

UP launches its first online show for global markets

TNN | Mar 10, 2021, 04.43 AM IST

Lucknow: UP launched its first online show for global markets on Tuesday, called Treasures of Uttar Pradesh. Organised to push exports from UP while travel restricts continue to be in place due to Covid-19, the online show will see 120 exhibitors from 23 districts put their products on display. . Around 320 global buyers from 60 countries have registered for the fair.

The 15-day long fair will be divided into three segments with the first from March 8-12 focussed on textile and readymade garments, the second from March 15-19 on leather goods, footwear, carpets and rugs and the third from March 22-26 on beauty products and homeware.

“UP is among a leading state in the country in terms of exports with a contribution of 4.55%. The state government is looking to double its exports in the next three years by virtue of a number of strategic policy and institutional interventions to promote exports,” said MSME minister Sidharth Nath Singh, adding that the UP Export Promotion Policy 2020-25 laid out several strategic institutional and fiscal incentives to promote exports. “The vision of ‘vocal for local’ and ‘local for global’ by PM Narendra Modi and implemented by chief minister Yogi Adityanath has resulted in enhancing industrial activity and enhancing business connects for industrialists. As a result, exports from UP have risen by 38% over the past three years from Rs 84,000 crore to Rs 1.20 lakh crore,” he said.

Additional chief secretary, MSME, Navneet Sehgal said that more than 100 exporters will take part in each segment of the fair while around 300 buyers have registered. “UP is exporting carpets from Mirzapur, glassware from Firozabad, terracotta products from Gorakhpur, pottery from Khurja. Due to the policies of the government, exports from UP continued even during the Covid-19 months and 28 products from 18 districts have been GI tagged. 80% of ODOP products are being exported,” he said.

