

UP international trade show opens today in G Noida, over 500,000 expected to visit

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GREATER NOIDA: Vice-president Jagdeep Dhankhar will open the second edition of the Uttar Pradesh International Trade Show (UPITS) at the India Expo Centre and Mart in Greater Noida on Wednesday, in the presence of chief minister Yogi Adityanath and Uttar Pradesh industries minister Nand Gopal Gupta Nandi, among other dignitaries, district officials said on Tuesday.

Jointly organised by the Uttar Pradesh government and India Exposition Mart Limited (IEML), the trade show will run until September 29, and showcase a diverse range of trade and cultural exhibits, with a particular focus on Uttar Pradesh's local industries, said officials, adding that Vietnam has been highlighted as the partner country for this year's edition.

In a pre-event briefing on Tuesday at the India Expo Mart in Greater Noida, micro, small & medium enterprises (MSME) minister Rakesh Sachan said this year's trade show is expected to significantly outperform last year's event.

"The UPITS has become a symbol of UP's economic growth. We anticipate 500,000 visitors and 2,000 exhibitors showcasing their products this year and so far, around 350 buyers from 70 countries have registered. We expect that the numbers will surpass previous year's figures," said Sachan.

"Last year, 300,000 people attended the event, which generated a business of ₹ 6,000 crore. This year, we are optimistic about exceeding both the footfall



The trade show will run till September 29 at the India Expo Mart in Greater Noida. Entry to the event is free. SUNIL GHOSH/HT PHOTO

and the revenue," Sachan said. The minister also stressed on the importance of one district one product (ODOP) initiative, anticipating greater success and more international orders.

Urging the public, especially those in the National Capital Region, to visit the trade show, he said the event will contribute significantly to the state's goal of achieving a \$1 trillion economy.

"We are confident that UPITS 2024 will surpass last year's success, both in terms of footfall and business transactions. The ODOP initiative will receive greater visibility and international orders this time. I urge people, especially those in the NCR, to attend in large numbers," Sachan said.

According to Rakesh Kumar, chairman IEML, UPITS 2024 is expected to witness 100,000 B2B visitors and 350,000 B2C visitors from 80 countries. The focus sectors for this year's event include agriculture, e-commerce, electronics, fisheries, handloom, textile, horticulture,

leather industry, ODOP, retail, sports, tourism, toy, MSMEs, and Khadi, he said.

On September 27, a fashion show will be organised in the main hall of the India Expo Mart and on September 28, commerce minister Piyush Goyal will attend the event.

To be sure, at UPITS 2024, 15 halls at the India Expo Mart will be dedicated to showcasing a variety of sectors and developments from Uttar Pradesh.

Additionally, a variety of cultural and entertainment events are planned to elevate the visitor experience at UPITS 2024.

A diverse range of food stalls will offer visitors a culinary experience that highlights the flavours of Uttar Pradesh. Traditional dishes like "Kanpur's chaat", "Lucknow's Tunday kebabs", "Agra's petha" and "Banaras's paan" will be on the menu.

Entry to the event will be free, and timings will be from 11 am to 3pm for business delegates and from 3pm to 10pm for the public.

Traffic curbs on DND, Noida expressway

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NOIDA: The Noida traffic police on Tuesday issued an advisory ahead of the five-day Uttar Pradesh International Trade Show (UPITS) that will commence on Wednesday in Greater Noida, and said that owing to the movement of VIP dignitaries on the Noida-Greater Noida Expressway and DND Flyway, traffic restrictions will be in place on these routes.

Additionally, the movement of goods vehicles will also be restricted on both the expressway and near the Expo Mart from 7am to 11pm from September 25 to 29.

For the inauguration, vice-president Jagdeep Dhankhar and chief minister Yogi Adityanath are set to arrive at the India Expo Mart in Greater Noida on Wednesday.

Yamuna Prasad, deputy commissioner of police, traffic, said: "On Wednesday, VIP dignitaries are expected to arrive in the city and during their movement, there will be traffic diversions on the Noida-Greater Noida Expressway and routes surrounding the expo mart in Greater Noida."

All entries to the Noida expressway will be blocked during VIP movement, and traffic will be diverted to internal roads, police said.

The traffic police have asked

commuters to use alternative routes to avoid any inconvenience.

For instance, traffic from Chilla border heading towards Greater Noida via the expressway will be redirected from Sector 14-A Flyover to Golchakkar Chowk in Sector 15, allowing it to proceed along DSC Road.

Similarly, the traffic from DND Flyway towards Greater Noida will be diverted towards Rajnigandha Chowk in Sector 16, proceeding via MP-01 Road and DSC Road.

Traffic from Kalindi Border to Greater Noida via the expressway will be diverted from Mahamaya Flyover toward Sector 37, allowing it to continue via MP-03 Road and DSC Road.

Traffic coming from Agra towards Noida will be guided to the exit at Jewar Toll, from there to Kasba Jewar, via Sabautia Underpass to Khurja Bypass and Jahangirpur.

Traffic from Pari Chowk headed to Noida via the Noida-Greater Noida Expressway will be diverted from Pari Chowk to Surajpur, allowing them to continue via Greater Noida West.

Traffic police said that emergency vehicles, however, will be allowed to pass during the traffic restrictions. Separate vehicle parking arrangements have been made near the venue for VIPs, media personnel, and delegates, they said.