, SACHIS; **Mrs. Archana Verma**, CEO, SACHIS Ayushman Bharat, Uttar Pradesh; **Dr. Madan Mohan Mani Tripathi**, Chief Medical Officer, Gautam Buddh Nagar; **Dr. Vikasendu Agrawal**, Joint Director; and **Dr. Pawan Kumar**, Nodal Officer, Ayushman Bharat, Gautam Buddh Nagar. The discussion focused on ensuring safe, quality and standard-based healthcare for PM-JAY beneficiaries. The speakers highlighted patient-centric service, institutional accountability, consistent quality standards and effective implementation as essential to strengthening trust in public healthcare.



Building Pharma & MedTech Capability

The Pharma and MedTech session brought together policymakers, medical institutions, researchers and industry leaders to explore Uttar Pradesh's potential as a growing healthcare-manufacturing and innovation destination. The discussion connected research, investment, infrastructure and global opportunity, with emphasis on pharmaceutical manufacturing, medical devices, diagnostics, clinical innovation and industry-academia collaboration. The session positioned Uttar Pradesh as an emerging ecosystem where healthcare knowledge can translate into market-ready technologies, stronger manufacturing capabilities and better patient outcomes.

Better Care. Smarter Innovation. Stronger Healthcare.



District flavours draw visitors and buyers

The One District One Cuisine showcase emerged as one of Day 2's busiest visitor attractions, according to the organiser release.



District dishes attracted sustained visitor interest.



District flavours connect visitors with food entrepreneurs.



GORAKHPUR
Litti
Chokha



VARANASI
Banarasi
Paan



MORADABAD
Dal
Moradabadi



ALIGARH
Aloo
Kachori



ETAWAH
Kheer
Mohan

Following the inaugural launch of the **ODOC** portal, the cuisine showcase became one of Day 2's busiest visitor attractions. The organiser release reports sustained interest, sales and B2B meetings around district-specific food traditions.

The response points to opportunities beyond immediate food sales. Processing, packaging, hospitality, tourism and product branding can help district recipes reach wider markets while retaining their local identity.



A busy floor for MSMEs and exporters

Manufacturers, startups, ODOP enterprises and artisans reported sustained buyer interactions and product enquiries.



Manufacturers

Manufacturers used the show to present capabilities, discuss technical requirements and connect with buyers seeking Indian suppliers.



Exporters and MSMEs

MSMEs and exporters reported continued enquiries as buyers moved between product discovery and more focused commercial discussions.



Artisans and ODOP

Artisans and ODOP enterprises brought district products into the same marketplace, combining local identity with direct buyer access.

Around **2.83 lakhs visits** were reported across the first two days combined.

STUDENTS

Students enter the world of trade and ideas

Science Quiz and Model United Nations brought young participants into the conversation around enterprise and public policy.



Science Quiz

Curiosity meets competition at the Science Quiz.



Model United Nations

Future leaders practise diplomacy, negotiation and public speaking.

Beyond Trade, a Platform for Young Minds

Through activities such as the Science Quiz and Model United Nations, UPITS 2026 gives students a platform to test their knowledge, practise diplomacy, build confidence and engage with ideas beyond the classroom. By bringing learning, creativity and public speaking into a major trade environment, UPITS adds a valuable new dimension for Uttar Pradesh's students, helping young minds understand the world of enterprise, policy and global opportunity.

Where Young Minds Learn Today and Lead Tomorrow.

CULTURE

Music and dance close a high-energy day

The cultural programme moved from instrumental music and folk singing to Kathak, Dhedhiya dance and a Star Night featuring **Monali Thakur**.



Star Night featuring Monali Thakur concluded the Day 2 cultural programme.



