



Five days. A world of opportunity.

Trade, enterprise and culture come together at UPITS 2026

The fourth Uttar Pradesh International Trade Show closes with ministerial addresses, international business engagement and recognition for its exhibitors and partners. This special edition revisits the people, programmes and moments that shaped 25-29 September.

INSIDE	FIVE DAYS & LEADERSHIP	TRADE & KNOWLEDGE	ENTERPRISES & CULTURE
	02-09	10-13	14-20

THE FIVE-DAY STORY

One show, many milestones

A complete closing-edition journey through the trade floor, policy discussions and cultural stage.

25 SEP	Opening the marketplace Inauguration, Chief Minister’s partner-country meetings and the ODOC portal launch.	Pg. No. 05-06
26 SEP	Technology and public services Electronics, healthcare, urban management and road safety; students join the programme.	07 / 11
27 SEP	Export opportunities FTAs, digital commerce, sustainable woodcraft, artisan branding, AYUSH and a chef masterclass.	08 / 12 / 16
28 SEP	Policy and enterprise Food processing, finance, labour and defence supply chains shape the business conversation.	09 / 13
29 SEP	Recognition and celebration Exhibition visit, valedictory addresses, exhibitor awards and the closing cultural programme.	03-04 / 19

ALSO IN THIS EDITION

Business results

Pg. No. 10

The wider exhibition

Pg. No. 14

Enterprise and voices

Pg. No. 15

Cuisine and youth

Pg. No. 16-17

Five evenings of culture

Pg. No. 18-19

DAY 5 | 29 SEPTEMBER

A finale centred on enterprise

Union Textiles Minister Giriraj Singh visits the exhibition and joins the valedictory as Chief Guest.



INFRASTRUCTURE SUPPORTING INDUSTRY

Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Government of India, highlighted Uttar Pradesh's expansion of roads, expressways, connectivity and modern infrastructure. He said these changes had strengthened the environment for industry, business and trade.

“

Our traditional industries hold immense potential. By combining craftsmanship with quality, innovation and global market access, we can strengthen their position in international markets. UPITS is more than a trade exhibition. It is a platform where local enterprise meets global opportunity, connecting our manufacturers, artisans and exporters with the wider world.

”



“

Our government is committed to connecting Uttar Pradesh's local products with wider markets and creating new opportunities for farmers and entrepreneurs. These efforts will play an important role in realising our vision of making Uttar Pradesh a USD 1 trillion economy by 2030.

”

Shri Surya Pratap Shahi
Hon'ble Cabinet Minister of Agriculture,
Government of Uttar Pradesh



“

The closing programme brought policy, industry and enterprise together, reflecting UPITS' role in connecting Uttar Pradesh's capabilities with wider markets.

”

Shri Nand Gopal Gupta 'Nandi'
Hon'ble Cabinet Minister for Industrial Development, Export Promotion, NRI and Investment Promotion,
Government of Uttar Pradesh

VALEDICTORY & AWARDS

Recognising the people behind the show

Exhibitors, departments, institutions and supporting teams recognised for their participation and displays.

Shri Bhupendra Singh Chaudhary, Hon'ble Cabinet Minister for MSME, Uttar Pradesh, emphasised **UPITS'** role in giving local enterprises a larger marketplace and direct access to domestic and international buyers. His special address was followed by awards to prominent participants.



Leadership at the closing ceremony

Alongside **Giriraj Singh, Nandi and Bhupendra Singh Chaudhary**, the valedictory brought together

Shri Surya Pratap Shahi, Minister of Agriculture; Shri Hans Raj Vishwakarma, Minister of State for MSME; Shri Shashi Bhushan Lal Susheel, Principal Secretary, MSME & Export Promotion; Dr. Rakesh Kumar, Chairman, IEML; and Shri Sudeep Sarcar, ED & CEO, IEML.



Awards across halls and sectors

Recognition covered outstanding participants and booth displays. Distribution continued after the formal ceremony under Bhupendra Singh Chaudhary and Shashi Bhushan Lal Susheel, with senior officials.

Departments and delivery partners

The ceremony recognised **MSME, Police, District Administration, industrial development authorities, ODOP-ODOC, Tourism, Culture, AYUSH, Transport, Skill Development**, other departments, corporate exhibitors and institutions. Special recognition went to Team **IEML, FIEO, UPEPC, ODOP, ODOC, CM YUVA, EPCH**, cultural teams and event sponsors.

DAY 1 | 25 SEPTEMBER

An opening with a global ambition

Amit Shah inaugurates UPITS alongside Chief Minister Yogi Adityanath.



