

# Trade fair underlines govt's commitment to make UP \$1tn eco

## PITCHING UP GOODS FOR INT'L MARKET

The first **UP International Trade Fair** will provide an international market for goods produced in the state:

Business hours | 11am-3pm

General hours | 3pm-8pm.

Entry free

➤ 44 exhibitor categories

include ODOP, agriculture & horticulture, dairy, automobile-EV, beverages, handicraft, healthcare, among others

➤ Over 2,000 exhibitors



### PROMINENT BRANDS

Shree Cement, Tata Motors, UltraTech, Torrent Gas, Honda, Patanjali, Vivo, LG, JK Cement, IFFCO Tokio,

Max Life, Hamdard, SBI, Adani Realty, DLF, Red Tape, Galgotias, SRMS, Sharda University, Punjab National Bank, Kapila, Namaste India, Servotech, Hyundai

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The event which will be attended by exporters and entrepreneurs from India and abroad. Along with stalls for products, departments of UP government will also showcase their best practices, policies and programmes. Talks and discussions have also been organised, including a session by the famous Dabbawalas of Mumbai.

“This event underlines the UP government’s commitment to make the state a USD 1 trillion economy. The trade show is envisioned as a regular fair that will uniquely promote small, medium, and large enterprises from UP,” said a government spokesperson.

President Murmu will inaugurate the fair during a programme from 4pm to 5.15pm and the ceremony will be open to a select group of people. Sessions of Invest UP, UPSIDA, GNIDA, YEIDA, and Noida Authority will be held from 11.30am to 12.30pm on Friday. A session by the Federation of Indian Exporters Organization will be held from 2-3pm, followed by one by the Insurance Regulatory and Development Authority of India from 3-4pm.

AKTU will hold a session

from 11.30am to 12.30pm on Saturday, followed by a series of sessions of academic institutions like Sharda University, Gautam Buddha University and Shiv Nadar University from 12.30pm to 1.30pm. A session on Logistics, Supply chain and Time Management by the Mumbai Dabbawala will be held from 2.30pm to 4pm. There will be a session of UP Electronics Corporation Ltd from 11.30am to 12.30pm on Sunday while a fashion show is scheduled from 6.30pm to 7.30pm, organised by NIFT Rae Bareilly and the Khadi department. The award ceremony on the final day will also be open to only a select few.

“Cultural programmes have also been organised in which renowned artists will perform. There will be sufi music on the first day. On the second day, there will be a presentation of Riddham Rasarang, Sugam Sangeet and a performance by the band Anunaad. The third day will feature performances of ‘Ram Gaan’ folk singing and Shri Radha Madhav ballet. On the fourth day, a Kathak dance drama based on Ramayana will be presented while on the last day, Shiv Tandav and a music show will be held,” said the spokesperson.