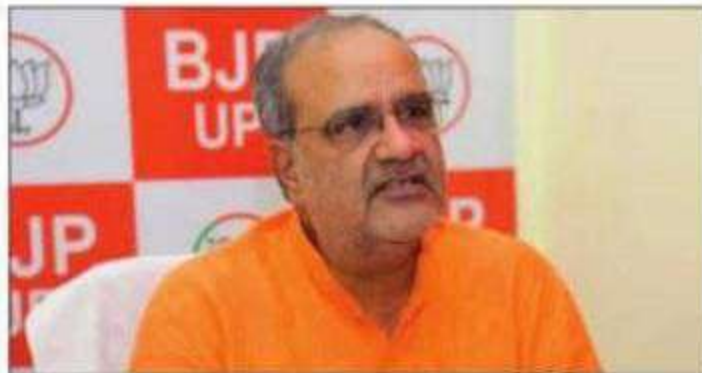


UPITS powerful platform for promoting UP products globally: Bhupendra Chaudhary

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Uttar Pradesh MSME Minister Bhupendra Chaudhary said the Uttar Pradesh International Trade Show (UPITS) has emerged as a powerful platform for connecting the state's entrepreneurs, artisans and handicraft workers with the global market.

"The participation of a large number of buyers and representatives from across the country and the world makes it clear that Uttar Pradesh is fully prepared to play a leading role in the building of New India," he said. Speaking on the occasion of the inauguration of the fourth edition of the Uttar Pradesh



International Trade Show, he said, "After the success of the previous three editions, UPITS is now being organised for the fourth time under the guidance of Prime Minister Narendra Modi and the leadership of Chief Minister Yogi Adityanath. Due to the interest shown by buyers from India and abroad in the event, it has been given

a more extensive and grand format this time."

He said more than 2,400 stalls related to defence, agriculture, industry, e-commerce, IT, education, infrastructure, medical services, banking, financial services, dairy, handloom, textiles, various authorities and GI products were major attractions at the event.

Knowledge sessions on various subjects are also being organised during the event, covering topics such as e-commerce, healthcare, finance, FPOs, semiconductors, artificial intelligence, best management practices and pharmaceuticals.

B2B meetings with buyers from various countries are also being organised in collaboration with the Federation of Indian Export Organisations. "Through these activities, entrepreneurs of the state will have extensive opportunities to directly engage with global buyers regarding their products, explore new markets and take their products to the international level," he said. More than 5 lakh visitors are expected to attend the event. At the same

time, the participation of more than 600 buyers from over 90 countries is expected to create new business opportunities for entrepreneurs in the state.

He said, "The participation of exporters, young entrepreneurs, innovators, technical institutions, ODOP entrepreneurs, entrepreneurs associated with the food sector, women entrepreneurs and various government departments will provide global exposure to small enterprises of Uttar Pradesh."

The state government has implemented policies for various sectors with the objective of attracting capital investment to Uttar Pradesh and increasing employment opportunities.