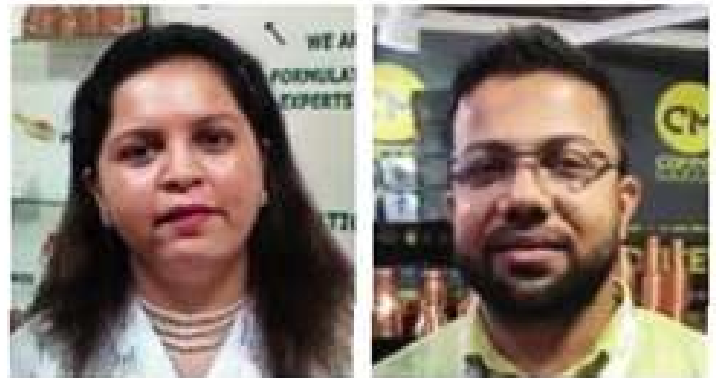


Local products find a global connect at fair

TIMES NEWS NETWORK

The Trade Show has opened a box of opportunities for young entrepreneurs. While buyers are visiting stalls, the B2B program being organised at the event is connecting businesses with international buyers. This initiative has sparked enthusiasm among young entrepreneurs, who are optimistic about securing more foreign orders for their products.

Chetan Khandelwal, founder of Divine Copper from Vrindavan, shared that, in the past, businesses had to actively search for buyers, but this time, the event's organisation is making it easier to connect with them. Deepak Pandey, MD of an apparels firm from Hapur, is attracting buyers from Cuba, UK, Spain,



UPITS has sparked enthusiasm among young entrepreneurs

Turkey, and Zimbabwe. Pandey highlighted that his product, a herbal-based apparel line, has generated significant interest among buyers.

Ruchi Khanna, head of a Kanpur-based biosolution firm, shared that initially she found only one or two buyers online, but this platform has connected her with buyers from several countries. Mohammad Shahrukh, head of Shan Impex in Moradabad, has already secured an order from Somalia, with more international orders in pipeline.