Shri Amit Shah

Hon'ble Union Home Minister and Minister of Cooperation

Positioned Uttar Pradesh as a growth engine for Viksit Bharat, linking its consumer market, young workforce, agriculture and manufacturing with infrastructure, exports and investment. He described **UPITS** as a platform for trade, technology, branding, knowledge and cultural exchange. His address also recognised Make in India and paid tribute to **Pandit Deendayal Upadhyaya**.



Shri Yogi Adityanath

Hon'ble Chief Minister, Uttar Pradesh

Described the show as a meeting point for district talent, craftsmanship, technology, investment and global demand. He highlighted **MSMEs** role in employment, local skills and supply chains, and launched the One District One Cuisine portal.

Shri Bhupendra Singh Chaudhary

Hon'ble Cabinet Minister for MSME, Uttar Pradesh

Emphasised market access, investment, exports and employment for small enterprises, artisans and district businesses. The inaugural ceremony was followed by international meetings and buyer interactions.

DAY 1 | INTERNATIONAL ENGAGEMENT

Six partners, shared possibilities

Hon'ble Chief Minister Yogi Adityanath met delegations from Austria, Belarus, Japan, Russia, Singapore and Vietnam.



AUSTRIA

Participated in the six-country round-table framework on Uttar Pradesh's industrial capabilities and investment potential. The meeting formed part of the opening day's direct engagement with international delegations.



BELARUS

Ambassador **Mikhail Kasko** represented Belarus at the opening. Discussions invited advanced machinery and tractor assembly investment, wood-technology links with Saharanpur and Bijnor, and technical training partnerships.



JAPAN

Ambassador **ONO Keiichi** and JETRO India Chief Director General **Daisaku Yukita** discussed economic cooperation, cultural exchange and investment, including the shared Buddhist heritage of Sarnath and Nara.



RUSSIA

Andrey Sobolev and **Dr. Evgeny Griva** featured in the Russia-India dialogue. Cooperation opportunities covered defence, pharmaceuticals, medical devices, agriculture, fertilisers and industrial technologies.



SINGAPORE

High Commissioner **Simon Wong Wie Kuen** led the delegation. Discussions covered investment cooperation and progress on the proposed Singapore City project.



VIETNAM

Ambassador **Trinh Minh Manh** joined representatives including Vietnam Airlines, Vietjet and Vingroup. Aviation, tourism, technology and investment discussions were complemented by a food festival and cultural troupe.

The Chief Minister also interacted with overseas buyers and representatives from 25 countries, These engagements created opportunities for further commercial dialogue.

DAY 2 | 26 SEPTEMBER

Technology, health and public services

Union and State leaders brought sector priorities into the exhibition's second day.



Shri Jitin Prasada

Hon' ble Union Minister of State for Commerce & Industry and Electronics & IT

At "UP's Journey from Electronics Leader to Semiconductor Powerhouse", he emphasised technology transfer, domestic manufacturing, artificial intelligence and global quality standards. He also discussed export opportunities arising from India's trade partnerships.

Shri Sunil Kumar Sharma and Shri A.K. Sharma

Hon' ble Minister for IT & Electronics, Govt. of UP; Hon' ble Minister for Urban Development & Energy, Govt. of UP

Sunil Kumar Sharma joined the electronics and semiconductor discussion. A.K. Sharma participated in the solid-waste management session, bringing sustainable urban systems into focus.

Shri Dayashankar Singh and Shri Brajesh Pathak

Hon' ble Minister of State (Independent Charge) for Transport, Govt. of UP; Hon' ble Deputy Chief Minister of Uttar Pradesh

The day's leadership participation included Dayashankar Singh in the mobility and road-safety track, and Brajesh Pathak, who holds the Medical Health & Family Welfare and Medical Education portfolios, in the healthcare programme.

DAY 3 | 27 SEPTEMBER

FTAs bring global markets into focus

Piyush Goyal joins FIEO's business session, interacts with industrialists and tours the trade fair.



A STRONGER EXPORT PROPOSITION

Shri Piyush Goyal, Hon'ble Union Minister of Commerce & Industry, urged exporters and **MSMEs** to understand preferential market access, improve quality and competitiveness, and use India's trade partnerships to reach new markets.

Nand Gopal Gupta 'Nandi' highlighted Uttar Pradesh's industrial ecosystem, connectivity and investment environment. **Bhupendra Singh Chaudhary** stressed links between small enterprises, artisans, ODOP producers, technology, digital marketplaces and international buyers.