Performance	Artist
Vach Vandan / Instrumental presentation	Pt. Chetan Joshi, Noida
Folk singing	Vandana Mishra, Lucknow
Kathak dance drama	Maryada Kulshreshtha, Noida
Dhedhiya dance	Purnima Kumar, Prayagraj
Star Night	Monali Thakur

DAY 2 IN PICTURES

Trade, Tradition and Technology under one roof

Every Frame, a Different Side of UPITS



Trade Connected. Technology Displayed. Traditions Celebrated

SUNDAY AT UPITS

Business knowledge continues on Sunday

The **27 September** programme covers trade agreements, digital market access, healthcare traditions, food processing and rural enterprise.



FTAs and global business

FIEO's session examines how Indian businesses can use free trade agreements to support international growth.

11:00 AM-12:30 PM • Hall 2-C



Digital market access

A session for MSMEs, ODOP enterprises and exporters focuses on e-commerce and supply-chain access.

11:00 AM-12:00 PM • Hall 2-A



Healthcare traditions

The AYUSH Department discusses India's ancient healthcare system alongside modern research and global wellness opportunities.

2:00-4:00 PM • Hall 2-B

See pages 15-16 for the complete sunday programme.

SUNDAY PLANNER

Your complete Sunday knowledge-session guide

All seven sessions listed for **27 September** in the supplied agenda. Times are in Indian Standard Time.

Time	Session and organiser	Venue
11:00 AM-12:30 PM	Leveraging India's Free Trade Agreements (FTAs) for Global Business Growth IEML & FIEO	Hall 2-C
11:00 AM-12:00 PM	E-Commerce, Digital Market Access & Supply Chain Solutions for MSMEs, ODOP and Exporters Department of MSME & ExpoBazaar	Hall 2-A
12:00-1:00 PM	Micro Brand Building for Artisans, Weavers and Small-Medium Enterprises E-Nurture, the CSR Project of IEML	Hall 2-B
12:30-1:30 PM	Timber Legality, Sustainable Sourcing and Global Market Access for India's Woodcraft Sector Export Promotion Council for Handicrafts (EPCH)	Hall 2-A
2:00-4:00 PM	India's Ancient Healthcare System: Traditional Wisdom, Modern Research & Global Wellness Opportunities AYUSH Department	Hall 2-B
3:00-4:00 PM	Presentation on Uttar Pradesh Food Processing Policy 2023 Department of Food Processing	Hall 2-A
4:30-5:15 PM	From Self-Help Group Products to Empowered Rural Enterprises: Promoting Rural Livelihoods through Market Linkages, Technology and Capacity Building UPSRLM	Hall 2-B



Tomorrow Brings Fresh Conversations, Stronger Connections and New Pathways for Enterprises Ready to Grow.

SUNDAY AT UPITS

Sunday brings culture and student participation

Plan your visit for **27 September**. School activity times are in Indian Standard Time.

SCHOOL ACTIVITIES

Time	Activity	Venue
11:00 AM-2:00 PM	Art and Culture I	Hall 2-D
11:00 AM-2:00 PM	Art and Culture II	Hall 2-E
2:30-5:30 PM	Cyber Security & Road Safety	Hall 2-D
2:30-5:30 PM	MIME	Hall 2-E
2:30-5:30 PM	Battle of Bands	Hall 2-C

CULTURAL PROGRAMME

GATE NO- 3

Performance	Artist
Pakhawaj Trio	Pt. Ravishankar Upadhyay & Pt. Rishi Shankar Upadhyay
Alha Singing	Ms. Sheelu Singh Rajput, Rae Bareli
Folk Dance - Rai	Ms. Vandana Kushwaha, Jhansi
Kathak Dance	Ms. Priyamvada Singh, Noida
Dance Drama	Ranjana Nev, Saharanpur
Musical Band	Sarvatra Band, Noida

Different Traditions. One Vibrant Stage. Be There for Every Unmissable Moment.



Sunday brings new ideas to UPITS

Return for business sessions, student activities and cultural performances as the exhibition continues through 29 September.

SUNDAY, 27 SEPTEMBER

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 SUNDAY

Check the current agenda and connect through the UPITS App.

**ULTIMATE SOURCING
BEGINS HERE**

