



Local enterprise.

Global opportunity.

Sunday at Uttar Pradesh International Trade Show. The day’s reporting, people and programme in one edition.

From high-impact business dialogues and global sourcing opportunities to culinary masterclasses, cultural showcases and emerging talent, Day 3 at UPITS 2026 brought together the many dimensions of Uttar Pradesh. With buyers, exhibitors, industry leaders and visitors driving the momentum, the day celebrated the convergence of trade, innovation, culture and enterprise.

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THE LEAD STORY

Shri Piyush Goyal, Hon'ble Union Minister of Commerce & Industry at UPITS 2026

A ministerial address on Uttar Pradesh's growing export potential and global trade opportunities.



Shri Piyush Goyal, Hon'ble Union Minister of Commerce & Industry, Government of India, joined the FIEO knowledge session on **"Leveraging India's Free Trade Agreements (FTAs) for Global Business Growth."** Policymakers, export organisations and industry representatives examined how trade partnerships can translate into opportunities for Uttar Pradesh's manufacturers, MSMEs and exporters.

He urged exporters to understand preferential market access, improve quality and competitiveness, and use India's trade agreements to enter international markets. He linked these opportunities to the state's MSME base,

manufacturing capacity, ODOP ecosystem and expanding export portfolio.

The Minister highlighted the expansion of expressways, airports and industrial infrastructure as a foundation for Uttar Pradesh's economic growth. He connected the state's contribution to India's export ambitions with the vision of Viksit Bharat.

After the session, the Union Minister interacted with industrialists and toured the trade fair. The visit offered a first-hand view of the products, enterprises and manufacturing capabilities represented at UPITS.

THE LEAD STORY

From The Leadership Lens!

Free Trade Agreements: Unlocking Global Opportunities for Uttar Pradesh



Shri Piyush Goyal

Hon'ble Union Minister of Commerce & Industry

Free Trade Agreements are opening new markets across the world for Indian products, creating significant opportunities for businesses to expand their global presence. Entrepreneurs in Uttar Pradesh must make the most of these opportunities by strengthening their competitiveness, enhancing product quality and taking the State's distinctive products and local specialties to international markets. With greater market access and stronger global partnerships, Uttar Pradesh's enterprises can further expand their reach and contribute to India's export growth.

“

INDIA'S FTA's ARE OPENING GLOBAL MARKETS TO UTTAR PRADESH'S ENTERPRISES. ”

“

UPITS IS TAKING UTTAR PRADESH'S CAPABILITIES AND ASPIRATIONS TO THE WORLD, OPENING NEW AVENUES FOR GLOBAL TRADE AND PARTNERSHIPS. ”

UPITS is helping take the capabilities and aspirations of Uttar Pradesh to the world. With its growing MSME base, manufacturing strength, ODOP ecosystem and expanding export potential, the State is well positioned to explore new global markets. The platform brings together businesses, buyers and investors, creating opportunities for stronger partnerships, greater market access and sustained economic growth.

MINISTERIAL REMARKS

Investment and MSME's share the stage

Two state ministers connect Uttar Pradesh's industrial growth with the export prospects of smaller enterprises.



Shri Nand Gopal Gupta 'Nandi'

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

An environment for investment and exports

Shri Nandi described Uttar Pradesh as an increasingly competitive destination for investment and exports. He highlighted its expanding industrial ecosystem, better connectivity and infrastructure, and government efforts to support manufacturing and business. UPITS, he noted, presents this transformation to buyers across India and the world.



Shri Bhupendra Chaudhary

Hon'ble Cabinet Minister, MSME Department, Government of Uttar Pradesh

International opportunity for small enterprises

The MSME Minister highlighted the opportunities that FTAs can create for small enterprises, artisans, ODOP producers and manufacturers. He stressed the importance of connecting them with technology, digital marketplaces and international buyers.

LEADERSHIP AND EXPORT SUPPORT

Government and industry in dialogue

Export institutions and the state administration join the discussion on support for enterprise.