INDUSTRY INTERACTION

The **FTA session** was followed by the Union Minister's interaction with industrialists and a visit to the exhibition.

LEADERSHIP AND INSTITUTIONAL PARTICIPATION

The session brought together **Hans Raj Vishwakarma, Minister of State for MSME**; **Shashi Bhushan Lal Susheel, Principal Secretary, MSME & Export Promotion**; **Dr. Rakesh Kumar, Chairman, IEML**; and **Dr. Ajay Sahai, Director General & CEO, FIEO**, alongside policymakers and industry representatives.

Dr. Ajay Sahai discussed support for export diversification through credit, factoring, testing and certification, overseas warehousing and international trade fairs.

TRADITIONAL HEALTHCARE, NEW MARKETS

Dr. Dayashankar Mishra, Minister of State (Independent Charge), Ayush, Govt. of UP was Chief Guest at the session connecting traditional healthcare, modern research and global wellness opportunities.

DAY 4 | 28 SEPTEMBER

Policy conversations with business relevance

Food processing, finance, labour and defence manufacturing led Monday's ministerial engagements.



Shri Keshav Prasad Maurya

Hon'ble Deputy Chief Minister, Uttar Pradesh

Shri Keshav Prasad Maurya discussed how strengthening processing capabilities closer to production centres can unlock greater opportunities for farmers, rural entrepreneurs, and the agricultural value chain.



Shri Suresh Kumar Khanna and Shri Bhupendra Singh Chaudhary

Hon'ble Cabinet Minister of Finance, Govt. of UP; Hon'ble Cabinet Minister of MSME Govt. of UP



Khanna focused on fiscal discipline, financial inclusion, transparent services and banking support. He cited nearly 9.5 lakh people securing employment in the State, a wider employment figure rather than jobs attributed to UPITS. Chaudhary stressed finance, technology, markets and expansion for MSMEs.

Shri Anil Rajbhar

Hon'ble Minister for Labour & Employment, Uttar Pradesh

At the New Labour Codes workshop, he discussed worker welfare, social security, ease of compliance, productivity and a supportive industrial environment.



Shri Nand Gopal Gupta 'Nandi'

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

At UPEIDA's "From Your Factory to the Front Line", he highlighted opportunities for businesses to understand defence manufacturing requirements and supply chains.



BUSINESS & PARTICIPATION

The latest confirmed results

Cumulative figures through 28 September 2026 – covering the first four days.

6,500 Cr.

Business agreements

Value of 4,400 MoUs/business agreements.
MoUs rose 12.82%; agreement value surged 142.54% over 2025

15,500 Cr.

Business enquiries

Enquiry value; separate from agreement value.
Estimated business potential rose 24% over 2025

41,500

B2B meetings

13,500 at the Reverse Buyer - Seller Meet + 28,000 in the main exhibition area.

5,98,693

Total footfall

1,74,990 B2B buyers + 4,23,703 general visitors.

The meetings provided a dynamic platform for **Uttar Pradesh’s** diverse business community to connect directly with domestic and international buyers. **MSMEs, ODOP** enterprises, handloom and handicraft producers, agricultural businesses, food processors and manufacturers had the opportunity to showcase their products, explore new markets and engage with potential business partners. These interactions facilitated meaningful **B2B** conversations, strengthened trade linkages and opened avenues for collaboration, market expansion and new business opportunities, further highlighting the state’s growing potential as a hub for diverse and competitive products.

KNOWLEDGE PROGRAMME | 25-26 SEPTEMBER

International dialogue and sector expertise

Opening-day country discussions were followed by technology, healthcare, urban management and transport sessions.



Date	Organiser	Session or focus
25 SEP	Russia	Russia-India: New Opportunities for Trade, Investment, and Economic Cooperation
25 SEP	Vietnam	Innovation, technology, tourism and aviation; cultural and cuisine programme
26 SEP	IT & Electronics / UPELC	The Next Phase of India's Electronics Growth: Semiconductors, Components and Manufacturing at Scale
26 SEP	IT & Electronics / UPELC	Harnessing AI to Drive Innovation and Economic Transformation Across States
26 SEP	Urban Development	Solid Waste Management Rule 2026: Roles & Responsibilities of Bulk Waste Generators
26 SEP	Medical Health & Family Welfare	Safe, quality and standards-based healthcare services for PM-JAY beneficiaries
26 SEP	GIMS, Greater Noida	Building the Future of Pharma & MedTech in Uttar Pradesh: Innovation, Investment, Infrastructure & Global Opportunity
26 SEP	Transport	Road Safety: technology interventions, vehicle fitness and the vision of zero fatalities

KNOWLEDGE PROGRAMME | 27 SEPTEMBER

Practical routes to wider markets

Trade agreements, e-commerce, responsible sourcing, branding and wellness shaped Sunday's discussions.



