

Global trade show presents ‘new UP in new India’: Yogi

Opens Int’l Trade Fair In Gr Noida

Neha Lalchandani & Ayantika Pal | TNN

Noida: The UP International Trade Show sets the stage to present to the world the “new Uttar Pradesh in new India”, chief minister Yogi Adityanath said at the inauguration ceremony in Greater Noida on Thursday.

“More than 70,000 business-to-business (B2B) buyers, and around 2,000 exhibitors and delegates from over 70 countries are at the trade show, which will present a new Uttar Pradesh in a new India,” the CM said. He was speaking at the event after President Droupadi Murmu inaugurated the five-day trade show.

This “new Uttar Pradesh”, the chief minister said, has good connectivity through expressways, highways, airways, waterways and roadways.”

“UP is not only the largest labour market, but also the largest consumer market in India,” Yogi said.

Over the next few days at the trade show, thousands of buyers, sellers and businesses will interact, showcasing UP’s “true potential”, the CM said.

His speech also stressed that the trade fair was a

platform for local industries and artisans to reach international markets.

“To promote GI-tagged products and the unique products of 75 districts, the UP government has launched ‘One District, One Product’ scheme. On September 17, the PM Vishwakarma scheme was also launched by the Prime Minister.

UP has worked in this direction and has already started that tradition,” Yogi said.

He added: “The fair is a tribute to the handicraft and traditional workers of UP.”

The trade fair represents UP’s traditional and cultural identity, the CM said.

“It will help (the world)

understand the state’s potential, capacity and capability... it will be the growth engine that will help India achieve its economic target, set by the Prime Minister,” the chief minister said.

Highlighting Uttar Pradesh’s journey from a BIMARU state to a prosperous one over the past six years,

Yogi said UP had finally recognised its potential and was presenting itself before the world as an investment hub.

The CM spoke about massive development in the state. The arrival of a large number of traders and buyers, the CM said, would inspire over 96 lakh MSME entrepreneurs of UP.