The session highlighted how **India's expanding network of Free Trade Agreements (FTAs)** can help Uttar Pradesh's entrepreneurs access global markets. He underscored the State's emergence as a preferred investment destination, supported by progressive industrial policies, modern infrastructure and growing manufacturing capabilities. With annual exports of approximately **₹2 lakh crore** and a target of **₹5 lakh crore by 2030**, Uttar Pradesh is looking to expand its global footprint. He also emphasised the potential of technology, electronics, semiconductors and defence, while calling for greater international investment, stronger exports and wider global recognition of Uttar Pradesh's products and enterprises.

Dr. Ajay Sahai

Director General & CEO, FIEO

Dr. Ajay Sahai said the government is taking export diversification seriously. He outlined a support ecosystem for exporters that includes interest equalisation, collateral-free lending, export credit and factoring, alongside assistance for testing and certification, overseas warehousing and participation in international trade fairs.



LEADERSHIP AND EXPORT SUPPORT

Hear What Leaders Says About UPITS!



Shri Hans Raj Vishwakarma
Hon'ble Minister of State,
MSME, Government of UP

"UPITS carries India's tradition of empowering artisans and small businesses into a modern global marketplace, giving Uttar Pradesh's MSMEs and entrepreneurs the platform to explore wider markets and new export opportunities."



Shri Shashi Bhushan Lal Sushil, IAS,
Principal Secretary, MSME & Export
Promotion, Government of UP

"UPITS is bringing policy, technology and global buyers onto one platform, helping Uttar Pradesh's MSMEs understand international demand and prepare for the next phase of export growth."



Dr. Rakesh Kumar
Chairman
India Exposition Mart Limited

"A trade platform must go beyond showcasing products. Through UPITS and its knowledge sessions, we are equipping local enterprises with the insights, connections and confidence required to compete in global markets."



Three Leaders. One Vision: Taking Uttar Pradesh's Enterprises from Local Strength to Global Opportunity.

BUSINESS AND ATTENDANCE

Sunday in numbers

Commercial activity and visitor participation recorded by the organiser.

DAY 3 BUSINESS ACTIVITY

6,700

B2B meetings

1,150

MoUs / business agreements

₹2,000 CR

estimated agreement value

4.73 Lakhs

visitors footfall in 3 days

Day 3 converted strong participation into measurable business impact, with 6,700 B2B meetings leading to 1,150 MoUs and business agreements valued at an estimated ₹2,000 crore. The business momentum was matched by record visitor participation, as 1,90,028 visitors, including 48,461 domestic business buyers and 1,41,567 general visitors, attended on Sunday. With the cumulative three-day footfall reaching 4,73,979, UPITS continues to strengthen its position as a high-impact platform where visitor interest, buyer engagement and business conversations translate into tangible commercial opportunities.

FOOTFALL RECORD

Day	Domestic business buyers	General visitors	Total
25 Sep / Day 1	36,372	94,234	1,30,606
26 Sep / Day 2	43,345	1,10,000	1,53,345
27 Sep / Day 3	48,461	1,41,567	1,90,028
Three-day total	1,28,178	3,45,801	4,73,979



DIGITAL MARKETS

A wider market for smaller enterprises

Industry representatives discuss how e-commerce, digital markets and stronger supply chains can help MSMEs reach customers beyond geographical boundaries.

The session, “E-Commerce, Digital Market Access & Supply Chain Solutions for MSMEs, ODOP and Exporters,” brought together representatives from **Shiprocket International, Kejriwal Bee Care, Thinkthrough and ExpoBazaar**, who shared their perspectives on expanding market access for smaller enterprises. Attended by **Shri Bhupendra Chaudhary, Hon’ble Cabinet Minister, MSME Department, Government of Uttar Pradesh**, as Chief Guest, the discussion explored how e-commerce, digital platforms and efficient logistics can help MSMEs, ODOP enterprises and exporters overcome traditional market barriers. The participating organisations brought varied industry perspectives to the conversation, highlighting the role of digital commerce, technology-enabled distribution and integrated supply chains in reaching wider customer bases. The discussion underscored the importance of connecting local enterprises with broader markets, enabling them to expand their reach, strengthen their market presence and explore new business opportunities.



