



Uttar Pradesh connects globally

Four days of business agreements, buyer meetings and new market opportunities at UPITS 2026

UPITS 4.0 enters its final day with a strong record of business engagement, reinforcing its position as Uttar Pradesh's Global Convergence. Year after year, the platform is connecting the State's enterprises, products and capabilities with buyers, investors and markets worldwide, while forging valuable partnerships and scaling to greater strength. Alongside the trade outcomes, Monday brought ministerial discussions on food processing, finance, labour, exports, agriculture and defence manufacturing, while the cultural evening celebrated the artistic traditions that give Uttar Pradesh its distinctive identity.

INSIDE	BUSINESS & POLICY	RESULTS & PARTICIPATION	TUESDAY SCHEDULE & MONDAY'S STORY
	02-08	09-12	13-15

FOOD PROCESSING

More value, closer to the farm

Deputy Chief Minister Keshav Prasad Maurya puts processing and rural enterprise at the heart of the growth conversation.



Shri Keshav Prasad Maurya, Hon'ble Deputy Chief Minister of Uttar Pradesh, joined the **Department of Food Processing session** on the **Uttar Pradesh Food Processing Policy 2023**. Senior government officials and entrepreneurs discussed opportunities for value addition, processing, entrepreneurship and investment across the State's food economy. Shri Maurya called for stronger links between Uttar Pradesh's agricultural base and wider markets. His remarks placed farmers, young people and rural entrepreneurs at the centre of the conversation.

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STRENGTHENING PROCESSING CAPABILITIES CLOSER TO THE SOURCE OF PRODUCTION CAN CREATE GREATER OPPORTUNITIES FOR FARMERS, YOUTH AND RURAL ENTREPRENEURS.

”

Shri Keshav Prasad Maurya

Hon'ble Deputy Chief Minister, Minister of Rural Development and Food Processing Dept., Govt. of UP

THE POLICY CONVERSATION

The session examined how processing can connect agricultural production with greater value addition and enterprise development. Investment and entrepreneurship formed part of the discussion on expanding the State's food economy.

BUYER CONNECTIONS

Across the table, across markets

The Reverse Buyer-Seller Meet connects Uttar Pradesh's enterprises with international buyers.



The **Reverse Buyer-Seller Meet (RBSM)** organised for international buyers gave Uttar Pradesh's entrepreneurs, manufacturers and exporters direct opportunities to meet overseas business partners. Alongside the **RBSM**, the main exhibition area hosted B2B discussions involving domestic and international buyers. Both settings supported direct engagement around products and business opportunities.

FIEO REPORTS BUSINESS ENGAGEMENT

Shri Suvidh Shah, Additional Director General, Federation of Indian Export Organisations (FIEO), reported the cumulative meeting figures through 28 September. The interactions enabled participants to engage with buyers from India and across the world and explore business agreements.

Refer to the actual breakdown of the numbers on **Page 9**

**Year after year, UPITS builds stronger connections,
Wider markets and a more global UTTAR PRADESH.**

FINANCE & MSMEs

Financial discipline, stronger enterprise

Shri Suresh Kumar Khanna and **Shri Bhupendra Singh Chaudhary** focus on a reliable ecosystem for businesses and citizens.



Shri Suresh Kumar Khanna, Hon'ble Cabinet Minister for Finance Department, Government of Uttar Pradesh, brought financial inclusion, fiscal discipline and transparent service delivery into focus on Monday. In **"From Financial Discipline to Transparent Service Delivery,"** the discussion linked fiscal discipline with transparent governance, institutional finance and secure delivery of services. Shri Khanna said the State continued to grow across agriculture, manufacturing and services. He highlighted curbs on unnecessary expenditure, stronger financial management and the banking sector's contribution.

EMPLOYMENT IN THE STATE

Shri Khanna said that nearly **9.5 lakh people** had secured employment in Uttar Pradesh, with opportunities provided on the basis of their qualifications and capabilities.

MSME ACCESS AND EXPANSION

Participating in the financial-discipline session, **Shri Bhupendra Singh Chaudhary, Hon'ble Cabinet Minister for MSME, Government of Uttar Pradesh**, stressed that small enterprises need access to finance, technology, markets and opportunities to expand.



BUSINESS OUTCOMES

Business agreements widen opportunities

Buyer engagement generates agreements and enquiries across the exhibition.



By 28 September, **UPITS 4.0** had facilitated **35,387 B2B meetings**, resulting in **3,765 MoUs** and business agreements valued at approximately **₹5,500 crore**, alongside business enquiries worth nearly **₹12,500 crore**. The meetings included **11,887 interactions** under the **Reverse Buyer-Seller Meet** and **23,500** engagements across the main exhibition area, connecting Uttar Pradesh's MSMEs, ODOP enterprises, manufacturers and exporters directly with domestic and international buyers. These outcomes reinforce **UPITS 2026** as

Uttar Pradesh's Global Convergence, where product discovery moves towards enquiries, negotiations and partnerships.

THE FINAL DAY AHEAD

As the show approaches its conclusion, further agreements, enquiries and buyer meetings are expected on 29 September. For exhibitors and visiting businesses, the concluding day offers another opportunity to continue the discussions under way at the show.

**Where buyer conversations become agreements,
and agreements open wider markets.**

DEFENCE MANUFACTURING

From the factory to the front line

UPEIDA opens a strategic conversation on defence production and supply chains.



UPEIDA's "From Your Factory to the Front Line" session brought defence manufacturing into the Day 4 business agenda. **Shri Nand Gopal Gupta 'Nandi', Minister for Industrial Development & Export Promotion**, highlighted opportunities for **traditional industries and MSMEs** alongside high-value manufacturing. His remarks focused on emerging requirements and the possibilities available to businesses within defence manufacturing and supply chains.

