

MoUs worth ₹6,500 cr signed, biz worth ₹15,500 cr estimated

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LUCKNOW : The fourth edition of the Uttar Pradesh International Trade Show (UPITS-2026), concluded on Tuesday with the signing of memoranda of understanding (MoUs) worth around Rs 6,500 crore (nearly USD 680 million), while business enquiries with potential business worth around Rs 15,500 crore were generated, government officials said.

Held at India Expo Centre & Mart in Greater Noida from September 25 to 29, the five-day trade show also recorded 41,500 B2B and business meetings, including 13,500 in the Reverse Buyer-Seller Meet (RBSM) zone and around 28,000 in the main exhibition area, according to data compiled by the Federation of Indian Export Organisations (FIEO).

The event recorded a total footfall of 5,98,693, including 1,74,990 domestic business buyers and 4,23,703 general visitors.

Big jump over 2025

The UPITS-2026 turned out to be the biggest edition of the trade show so far, with growth



The five-day UPITS 2026 concluded on Tuesday.

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LEAP IN NUMBERS

- **B2B meetings** up 31.12%
31,650 in 2025, → 41,500 in 2026
- **RBSM meetings** with foreign buyers up 123.1%
6,050 in 2025 → 13,500 in 2026
- **Main exhibition area meetings** up 9.38%

- **MoUs** up 12.82%
3,900 in 2025 → 4,400 in 2026
- **MoU value** up 142.54%
Rs 2,680 crore (\$425 mn) in 2025 → Rs 6,500 crore (\$680 million) in 2026
- **Potential business from enquiries** up 24% Rs
12,500 crore in 2025 → Rs 15,500 crore in 2026

across key business parameters compared to 2025, the state government said.

The international participation also expanded, with six countries — Russia, Austria, Japan, Singapore, Belarus and Vietnam — participating as partner countries this year,

compared to Russia being the sole partner country at the previous edition.

Foreign delegations showed interest in Uttar Pradesh's manufacturing, IT, electronics, textile and agri-food processing sectors, officials said.

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