

# UP trade show's 2<sup>nd</sup> edition to see buyers from 72 countries

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**Lucknow:** Buyers from 72 countries are expected to attend the second edition of the Uttar Pradesh International Trade Show, scheduled to take place between September 25 to 29 at the India Expo Centre and Mart, Greater Noida, said an official spokesperson of the state govt.

The spokesperson added that as many as 400 registrations for the gala event have been made.

“These participants represent ten regions, from Europe to Oceania and Africa, and over 500 international buyers are anticipated,” the spokesperson said, adding that the event promises

to put up a grander spectacle compared to 2023.

“The number of exhibitors is set to rise from 2,000 in 2023 to 2,500 in 2024. Likewise, the show is set to see more visitors in both Business-to-Business interactions category (from 70,000 in 2023 to over a lakh this time) and Business-to-Consumer (B2C) interactions (from 237,000 in 2023 to 350,000 this time). In addition, the show anticipates the emergence of 125,000 new business opportunities, up from 100,000 in the previous edition,” the spokesperson claimed.

“So far, the UP International Trade Show has attracted participants from a diverse range of regions. The highest represen-

tation comes from Africa, with 14 countries registered. Europe, the West Asia, and North Africa (WANA) regions have 12 countries involved. The Latin American and Caribbean (LAC) region has eight countries. In comparison, the Commonwealth of Independent States (CIS) has seven. Five countries represent Southeast Asia (SEA), and both South Africa (SA) and Northeast Asia (NEA) have four countries each. North America (NAFTA) and Oceania each have three countries.”