

# UPITS- 2025: UP a big market with endless possibilities, says minister

**LUCKNOW:** Uttar Pradesh has immense investment potential and the state government will provide all possible support to investors, said Rakesh Sachan, minister for MSME, Khadi, Handloom and Textiles.

He made these remarks while addressing the India-Russia Business Dialogue held on the second day of the UP International Trade Show on Friday at the Indian Expo Mart in Greater Noida.

Welcoming Russian officials and business leaders, Sachan said that this event will elevate business relations between the two countries to new heights.

Sachan said that from the days of supporting India's industrialization to today's strategic partnership, the cooperation between the two nations has evolved to include defence, energy, space, and now various sectors.

This partnership has deepened in recent years, and trade between the two countries has reached new heights. India has set a target of increasing its trade with Russia to US\$30 billion by the end of 2025, said Sachan and expressed confidence that this goal will definitely be achieved.

Sachan stated that Uttar Pradesh, with a population of over 250 million, is a huge market, offering sustainable opportunities for investors. Industries here are strengthened at both production and consumption levels. He urged Russia to support the state's industrial progress through advanced technology.

Sachan stated that "The UP International Trade Show is not just a fair, but an initiative to connect the development of the nation and the state to new horizons. He expressed confidence that the event will further strengthen India-Russia business relations and open up new investment and employment opportunities.

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Visitors attend the third edition of the Uttar Pradesh International Trade Exhibition (UPITS) at the India Expo Centre in Greater Noida.

SUNIL GHOSH / HT PHOTO

## RECORD FOOTFALL ON DAY 2

**LUCKNOW:** The Uttar Pradesh International Trade Show (UPITS 2025) saw a record-breaking footfall of over 91,000 visitors on its second day on Friday. Adding to the 49,000 visitors on the first day, the total attendance over the two days is 140,259. The event, held at the India Expo Center and Mart, witnessed significant participation from both business professionals and general visitors.

## 120 MOUs SIGNED

These meetings resulted in the signing of around 120 MOUs with an estimated value of \$5.6 million. The MOUs are expected to boost trade and investment between India and Russia.

Meanwhile, the UPITS-2025 is emerging as a major crowd puller, especially for the youth. On the second day of the CM Youth Conclave in Greater Noida on Friday, thousands of students visited stalls to explore new business ideas and innovative ventures.

Nearly 1,500 youth from NCR attended the exhibition. More than 2,000 business inquiries were made.

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