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Over 500 foreign buyers register on third day of UP International trade show

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GREATER NOIDA: In a major achievement for Chief Minister Yogi Adityanath-led Uttar Pradesh government, over 500 foreign buyers registered on the third day of the five-day UP International Trade Show being held at India Expo Center in Greater Noida on Sunday.

The trade show, which aims at showcasing UP's products to the global audience and also attracts investments to Uttar Pradesh, has been attracting the attention of both domestic and international buyers since its inauguration.

A large number of buyers from Asia, Europe, North America, South America, Australia, and Africa are visiting the trade fair for shopping.

On the third day of the trade show, a session was held on the topic 'Uttar Pradesh: Leading the Growth to India's ICT Manufacturing and Export'.

Several experts presented their viewpoints on the subject, including Sandeep Nirula, the Chairman of UPECL, who said that the rapid growth of Uttar Pradesh in electronic-ICT manufacturing and export is an inspiration for other states across the country.

He added that earlier investors were afraid to invest in the state because of the poor law and order situation, while today the situation is completely the opposite. The conducive environment created for the setting up of

industries through a series of initiatives undertaken by Chief Minister Yogi Adityanath has led to an increase in investors' interest in Uttar Pradesh, he pointed out.

"The electronic companies are investing more because the scope of these industries is rising in UP, which will help in transforming the state into a one trillion dollar economy", he remarked.

Sanjay Aggarwal, the CEO of Eastern Software System, said that Noida encapsulates the rising opportunities available in different fields in Uttar Pradesh.

"Over the past few years, the software industry has firmly established itself in this region. This holds significance in multiple aspects, as it not only contributes to the state's rapidly growing economy but also generates employment opportunities for the youth", he pointed out.

He added that given the government's commitment to increase the infrastructure in the area, it is likely that several Indian and international software companies will be set up in the forthcoming years.