

Invest UP Pavilion Steals the Spotlight at UP International Trade Show 2025

UPITS 2025: Investors, Entrepreneurs, and Youth Flock to Invest UP, ODOP, and CM YUVA Pavilions

Greater Noida/Lucknow, September 27, 2025 — The **Invest UP Pavilion** at the ongoing **UP International Trade Show (UPITS) 2025** in Greater Noida Expo Mart has emerged as a key destination for business engagement, attracting a diverse mix of investors, entrepreneurs, and MSME participants. Visitors are keen to explore Uttar Pradesh's investment landscape, seeking clarity on sectoral policies, incentive frameworks, land availability, and the ease of doing business.

As the state's dedicated investment promotion and facilitation agency, **Invest UP** is offering tailored guidance to those looking to establish or expand operations in the state. The pavilion's proactive outreach and informative sessions underscore Uttar Pradesh's commitment to fostering enterprise, innovation, and inclusive growth.

Now in its third edition (September 25–29), UPITS has evolved into a global platform showcasing the state's industrial, cultural, and entrepreneurial strengths. Thousands of exhibitors are participating, with special attention on the flagship **One District One Product (ODOP)** initiative. From Mirzapur's iconic carpets and Moradabad's brassware to Kannauj's attar and Varanasi's silk, ODOP stalls are drawing admiration for their craftsmanship and market appeal.

Adding to the momentum, the **CM YUVA Pavilion** is inspiring young innovators with practical business models, mentorship access, and insights into funding and government schemes. It's fast becoming a launchpad for future entrepreneurs.

Together, Invest UP, ODOP, and CM YUVA reflect Uttar Pradesh's bold vision—where tradition meets innovation, and local talent connects with global opportunity.