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From traditional industries and MSMEs to high-value manufacturing and strategic sectors, UPITS 2026 is providing businesses an opportunity to understand emerging requirements and possibilities within defence manufacturing and supply chains.

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Shri Nand Gopal Gupta 'Nandi'

Hon'ble Cabinet Minister for Industrial Development, Export Promotion, NRI and Investment Promotion, Government of Uttar Pradesh

Empowering MSMEs to become partners in India's defence manufacturing future.

LABOUR & EMPLOYMENT

Worker welfare and industry progress

Shri Anil Rajbhar highlights awareness of the evolving labour framework.



The **Department of Labour's "Workshop on New Labour Codes"** brought employment, industrial relations and the changing regulatory environment into focus. **Shri Anil Rajbhar, Hon'ble Minister for Labour & Employment, Government of Uttar Pradesh**, called for greater awareness of the evolving labour framework.

THE BALANCE IN FOCUS

His address emphasised worker welfare and social security alongside ease of compliance, productivity and an environment conducive to industry. The session placed the relationship between employment and industrial development within the day's wider economic discussions.

When workers are protected and industry is empowered, progress becomes sustainable.

LOCAL TO GLOBAL

A global platform for Uttar Pradesh

The fourth edition places local products and industrial capabilities before wider markets.



The fourth edition of **UPITS 2026** was inaugurated on 25 September by **Hon'ble Union Home and Cooperation Minister Shri Amit Shah**, alongside **Hon'ble Chief Minister of Uttar Pradesh Shri Yogi Adityanath**, at **India Expo Centre & Mart**, Greater Noida. Envisioned in line with the Chief Minister's Local to Global vision, UPITS has evolved into Uttar Pradesh's Global Convergence, bringing manufacturers, **MSMEs, exporters, ODOP enterprises, artisans and emerging businesses** onto one international platform. With every edition, the show is widening market access, forging stronger partnerships and presenting the State as a trusted sourcing, manufacturing and investment destination.

From the strength of its districts to the ambition of global markets, Uttar Pradesh is ready to trade with the world.

THE EDITION'S PURPOSE

UPITS connects the State's products, entrepreneurs and manufacturing capabilities with markets through direct business engagement.

As the show enters its concluding day, the four-day results bring Uttar Pradesh's industrial and trade capabilities into focus within the national and international business landscape.

BUSINESS MOMENTUM

Four days in numbers

Cumulative results through **28 September 2026**, as reported in the final press release.

3,765	MoUs / business agreements Recorded over the first four days.
5,500 Cr.	Business agreement value Cumulative value associated with the reported agreements.
12,500 Cr.	Business enquiries Enquiries from buyers and companies in India and overseas.
35,387	B2B meetings 11,887 at RBSM 23,500 in the main exhibition area
5.5 Lakhs	Total footfall 1,56,523 domestic business buyers 3,92,358 general visitors



From buyer meetings to business agreements, UPITS 4.0 is converting global connections into commercial impact.

ON THE EXHIBITION FLOOR

Products finding wider markets

District enterprises and manufacturing sectors gain access to domestic and international buyers.



MSMEs, One District One Product (ODOP), handlooms, handicrafts, agricultural products, food processing and modern manufacturing gained direct access to domestic and international buyers at UPITS.

MSMEs & ODOP enterprises

Agriculture & Food processing

Handlooms & Handicrafts

Modern manufacturing

Public participation alongside business buyers kept the exhibition halls active. For participating enterprises, direct engagement offered opportunities to present their products and explore new markets.

Made in the districts. Discovered by buyers.
Built for wider markets.

YOUNG MINDS

Monday's student programme

Yoga and mental health, MUN and robotics featured in the published schedule.

The updated visitor guide listed student activities across **Halls 2D** and **2E on Monday**.

The programme combined yoga and mental health sessions with **Viksit Bharat Model United Nations (MUN), robotics and AI**.



MONDAY'S SCHEDULED ACTIVITIES

Time	Venue	Activity
11:00 AM-2:00 PM	Hall 2D	Yoga and Mental Health - I
11:00 AM-2:00 PM	Hall 2E	Yoga and Mental Health - II
2:30 PM-5:30 PM	Hall 2D	Viksit Bharat MUN - III
2:30 PM-5:30 PM	Hall 2E	Robotics and AI

TOURISM & CULTURE

A cultural evening in Uttar Pradesh

Classical music, dance and regional traditions accompany the business programme.



TUESDAY AT UPITS

One final day to connect

The show continues on Tuesday at India Expo Centre & Mart, Greater Noida. The scheduled valedictory ceremony and evening cultural programme accompany the final day of the exhibition.



VALEDICTORY CEREMONY

12:00-1:30 PM | HALL 2C

Chief Guest
**Shri Giriraj Singh, Hon'ble Minister of Textiles,
Government of India.**

CULTURAL EVENING | 6:30 PM ONWARDS

Performance	Artist
Bhajans	Om Prakash Dubey
Folk songs	Rakesh Upadhyay
Kathak dance drama	Mitali Saini
Colors of India	Shriram Sankhla, choreographer



Glimpses of Day 4 @UPITS 4.0

A visual record of Monday's participation across the show.





One more day of opportunity

Return on Tuesday, 29 September.

Meet exhibitors. Continue conversations. Explore the products and ideas on show.

India Expo Centre & Mart, Greater Noida

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

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

www.upinternationaltradeshow.com



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BEGINS HERE**

