

Orders pouring in from foreign clients encouraging exhibitors

A total of 50,000 B2B and 1.25 lakh B2C clients visited the expo between September 25 and 27

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LUCKNOW: For exhibitors at UP International Trade Show (UPITS)-2024, orders are pouring in not only from domestic buyers but also from those in Australia, Zimbabwe, Cuba and Somalia to name a few, according to officials.

The credit for this surge in international orders goes to more than 50,000 business-to-business (B2B) visitors and approximately 1.25 lakh business-to-consumer (B2C) attendees visiting the expo between September 25 and 27.

Around 2,550 exhibitors have put up their stalls spanning across 15 halls at the India Expo Mart. Traditional handicrafts from Uttar Pradesh, including pottery, weaving, and embroidery are drawing a large number of foreign visitors.

They are also showing keen interest in stalls related to handicrafts, technology, agricultural products, textiles, and food processing items.

The exhibition of organic agricultural products is also drawing both foreign and domestic crowds where fruits, vegetables, and grains are on display.

The trade show has become a one-stop destination for people not only from Delhi and Noida but also from adjoining regions of Meerut, Bulandshahr and all parts of western Uttar Pradesh.

The wide range of products on display has captivated visitors.

The food and beverage pavilion is one of the main attractions at the trade show. A wide variety of food items, spices, and local delicacies are on display there, with a special focus on traditional dishes from Uttar Pradesh. Apart from this, numerous technology and innovation startups are drawing the attention of



Visitors at a stall during the second edition of UP International Trade Show (UPITS)-2024 in Greater Noida on Saturday.

2.60 lakh visitors in four days

While on the opening day 40,811 visitors arrived at the trade show, the fourth day, Saturday, saw around 90,000 visitors flocking to India Expo Mart in Greater Noida. The total number of visitors at the trade show over four days stood at 2.60 lakh, officials said.

visitors.

They are showcasing their latest products, which include smart devices, AI-based solutions, and industrial machinery. Exhibits featuring robotics, drone technology, and smart farming solutions offer a glimpse into the industrial needs of the future.

Waves on social media

UPITS-2024 has become a rage on social media platforms, particularly on micro-blogging platform X. Several hashtags were used to promote this mega event, reaching millions of people.

The hashtag #UPITS2024 achieved a social media reach of 32 million (3.2 crore), while #UPInternationalTradeShow reached 27 million (2.7 crore).

Sumptuous biz for biryani, dahi jalebi and Khurja khurchan stalls

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LUCKNOW: Not only those promoting technology and handicraft items, but also the stalls offering delicacies from Uttar Pradesh are a big draw at UPITS-2024. From Lucknow's biryani to Khurja's famous Khurchan, spinach leaf chaat of Ghazipur and Mathura's pedas to dahi jalebi and kulhad lassi from Prayagraj and Banarasi sweets are drawing a large crowd at the trade show.

Food stalls from Noida, Ghazipur, Mathura, Prayagraj, Agra, Aligarh, Moradabad, Ghaziabad, Gorakhpur, Kanpur, Ballia, Banaras, and Lucknow are witnessing huge turnout.

Noida's Gurjari thali, made from coarse grains such as jowar and bajra, is among the hot favourites for visitors. Arun Bhati, who runs the stall, was all praise for Prime Minister Narendra Modi and chief minister Yogi

Adityanath for promoting coarse grains. The thali includes jowar and bajra rotis, mustard greens, and dal, paired with buttermilk and curry rice.

Similarly, Khurja's famous Khurchan is popular among the visitors. Known for its popularity in the Delhi-NCR region, it made a strong impression at the trade show.

Ashish Yadav from Bulandshahr noted that the flavor of biryani at the show sent him down memory lane and reminded him of his visit to Lucknow last year.

The spinach leaf chaat, an innovative offering from Ghazipur, is drawing attention for its unique blend of crispy leaves and tangy chutneys. In the savory category, Gorakhpur's chole samosa and Ghaziabad's tilla kulfi are also much in demand.

Stalls offering regional favorites like litti chokha from Ballia also saw brisk business.

SECOND EDITION JUST AS SUCCESSFUL AS THE FIRST, SAYS PRINCIPAL SECY

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LUCKNOW: Principal secretary (information) Sanjay Prasad visited various stalls on Saturday at UPITS-2024 and interacted with entrepreneurs showcasing their products and services.

Prasad shared his insights on topics such as business growth, access to broader markets, and increased income opportunities from the event.

"The second edition of the UP International Trade Show is proving to be just as successful as the first trade show," said Prasad.

Sanjay Prasad emphasized that, similar to the previous edition, this trade show is paving the way for entrepreneurs to secure more business opportunities.

Prasad added that the event was an outstanding platform for accelerating industrial development in Uttar Pradesh.



Principal secretary (information) Sanjay Prasad at a stall on Saturday.