

288 MoUs worth ₹89cr signed as footfall soars at UPITS

TIMES NEWS NETWORK

Lucknow: Even as the footfall of visitors soared on the third day of the Uttar Pradesh International Trade Show (UPITS 2025), as many as 288 MoUs worth Rs 89 crore were signed in various activities, an official spokesperson said on Saturday.

“The International Buyer-Seller Meet, organised by

46,005 LEADS

FIEO, enabled cross-border collaboration, resulting in 288 MoUs worth Rs 89 crore. The ODOP Pavilion, with 466 stalls, generated 46,005 leads and deals totaling Rs 20.77 crore, highlighting Uttar Pradesh’s entrepreneurship and export potential,” the spokesperson said.

An interactive session held as part of UPITS emphasised digital empowerment and global outreach. The ‘E-commerce: A New Frontier for Indian Exports’

CM YUVA pavillion a launchpad for youth

The CM YUVA Pavilion is inspiring young people by providing information on practical business models, mentorship, funding, and govt schemes. This pavilion is becoming a platform for young entrepreneurs to learn and network.

Craft stalls a major draw

Products of excellence such as Mirzapur carpets, Moradabad brass, Firozabad glassware, Kannauj perfumes, and Banaras sarees are captivating the audience. This glimpse of the local products is opening opportunities for entrepreneurs and investors.

Hub for business engagements

Invest UP Pavilion at UPITS has emerged as a key hub for business discussions and investment opportunities, a spokesperson said. Flanked by investors, entrepreneurs, and MSME representatives seeking information on investment in UP and incentive schemes, the pavilion is providing specialised guidance to those interested in establishing or expanding businesses.

session showcased how SMEs can access global markets, while MSME Minister Rakesh Sachan chaired a parallel session on ‘From Local to Global’, promoting ODOP products worldwide.

At the CM Yuva Conclave

on youth entrepreneurship, 3,500 registrations generating 5,525 business enquiries were recorded. In all, 101 B2B meetings and 39 youth presentations to investors and mentors over three days were facilitated.