CRAFT AND ENTERPRISE

Responsible sourcing. Recognisable brands.

Two sessions examine market requirements and product identity for traditional enterprises.

EPCH | Timber Legality and Sustainable Sourcing

The Export Promotion Council for Handicrafts (EPCH) hosted “**Timber Legality and Sustainable Sourcing and Global Market Access for India’s Woodcraft Sector,**” focusing on responsible sourcing, timber legality and evolving international market requirements. The session highlighted the importance of sustainable practices and compliance in strengthening the competitiveness of India’s traditional woodcraft sector and expanding its access to global markets.



e-Nurture | Building Micro Brands for Local Enterprises

e-Nurture, IEML's CSR initiative, presented “**Micro Brand Building for Artisans, Weavers and Small-Medium Enterprises,**” focusing on the importance of branding and market positioning for grassroots enterprises. The session explored how stronger product identities, effective branding and a clearer market presence can help artisans and weavers enhance their visibility, reach wider audiences and create opportunities for sustainable business growth.

AYUSH AND WELLNESS

Ancient Wisdom Finds New Relevance Through Modern Research

Government, experts and industry examine how India's healthcare heritage can contribute to a fast-evolving global wellness economy.



The Department of Ayush, Government of Uttar Pradesh, hosted the session “India’s Ancient Healthcare System: Traditional Wisdom, Modern Research & Global Wellness Opportunities,” with **Dr. Dayashankar Mishra, Hon’ble Minister of State, Independent Charge, AYUSH**, attending as Chief Guest. The discussion brought together policymakers, practitioners and experts to explore how India’s traditional healthcare knowledge can

be strengthened through scientific research, quality standards and responsible innovation. The session also examined the growing commercial possibilities across preventive healthcare, wellness products, herbal formulations, research, education and wellness tourism. By connecting traditional wisdom with evidence, credibility and market readiness, Uttar Pradesh can help take India’s healthcare heritage to wider domestic and international audiences.

**Rooted in Tradition. Strengthened by Research.
Ready for Global Wellness Markets.**

CUISINE AND LIVE DEMONSTRATION

Namak Shamak Se UP Ka Swaad: Chef Harpal Singh Sokhi Brings Culinary Heritage to Life

A celebrity chef's masterclass draws visitors and exhibitors to Hall 16.



The ODOC Pavilion came alive with culinary creativity as celebrity **Chef Harpal Singh Sokhi** conducted a special Culinary Masterclass, bringing the rich flavours of Uttar Pradesh to centre stage. Blending traditional cooking methods with his signature flair, he demonstrated the art behind some of the State's most-loved cuisines, offering visitors and exhibitors an engaging, first-hand culinary experience. With his infectious enthusiasm and

trademark "**Namak Shamak**" spirit, **Chef Harpal** transformed the masterclass into a lively celebration of **UP Ka Swaad**. The enthusiastic response from the audience reflected the appeal of regional cuisine and the importance of preserving traditional culinary knowledge. The session brought ODOC, One District One Cuisine, to life, showcasing how the flavours, techniques and culinary heritage of Uttar Pradesh can inspire new experiences and opportunities for food enterprises.

**From Namak Shamak to Market Impact,
UP Ka Swaad Finds a Bigger Stage.**

YOUNG PARTICIPANTS

Students bring ideas into the show

Awareness, creativity and teamwork shape the Day 3 school programme across Hall 2.



Mr. U. N. Pandey, Assistant Regional Transport Officer (ARTO), and Mr. Ajay Kumar (ADCP) spoke with students about responsible road behaviour and cyber awareness. Grads International School and Jaypee Public School, Greater Noida, took part in the activities.



Sparsh International School and Delhi Public School also participated in the day's creative programme. Students used art, performance and music to communicate ideas and work together.

