

‘Made in UP’ products to be in spotlight at int’l show

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Lucknow: UP’s rich traditions, entrepreneurial spirit and artisans’ skills are set to take centre stage on the global platform as the UP International Trade Show (UPITS) returns for its third edition at the India Expo Mart, Greater Noida, from Sep 25-29.

The mega event will showcase the strength of ‘Made in UP’ products — highlighting both the state’s cultural identity and industrial power — to investors and buyers from across the world. An official spokesperson said: “This year’s edition is drawing unprecedented global participation. Over 500 buyers from 80 countries are expected, with 340 buyers from 75 nations already confirmed. The rising interest, with more confirmations expected in the coming days, is set to open new doors for UP’s products in international markets.”

Mentioning that the UP govt’s flagship ODOP scheme has already carved out a unique identity for UP, the spokesperson said: “At UPITS, dedicated exhibitions will

showcase ODOP products, directly connecting artisans and entrepreneurs with global buyers. This will not only boost exports and employment but also open new growth avenues for the state’s economy.” Officials said UPITS aims to project the state as a leader in exports and a magnet for investment besides showcasing districts’ skill and product on national and international platforms.

The list of attendees includes 110 from Europe and CIS regions, 76 from West Asia, 10 from South East Asia, 30 from South Asia, 27 from Latin American countries.

Officials said to make this trade show special, products from 17 major sectors will be showcased. The list includes agriculture, horticulture, irrigation, animal husbandry, fisheries & dairy, apparels & garments, automobiles, EV, Ayurveda, yoga, naturopathy, Unani, Siddha & Homeopathy, electronics, engineering & manufacturing, toys & sports goods, FMCG, food & beverages, handicrafts, handlooms, leather goods, IT, ITES, software, pharmaceuticals & medical equipment, renewable energy and mining.