

# ‘UPSIDA showcases excellence at UP International Trade Show’

TIMES NEWS NETWORK

**Lucknow:** Continuing its streak of excellence, the Uttar Pradesh State Industrial Development Authority (UPSIDA) once again secured the first position as the best stall at UPITS 2024, after achieving the same distinction last year.

“UPSIDA’s creative and informative stall in Hall 1 captivated visitors with a display of its flagship projects, upcoming ventures, and a wide range of initiatives that promote industrial development in the state. The stall showcased key projects focused on warehousing, logistics, and industrial safety, solidifying its leadership role in promoting Uttar Pradesh as a global industrial hub,” UPSIDA CEO Mayur Maheshwari said.

“The stall also showcased upcoming schemes of UPSIDA including schemes for industrial areas like Hathras and Pilibhit. UPSIDA’s stall emphasized its commitment to safe industrial zones, featuring cutting-edge safety elements incorporated into industrial areas. The stall also highlighted sustainability initiatives, with a focus on solar energy projects aimed at conserving natural resources and fostering a sustainable industrial ecosys-



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tem,” he said.

Maheshwari added that UPSIDA facilitated the participation of leading companies at the event, including Tata Steel, Organic India, Indorama, Lohum, Link Locks, Micromatic Grinding, IDVB Recycling, and Swadeshi Polytex. “The authority’s support enabled these brands to showcase their products and services, expanding their business opportunities through B2B meetings and global exposure,” he said.

He added that UPITS 2024 attracted over 2,500 exhibitors, more than 100,000 B2B visitors, and 3,50,000 B2C attendees, generating 125,000 business leads.