

Five days of business, culture and creativity

Lucknow: The stage is set for the Uttar Pradesh International Trade Show, where for five days, an extraordinary blend of trade, culture, cuisine and creativity will be on display.

This mega event to be held from Sept 25 to 29 at India Expo Centre & Mart, Greater Noida will present Uttar Pradesh's strengths and potential on the global stage. The aim of the event is to establish the state as a global sourcing hub. From small, medium, and large industries to the treasures of the traditional One District, One Product (ODOP) scheme, modern technology, handicrafts and the state's diverse food culture—all will be showcased under one roof.

This time, MSMEs and startups will get a special platform to connect with buyers and investors at the international level. At the same time, mega-industry sector companies will also exhibit their products and services. For traders, investors and buyers, this event will not only open doors to new opportunities but also strengthen the 'Make in UP' vision.

From traditional crafts like brass work, zari-zardozi and Banarasi sarees to modern technological innovations, everything will be on display. Visitors will also get to savour the culinary heritage of the Awadh, Bundelkhand and Purvanchal regions. TNN