

Robust UP dazzles at Delhi roadshow

Preparations For UPITS In Full Swing

TIMES NEWS NETWORK

Lucknow: Uttar Pradesh govt organised a roadshow in New Delhi on Friday to unveil preparations for UP International Trade Show (UPITS) 2025.

The third edition of the UP International Trade Show is scheduled from Sep 25-29 at India Expo Mart, Greater Noida.

"Held in collaboration with India Exposition Mart Ltd, the event marked a significant stride towards Chief Minister Yogi Adityanath's vision of positioning Uttar Pradesh on the global trade map. The roadshow highlighted the state's industrial strength, export potential, and locally crafted products to international buyers, industry leaders, and diplomatic officials," an official said.

Chairing the event, cabinet minister Rakesh Sachan said, "UPITS 2025 is more than just a trade show — it's a



UP minister Rakesh Sachan (L) and principal secretary, MSME Alok Kumar

global stage for heritage, innovation, and economic potential of Uttar Pradesh. Under the leadership of CM Yogi Adityanath, the state's export vision is being redefined."

Principal secretary, MSME and export promotion, Alok Kumar, said that UPITS is fast becoming a vital link between local entrepreneurs and global markets. "This is the time to turn Uttar Pradesh's products into global brands," he added.

Dr Ajay Sahai of FIEO said, "Uttar Pradesh is emerging as a reliable sourcing

hub for global buyers."

Dr Rakesh Kumar of IEML described the event as a "global window into the rich variety of products from every district of the state."

Diplomatic delegates, exporters, procurement experts, and industry leaders from countries including Austria, Canada, Vietnam, Singapore, and Norway participated in the event. Highlights included B2B meetings, ODOP showcase, an export promotion zone, and an introduction to the upcoming trade show's theme, 'Ultimate Sourcing Begins Here'.