

TRADE SHOW: INVEST UP PAVILION BAGS TWO HONOURS

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LUCKNOW: The Invest UP pavilion at the Uttar Pradesh International Trade Show (UPITS-2026) bagged two honours — first prize for Best Pavilion and first prize for Best Organisation and Coordination.

The awards recognised its innovative design, immersive experience and showcase of Uttar Pradesh's investment ecosystem, policies, sectors and business opportunities, Invest UP said on Tuesday. The awards were presented by Union textiles minister Giriraj Singh at the valedictory ceremony.

Industrial development minister Nand Gopal Gupta Nandi, principal secretary (MSME) Shashi Bhushan Lal Sushil and secretary (MSME and export promotion) Pranjali Yadav were also present.

Over five days at India Expo Centre & Mart, the pavilion served as an investor hub, hosting prospective investors, entrepreneurs, industry representatives and young visitors. Invest UP facilitated focused B2B meetings, sectoral discussions and investor outreach, connecting stakeholders with opportunities across the state.

Through interactive presentations and direct stakeholder interactions, the pavilion brought together information on policies, investment opportunities and the state's strengths under one roof, officials said.