

{ **UP INTERNATIONAL TRADE SHOW** }

Over 500 buyers from 80 nations expected at UPITS

HT Correspondent

letters@htlive.com

LUCKNOW: The third edition of the UP International Trade Show (UPITS) will be held at India Expo Mart, Greater Noida, from September 25 to 29, showcasing the strength of 'Made in UP' products that reflect the state's cultural heritage and industrial power before investors and buyers from across the globe.

Over 500 international buyers from 80 countries are expected to attend, with 340 buyers from 75 nations already confirming their participation, the state government said on Saturday.

The exhibition will have a dedicated space for ODOP prod-

UP TOURISM STEALS THE SPOTLIGHT

LUCKNOW: At the 40th annual conference of the Indian Association of Tour Operators (IATO) in Puri, Odisha, the Uttar Pradesh Tourism showcased its unique charm on the national stage, a spokesperson said. The conference, being held from August 22 to 25 has brought together nearly 1,000 participants.

ucts, directly connecting artisans and entrepreneurs with global buyers. Officials said the initiative is aimed at boosting exports, creating employment opportunities, and opening fresh avenues for economic growth.