

Ahead of international trade show, U.P. holds roadshow in Mumbai

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LUCKNOW: The Uttar Pradesh government held a roadshow showcasing the state's industrial growth in Mumbai on Friday ahead of the Uttar Pradesh International Trade Show (UPITS 2025) likely to be organised at Greater Noida from September 25 to 29.

An official spokesman called this a strategic move to position Uttar Pradesh as a national hub for investment and exports. The roadshow, organised at Walchand Hirachand Hall, IMC Building, Churchgate in the economic capital of the country, aimed at attracting business leaders, sourcing agencies, and institutional buyers from Maharashtra. It not only showcased the opportunities available in Uttar Pradesh but also opened doors for new industrial partnerships between the two states.

Uttar Pradesh minister for

MSME, Khadi and village industries Rakesh Sachan was the chief guest while senior officials from the Maharashtra government and top representatives from India's leading industry bodies also attended the roadshow.

Sachan said, "UPITS is not just a trade fair — it's a global platform to showcase the talent and traditions of Uttar Pradesh. Schemes like ODOP and PM Vishwakarma are helping local artisans and MSMEs gain international recognition."

V. Pandian, commissioner of industries, said the trade show will connect key sectors such as food processing, textiles, electronics, engineering and ODOP products.

Neeraj Khanna, chairman, Export Promotion Council for Handicrafts (EPCH), said, "Exporting handcrafted products made by Indian artisans is crucial for the country's socio-economic growth. UPITS is a big step in that direction."