

Trade show: CM calls for global participation

Asks Officials To Intensify Outreach

TIMES NEWS NETWORK

Lucknow: Chief minister Yogi Adityanath on Friday reviewed preparations for the fourth UP International Trade Show (UPITS) and asked officials to intensify international outreach and ensure participation from various countries.

The state is targeting business enquiries to the tune of Rs 13,500 crore from the five-day event, which will take place from Sept 25 to 29 at India Expo Centre and Mart, Greater Noida.

During the meeting, officials informed CM that the state is preparing to host mo-



Chief minister Yogi Adityanath

re than 550 international buyers from 85 countries, besides 2,400 exhibitors, 1.5 lakh B2B buyers and an estimated 4.5 lakh B2C visitors. The state expects proposed MoUs worth more than Rs 3,200 crore to be signed.

“Intensify international outreach and ensure participation from countries including Singapore, Japan, Indonesia, Russia, Oman, Brazil and Thailand,” CM directed officials. Buyer-seller meetings will be organised to connect UP manufacturers and

exporters with overseas markets.

The theme for this year’s UPITS is ‘UP for Global Growth: Innovation, Manufacturing and Exports’.

More than 27 sectors, including MSMEs, ODOP, electronics, defence and aerospace, agriculture, pharmaceuticals, EVs, food processing, textiles, leather, tourism and startups, will be showcased.

Knowledge sessions will focus on AI, electronics manufacturing, e-commerce, free trade agreements, food processing and new labour codes.

CM also reviewed the Sardar Vallabhbhai Patel Employment and Industrial Area Development Scheme. BGV Group, TCS and Hiranandani Group have shown interest in the project, while around 1,320 acres have been identified across 19 districts for its first phase.