

Dairy, fish-feed companies eye business at UPITS 2026

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Lucknow: Fish-feed makers, cold-chain businesses, milk producers and animal-health companies will be among the rural businesses seeking commercial opportunities at the Uttar Pradesh International Trade Show (UPITS) 2026 in Greater Noida from Sept 25 to 29.

The dairy and fisheries sectors will have 22 participating companies — eight from fisheries and 14 from dairy — giving businesses across the two sectors a platform to present their products and services to domestic and international buyers, investors and exporters.

The fisheries segment

TRADE BOOST
will cover areas including feed, processing, cold chain, packaging and marketing, besides fish production. The dairy showcase will include livestock, animal health, milk production and allied activities.

The two departments will also showcase their schemes, products, services and technologies at the trade show. Officials said participation would give companies and entrepreneurs an opportunity to interact with buyers and explore business partnerships across different stages of production and marketing.

The presence of the two agriculture-allied sectors will bring a rural-economy component to UPITS, alongside its wider focus on trade and investment.



Agra's leatherware and traditional craft to be displayed at UPITS



60 stalls to showcase Agra's craft & cuisine

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Lucknow: Agra's rich heritage of craftsmanship—ranging from exquisite marble artefacts to its iconic leathercraft and footwear—is set to take centre stage at the upcoming Uttar Pradesh International Trade Show (UPITS) 2026.

Sharing details, an official spokesperson said that driven by the state govt's push to grant local innovators global market access, 36 entrepreneurs and artisans from the Taj city will occupy 60 dedicated stalls at the mega event.

The prime focus of Agra's display will be an impressive showcase of its traditional masteries: high-end leather items, footwear, intricately carved marble stone products, home decor, carpets, zari-zardozi work and handcrafted imitation jewellery.

The event will bring together a diverse mix of contributors.

Eight units will feature

under the One District One Product (ODOP) banner across 10 stalls.

Additionally, 17 units under the 'Emerging Exporters' category have secured 25 stalls to establish direct links with international and national B2B buyers, alongside strong representation from women entrepreneurs and young startups.

Beyond crafts, the flavour of Agra will also captivate visitors. Under the 'One District One Cuisine' (ODOC) initiative, five units will host a special live kitchen featuring Agra's world-famous Petha alongside traditional sweets and savouries.

"UPITS 2026 has evolved into a vital springboard for local enterprise. It gives our emerging, young, and women entrepreneurs an ideal platform to negotiate directly with global buyers and expand their footprint," said Shailendra Kumar, deputy commissioner of industries, Agra.

32 firms to showcase products

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Lucknow: Thirty-two companies from the state across food, pharma, nutraceutical, herbal, biotech and cosmetics sectors will pitch their products and capabilities to domestic and international buyers, investors and potential business partners at the Uttar Pradesh International Trade Show-2026, an official spokesperson said on Tuesday.

The companies have been allotted 471 square metres at the India Expo Centre and Mart, with food and drug sector exhibitors housed in Hall-11. A separate medical supplies pavilion has been set up in Hall-8, providing a platform for enterprises targeting the health and hospital sector.

The participating firms include Bikanervala Foods, Haldiram Snacks Food, Bharat Serums and Vaccines, Positron Biogenics, Anondita Medicare, Everest Beverages and Food Industries, Krishna Salt Industries and Dabur. The participation, facilitated through the Uttar Pradesh Food Safety and Drug Administration (UPFS-DA), aims to bring the state's food processing, food products, pharmaceuticals, medical supplies, herbal and AYUSH ecosystem onto a common global platform. Officials said the trade show would enable UP-based entrepreneurs to hold direct business discussions with buyers and investors.