

UP gears up for second edition of int'l trade show at G Noida

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Lucknow: UP is set to host the second edition of the UP International Trade Show (ITS) from Sept 25-29 at the India Expo Mart in Greater Noida. The event aims to showcase the state's 'craft, cuisine and culture' to the participants, providing a unique platform for entrepreneurs, manufacturers and exporters from various sectors.

Chief minister Yogi Adityanath reviewed the preparations and emphasised the significance of the trade show in promoting UP's branding. He said that the event will be based on the theme 'a unique platform for sourcing' and will feature participation from over 2,500 exhibitors and buyers from more than 66 countries.

Vietnam will be the partner country for this year's edition, with a delegation showcasing high-quality Vietnamese products and a cultural performance by South Asian country's troupe. Visitors will also have the opportunity to savour both Vietna-

mese and Indian cuisines during the ITS.

The five-day event will include daily knowledge sessions on specific themes, with special sessions focusing on innovation, start-ups and the insurance sector. A khadi-focused fashion show will be among the highlights, along with cultural performances showcasing state's art and culture.

Yogi directed all major state departments to showcase their achievements at the trade show and emphasised the importance of extensive promotion through roadshows in various states. He also instructed the district magistrate of Gautambuddhnagar, police commissioner and the CEOs of the

three industrial development authorities to ensure proper arrangements for the movement, security and other facilities for dignitaries, guests, entrepreneurs and artisans while issuing specific directives to the CEO of Greater Noida industrial development authority.

The first edition of the ITS held from Sept 21-25 last year saw participation from over 2,000 exhibitors, more than 500 buyers from 60 countries and over 70,000 buyers from various states in the country, totalling over 300,000 attendees. The event resulted in the establishment of over 100,000 new business connections, said a govt spokesperson on Sunday. The trade show is expected to provide a global platform for entrepreneurs, manufacturers and exporters from sectors such as large industries, IT-ITES, MSMEs, start-ups, education, agriculture, health, tourism and culture, energy, renewable energy and ODOP (One District One Product) producers.