

UP govt unveils gateway to investment at Delhi roadshow

Trade show to be held from September 25 to 29 at the India Expo Centre and Mart in Greater Noida

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LUCKNOW : In a bid to position Uttar Pradesh as a gateway to investment, the state government, in collaboration with India Exposition Mart Ltd. (IEM), organised a roadshow for the 3rd edition of the UP International Trade Show (UPITS) 2025 in New Delhi on Friday.

The trade show is scheduled to take place from September 25 to 29 at the India Expo Centre and Mart in Greater Noida.

Rakesh Sachan, cabinet minister for MSME, Khadi and Village Industries, represented the state government at the event. He was joined by Alok Kumar, principal secretary (MSME), and Rakesh Kumar, chairman of India Exposition Mart Ltd.

The roadshow saw participation from representatives of several embassies—including Austria, Canada, Vietnam, Norway and Singapore—along with members of trade associations, buying and sourcing consult-



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ants, sectoral leaders and stakeholders from across North India.

Addressing the gathering, minister Sachan highlighted Uttar Pradesh's rapid transformation into a hub of opportunity, driven by focused development, entrepreneurship, and international engagement.

Principal secretary Alok Kumar added, "Uttar Pradesh seems like a giant waking up—rapidly growing—and now it has the UP International Trade Show to showcase its industrial and cultural strengths. It's an export gateway for our MSMEs, artisans, and entrepreneurs. With each edition, UPITS is building bridges from local businesses to global markets, strengthening our resolve to contribute to the vision of a tril-

lion-dollar economy."

The roadshow offered a preview of several enhanced features of UPITS 2025, including expanded exhibitor categories, focused B2B meetings, buyer delegations, ODOP (One District, One Product) showcases, and dedicated export promotion zones.

The initiative aims to attract robust industry participation while ensuring strong regional and international buyer turnout. The Delhi roadshow was part of a nationwide campaign to build awareness and engagement for UPITS 2025.

Following the Delhi edition, additional roadshows will be held in Hyderabad, Bengaluru, Mumbai, and Ahmedabad as part of the ongoing promotional drive.

Global presence: Invest UP to hold roadshows in US, Europe

LUCKNOW: The Invest UP will organise a series of global roadshows and strategic business engagements across the United States, Europe, and the United Kingdom as part of its 'China plus one' strategy.

The objective is to showcase state's investor-friendly policies, sectoral strengths, and readiness to host large-scale industrial investments from Fortune 500 companies and global leaders.

The upcoming global outreach will feature high-level B2G (Business-to-Government) meetings and roundtable discussions in key cities including New York, San Francisco, Los Angeles, London, Paris, Frankfurt, Milan, Amsterdam, and Birmingham.

These events, to be conducted in collaboration with Indian embassies and trade associations such as the US India Business Council (USIBC), Confederation of Indian Industry (CII), and Federation of Indian Chambers of Commerce and Industry (FICCI), aim to deepen

engagement with global supply chain decision-makers. In the United States, state will engage with companies across multiple sectors—apparel (PVH Corp, Ralph Lauren, Coach), digital and cloud services (Google, AWS, Microsoft Azure, Oracle Cloud), data centres (Equinix, Stack Infra), and consumer goods and manufacturing (Skechers, Mattel, TOMS, Jakks Pacific).

The goal is to foster partnerships, explore joint ventures, and position the state as a competitive alternative for global production lines.

Similarly, in Europe and the UK, Invest UP will connect with top firms in sectors such as automotive, chemicals, renewables, luxury fashion and footwear, food processing and life sciences.

"We are implementing a comprehensive strategy that includes sector-specific industrial policies, time-bound clearances, and sustained ease of doing business reforms," said chief secretary, Manoj Kumar Singh. **HTC**