

UP to organise international trade fair to showcase culture, crafts & products

TIMES NEWS NETWORK

Lucknow: To showcase its crafts and products on an international platform, the Uttar Pradesh government will organise an International Trade Show from September 21 to 25 in Greater Noida. The government has conceptualised this as an annual affair, modelled after Delhi's famous India International Trade Fair.

Over the five days, the government will showcase its "talent, culture, resources and capability as the fastest growing state in the country, wherein a large number of business-to-business (B2B) and business-to-consumer



Additional chief secretary, MSME, Amit Mohan Prasad addresses a roadshow organised in New Delhi on Friday

(B2C) buyers are expected to participate," said an official. More than 2,000 manufacturers and exporters from UP are expected to participate in the event, which will focus largely on 40 sectors that con-

tribute significantly to the development of the state. The event, being organised by the department of MSME and the India Exposition Mart Limited (IEMML), will feature UP's traditional crafts under its 'one district-one product' scheme like Varanasi's gulabi meenakari and Ganesh idols, Moradabad's brassware, Azamgarh's black pottery, Kannauj's perfumes, silk products from Banda and Varanasi and Lucknow's chikan-kari embroidery.

Ahead of the programme, the MSME department held a roadshow in Delhi on Friday where they disclosed details about the event.

Additional chief secreta-

ry, MSME Amit Mohan Prasad said that along with ODOP, special preference will also be given to women entrepreneurs who have recently established themselves through their startups.

Secretary MSME, Pranjali Yadav said that the trade show aims to provide recognition to UP's traders in the global market and enable them to showcase their products to the world. "It will be a hybrid trade show, encompassing both B2B and B2C aspects. This will allow for meaningful business discussions and transactions, while also creating opportunities for traders to directly sell their goods to customers," he said.