

UP international trade show ends with record footfall, business deals

TIMES NEWS NETWORK

Lucknow: The second edition of the UP International Trade Show 2024 concluded successfully on Sunday, the fifth and final day, at the India Expo Mart in Greater Noida.

The event saw a record-breaking attendance of over 5.5 lakh visitors, with over 2.6 lakh attending through B2B and B2C interactions alone. Last year's inaugural edition had witnessed 3 lakh visitors. The show not only set new benchmarks in footfall but also brought in substantial business, with domestic and international buyers placing orders worth crores, boosting the morale of both the govt and entrepreneurs alike.

The event paved the way for future growth opportunities, acting as a significant milestone for businesses in Uttar Pradesh. Enthusiastic about the success, the Yogi



Huge footfall on the fifth and final day at the India Expo Mart

govt is now considering hosting similar events at the regional and district levels.

Additionally, the third edition of the trade show is scheduled for September 25-29 next year.

Global recognition for UP

At the closing ceremony, UP minister for MSME, Khadi & Village Industries, Handloom, and Textiles, Rakesh Sachan, presented awards to representatives of companies across various categories. He reiterated

Chief Minister Yogi Adityanath's commitment to making such shows a platform for small and medium businesses. Sachan emphasized how the trade show has set new standards, infusing fresh energy into the business community in Uttar Pradesh.

The massive turnout reflected that the event is not only gaining traction in India but is also making a mark globally.

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