

Trade show records 5.5L footfall, earnings of over ₹10,000 crore

TIMES NEWS NETWORK

Lucknow: The second edition of the UP International Trade Show (UPITS) recorded earnings of over Rs 10,000 crore, besides opening doors to the global market for entrepreneurs from the state, an official spokesperson said on Wednesday.

“The event witnessed a remarkable footfall of 5.5 lakh, including over 4.25 lakh B2B and B2C visitors, alongside the participation of more than 500 foreign buyers from over 70 countries. It also saw earnings of over Rs 10,000 crore,” the spokesperson said, adding that the primary aim of the event – which was to fortify Brand UP on an international scale – was also achieved.

“The influx of foreign visitors, their keen interest in local products, and commitments to partnerships underscore the trade show’s pivotal role in driving economic development and employment generation in Uttar Pradesh. Throughout the event, global buyers expressed strong interest in UP’s diverse offerings and committed to collaborative ventures, thereby creating new markets for local entrepreneurs,” officials said.

Officials from the state govt said that in response to the burgeoning demand, UP entrepreneurs are poised to



The five-day event was inaugurated by Vice President Jagdeep Dhankhar

ramp up production, aided by the state govt’s support. The govt is dedicated to helping businesses gain recognition for their district and state-level products on a global platform.

Informing that the 2024 event proved to be even more expansive and impressive, they said, “More than 2,500 exhibitors showcased their products and innovations across various sectors, while over 500 foreign buyers from 70 countries contributed to a thriving business environment. The event also featured 350 One District One Product (ODOP) displays from all 75 districts of the state.”

Stating that Vietnam’s inclusion as a partner country was a significant highlight of this year’s event, the officials pointed out that the collaboration fostered a vibrant cultural exchange between Uttar Pradesh and Vietnam, show-

casing the flavours and traditions of both regions.

CM Yogi also held a special meeting with the Vietnamese ambassador and his delegation, reaffirming the commitment to strengthen business ties between Vietnam and Uttar Pradesh.

Officials also said that foreign buyers expressed great interest in the products from Uttar Pradesh. The variety and quality showcased by local exhibitors captivated their attention, resulting in a turnover of over Rs 2,200 crore.

“Many of them were eager to invest and collaborate with manufacturers in UP, while local entrepreneurs also sought partnerships with international buyers. Such alliances are expected to open up foreign markets for Uttar Pradesh products, directly benefiting the state’s economy and increasing employment opportunities,” they said.