

# Dhankhar to open UPITS tomorrow

## Focus On Startup & Innovation

TIMES NEWS NETWORK

**Lucknow:** In its mission to transform Uttar Pradesh into a trillion-dollar economy, the state govt is gearing up to host Uttar Pradesh International Trade Show (UPITS).

This grand event, scheduled from Sep 25 to Sep 29 at the India Exposition Centre and Mart in Greater Noida, will showcase the state's vast potential, with Vice President Jagdeep Dhankhar gracing the occasion as the chief guest.

While the event's inauguration takes place on Sep 25, six sectoral sessions will be held on Sept 26 and Sep 27, focusing on key areas such as e-commerce, digital transformation, and the innovation and startup ecosystem.

The Yogi Adityanath govt aims to foster business networking, attract investments, share knowledge, and promote 'Brand UP' through these sessions.

Notably, the event will feature impressive thematic pavilions from various govt departments and authorities across 15 halls, becoming a major draw for visitors.

On Sep 26, the first session will focus on 'e-commerce and digital transformation', exploring the

KEY HIGHLIGHTS	
<b>Hall 1</b>   Invest UP & UPSIDA pavilions	
<b>Hall 2</b>   Inauguration & seminars	
<b>Hall 3</b>   YEIDA & GNIDA	
<b>Hall 4</b>   UP At A Glance	
<b>Hall 5</b>   UPLC	
<b>Hall 6</b>   Higher edu, banks, NBFCs, insurance, urban devpt, Swachhta Mission, GI tags, and UP Skill Development Mission	
<b>Hall 7</b>   Tourism, Noida Int'l Airport Ltd, Namami Gange, Noida Authority, and State Water Sanitation Mission	
<b>Hall 8</b>   UPNEDA and energy dept, UPEIDA's defense pavilion, forest & eco-tourism	
<b>Hall 9</b>   ODOP	
<b>Hall 10</b>   MSME	
<b>Hall 11</b>   UPSRLM, FSDA, AYUSH, and health and medical sector	
<b>Hall 12</b>   Horticulture, food processing, agri, mandi and exports, dairy, animal husbandry, fisheries, and sugarcane depts	

latest trends and opportunities in the rapid growth of e-commerce and digital technologies. The second session will highlight 'innovation and the startup ecosystem', showcasing the surge in startup activity in Uttar Pradesh in recent years. This session is being organized by AKTU.

Additionally, a session titled 'Future of Higher Education' will take place on the same day, discussing emerging trends in higher education, skill development, industry-academia collaboration, and the integration of technology in education.

On Sep 27, three more sessions will be held, covering topics such as expanding India's export potential, insurance and financial awareness, and financial regulation and export-import facilitation.

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The event will offer a fertile platform for businesses to forge new partnerships, explore joint ventures, and expand their networks. It will facilitate meaningful interactions between domestic and international industry leaders, paving the way for future collaborations.

By highlighting Uttar Pradesh's investment-friendly policies and showcasing the immense growth potential across various sectors, UPITS 2024 aims to attract significant investments to the state. With a wide range of programs, including keynote addresses, panel discussions, and workshops, the event will foster knowledge sharing and provide valuable insights into the latest industry trends and best practices.