Organiser	Session and contribution
IEML & FIEO	Leveraging India's Free Trade Agreements (FTAs) for Global Business Growth
MSME Department & Expo Bazaar	E-Commerce, Digital Market Access & Supply Chain Solutions for MSMEs, ODOP and Exporters. Experts joined from Shiprocket International, Kejriwal Bee Care, Thinkthrough and Expo Bazaar; Bhupendra Singh Chaudhary was Chief Guest.
EPCH	Timber Legality, Sustainable Sourcing and Global Market Access for India's Woodcraft Sector
E-Nurture, IEML's CSR initiative	Micro Brand Building for Artisans, Weavers and Small-Medium Enterprises
Department of AYUSH	India's Ancient Healthcare System: Traditional Wisdom, Modern Research & Global Wellness Opportunities

KNOWLEDGE PROGRAMME | 28-29 SEPTEMBER

Enterprise support and the closing ceremony

A broad programme connected policy, finance, rural livelihoods, strategic manufacturing and labour.



Date	Organiser	Programme item
28 SEP	Insurance Department	Insurance Inclusion – Beema Jaroori Hai*
28 SEP	UPEIDA	From Your Factory to the Front Line
28 SEP	Finance Department	From Financial Discipline to Transparent Service Delivery
28 SEP	Food Processing	Presentation on Uttar Pradesh Food Processing Policy 2023
28 SEP	UPSRLM	From Self-Help Group Products to Empowered Rural Enterprises: market linkages, technology and capacity building*
28 SEP	Labour Department	Workshop on New Labour Codes
28 SEP	Agriculture Department	FPOs and their importance in implementing government schemes*
29 SEP	UPITS	Valedictory ceremony and recognition of exhibitors, departments and partners

ACROSS THE EXHIBITION

The breadth of Uttar Pradesh on display

Products, services, institutions and emerging industries shared one sourcing platform.



Industry, investment and technology

Invest UP, UPEIDA, UPSIDA and YEIDA; IT and electronics; defence and manufacturing; industrial development and the airport showcase.

Infrastructure and public services

Irrigation, social welfare, urban development and energy; NOIDA and GNIDA; tourism, culture, skill development, UPSDM and ITI.

People, rural enterprise and essential services

Labour, medical and higher education, hospitals and banking; UPSRLM, GI products, AYUSH, environment and food safety; agriculture, food processing, animal husbandry, fisheries and sugarcane.

Products, trade and consumer markets

ODOP, enterprise and new ventures, women entrepreneurs, exporters and towns of excellence; handicrafts, textiles and lifestyle; ODOC and CM YUVA; real estate, automobiles and EVs. "Uttar Pradesh at a Glance" presented the State's development journey.

ENTERPRISE & EXHIBITOR VOICES

Local capability meets opportunity

ODOP, CM YUVA and women-led businesses gave the wider exhibition a strong district and enterprise identity.

Carpets, brassware, woodcraft, glass, perfumes, textiles and handlooms brought established district skills before buyers. CM YUVA gave young businesses visibility, while women entrepreneurs added products, ideas and market experience. The opening-day release highlighted around 300 women representatives participating in the five-day show.



From Connections to Commercial Outcomes

Remma, Nairobi - Kenya, International Buyer

This is my first visit to India, and my experience at UPITS has been truly vibrant and distinctive. I came to source agricultural and food products and discovered an impressive variety of products, enterprises and business possibilities. UPITS offers global buyers an exciting platform to explore the sourcing potential of Uttar Pradesh.



Vikas Rai, Exhibitor

Our participation at UPITS 2026 has been an exceptionally rewarding experience. We signed 10 MoUs with international buyers, and the positive response to our products has encouraged us to pursue wider global opportunities. My sincere appreciation goes to the Government of Uttar Pradesh and the organisers for creating a platform that turns business conversations into tangible outcomes.



Shipra Sharma, Exhibitor

UPITS 2026 has given our handcraft products and brand valuable visibility. Its scale and buyer reach have strengthened our market presence and opened new business opportunities.



Marine Visiedo, France, International Buyer

Every visit to UPITS brings new possibilities. Once again, I discovered valuable partnerships, promising agreements and exciting business opportunities. It has been another rewarding experience connecting with enterprises and exploring the capabilities of Uttar Pradesh.