Time (IST)	Day 3 programme	Hall
11:00 AM-2:00 PM	Art & Culture I	2-D
11:00 AM-2:00 PM	Art & Culture II	2-E
2:30-5:30 PM	Cyber Security & Road Safety	2-D
2:30-5:30 PM	MIME	2-E
2:30-5:30 PM	Battle of Bands	2-C

From Awareness to Expression,
UPITS Gives Young Minds a Stage to Grow.

SUNDAY CULTURAL PROGRAMME

An evening of rhythm and tradition

Music and dance on Sunday evening presented the state's artistic traditions alongside its enterprise showcase.



Performance	Artist
Pakhawaj duet	Pt. Ravi Shankar Upadhyay & Pt. Rishi Shankar Upadhyay
Alha singing	Ms. Sheelu Singh Rajput, Raebareli
Rai folk dance	Ms. Vandana Kushwaha, Jhansi
Kathak	Ms. Priyamvada Singh, Noida
Dance presentation	Ranjana Neb, Saharanpur
Musical band	Sarvtra Band, Noida

The evening culminated with the musical band performance, closing a programme that reflected Uttar Pradesh’s cultural inheritance and regional artistic traditions.

An Evening of Many Cultures Alive with UPITS.
One Stage. Many Traditions.

ON THE EXHIBITION FLOOR

The products behind the promise

Sunday's exhibition halls welcomed buyers, delegations, entrepreneurs and families.



Enterprise in view

The exhibition brings together district specialities through **ODOP**, new ventures and women entrepreneurs. Exporters and towns of excellence add handicrafts, textiles and home lifestyle products to the mix.



Young enterprise on display

The **CM YUVA** showcase in Hall 16 places young enterprise alongside the wider exhibition of Uttar Pradesh's business capabilities.

UPITS 4.0: Where Global Ambitions Meet Local Enterprise!

UPITS 2026 is bringing the world closer to Uttar Pradesh, with international delegations, global buyers, business leaders and investors converging on one platform. From country pavilions and B2B engagements to trade dialogues, technology and cultural exchanges, the show is fostering meaningful connections across markets. With Uttar Pradesh's manufacturing strength, MSME ecosystem and sourcing potential at its heart, UPITS 4.0 is turning international participation into opportunities for collaboration, investment and global business.



KNOWLEDGE SESSIONS

Your Monday business planner

28 September 2026. All times are Indian Standard Time and follow the updated visitor guide dated 27 September.

Time (IST)	Session and organiser	Hall
11:00 AM-12:00 PM	Insurance Inclusion - Beema Jaroori Hai Department of Insurance	2-B
11:00 AM-12:00 PM	From Your Factory to the Front Line UPEIDA	2-A
12:00-1:30 PM	From Financial Discipline to Transparent Service Delivery Department of Finance	2-C
2:00-4:00 PM Combined block	Presentation on Uttar Pradesh Food Processing Policy 2023 Department of Food Processing	2-A
2:00-4:00 PM Combined block	From Self-Help Group Products to Empowered Rural Enterprises: Promoting Rural Livelihoods through Market Linkages, Technology and Capacity Building , UPSRLM	2-A
3:00-4:15 PM	Workshop on New Labour Codes Department of Labour	2-C
4:30-6:00 PM	A session on FPOs and their importance in implementation of Government Scheme Department of Agriculture	2-A



STUDENTS AND CULTURE

Monday has more to discover

The next-day programme beyond the business sessions, followed by a brief closing-day reminder.

SCHOOL ACTIVITIES

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

CULTURE FROM 6:30 PM

Performance	Artist
Sitar recital	Padma Shri Pt. Shivnath Mishra
Light music	Sabina Saifi
Kathak	Nisha Kesari
Tharu tribal dance	Rajneesh Rana
Sufi band	Banda Bairagi Band / Radheshyam



DAY 3 IN PICTURES

The people behind the conversations





See you at the show.

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

MONDAY, 28 SEPTEMBER

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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