ODOC | FIVE DAYS OF FLAVOUR

District cuisine finds a wider audience

A new portal, visitor favourites and a celebrity chef masterclass put food enterprise at the centre of the experience.



A launch with commercial potential

The Chief Minister launched the ODOC portal on 25 September. Across the show, the initiative connected distinctive recipes and local food traditions with entrepreneurship, processing, packaging, branding, retail, hospitality and tourism.

Visitor favourites

Day 2 highlights included Gorakhpur's Litti Chokha, Banarsi Paan, Dal Moradabadi, Aligarh's Aloo Kachori, Etawah's Kheer Mohan and Sultanpur's Kraha ki Poori with Kohre ki Sabji.

A masterclass in Hall 16

Celebrity Chef Harpal Singh Sokhi drew visitors and exhibitors to his 27 September masterclass, sharing culinary knowledge and demonstrating his skills.

Interest through the finale

ODOC remained one of the liveliest destinations on the concluding day. Alongside the established ODOP ecosystem, its reception showed how district identity can support product discovery and new business conversations. The food experience complemented handicrafts, handlooms, textiles, MSMEs and food products across the exhibition.

STUDENT PARTICIPATION

Young people join the conversation

Knowledge, awareness, creativity and performance brought schools into the UPITS experience.



On 27 September, students from Grads International School and Jaypee Public School, Greater Noida, joined activities on cyber security and road safety, interacting with U. N. Pandey, ARTO, and Ajay Kumar, ADCP. Sparsh International School and Delhi Public School participated in the wider creative programme, including MIME and Battle of Bands.

Date	Activity coverage
26 SEP	Reported: quiz, Model United Nations and MIME. Also programmed: Viksit Bharat MUN I & II, Science Quiz, Business Model and Career Counselling.
27 SEP	Reported: Art & Culture I and II, cyber security and road safety awareness, MIME and Battle of Bands.
28 SEP	Programmed: Yoga and Mental Health I & II; Viksit Bharat MUN III; Robotics and AI.

CULTURE | 25-26 SEPTEMBER

The show opens to music and dance

Uttar Pradesh Tourism & Culture complemented the business programme with invocation, folk traditions, Kathak and a star night.



25 SEPTEMBER | FRIDAY

Conch blowing & Swasti Vachan

Rashmi Arya • Baghpat

Folk singing

Malvika Hariom • Lucknow

Folk dance of Mathura

Seema Morwal • Mathura

Kathak dance drama

Akanksha Shrivastava • Lucknow

Bhajan presentation

Akanksha Tripathi • Kanpur/Mumbai

26 SEPTEMBER | SATURDAY

Opening musical presentation

Pt. Chetan Joshi • Noida

Folk singing

Vandana Mishra • Lucknow

Kathak presentation

Maryada Kulshreshtha • Noida

Dhedhiya dance

Purnima Kumar • Prayagraj

Star Night

Monali Thakur

CULTURE | 27-29 SEPTEMBER

Three more evenings of artistic expression

Classical music, regional folk forms, devotion and a national cultural finale.



27 SEPTEMBER SUNDAY

Pakhawaj duet

Pt. Ravi Shankar Upadhyay & Pt. Rishi Shankar Upadhyay

Alha singing

Sheelu Singh Rajput • Raebareli

Rai folk dance

Vandana Kushwaha • Jhansi

Kathak

Priyamvada Singh • Noida

Dance presentation

Ranjana Neb • Saharanpur

Musical band

Sarvtra Band • Noida

28 SEPTEMBER MONDAY

Sitar recital

Padma Shri Pt. Shivrath Mishra • Varanasi

Light music

Sabina Saifi • Lucknow

Kathak

Nisha Kesari • Noida

Tharu tribal dance

Rajneesh Rana • Pilibhit

Sufi music

Band performance

29 SEPTEMBER TUESDAY

Bhajan singing

Om Prakash Dubey • Mumbai

Folk singing

Rakesh Upadhyay • Gorakhpur

Kathak presentation

Mitali Saini • Ghaziabad

Colours of India

Choreography: Shriram Sankhla



Thank you for being part of UPITS 2026

Five days of connections. Relationships to carry forward.

To the exhibitors and buyers, partner-country delegations, artisans and entrepreneurs, speakers and students, artists and visitors: thank you for bringing your ideas, products and participation to Uttar Pradesh's international trade platform.

Jointly organised by the Government of Uttar Pradesh and India Exposition Mart Ltd.

upinternationaltradeshow.com

**SEE YOU NEXT YEAR
UPITS 2027**



Download
UPITS 2026
MOBILE APP



ULTIMATE SOURCING
BEGINS HERE

