

Invest UP Pavilions to Showcase UP's Investor-Friendly Ecosystem at UPITS 2026

Global B2B meetings, sector roundtables to connect investors with UP's policies, projects and business opportunities

Six partner countries, 36 foreign exhibitors and nearly 100 international buyers to deepen trade, technology and investment linkages

Lucknow, Sep 23: Uttar Pradesh will showcase its investor-friendly policies, Ease of Doing Business reforms and business-ready ecosystem at the fourth Uttar Pradesh International Trade Show (UPITS)-2026, with **two dedicated Invest UP Pavilions in Hall 1 and Hall 4 serving as key interfaces for global and domestic investors**. The five-day trade show will be held from September 25 to 29 at India Expo Centre and Mart, Greater Noida.

Invest UP, the state's investment promotion and facilitation agency, will showcase **more than 36 investor-focused policies**, along with investment facilitation mechanisms and EoDB initiatives. The pavilions will provide investors with a direct interface to understand policy incentives, investment opportunities and support available for setting up or expanding businesses in Uttar Pradesh.

Invest UP Pavilions to highlight investor-friendly policies and facilitation

The pavilions will bring together information on the state's policy framework, investment opportunities and facilitation services, enabling direct engagement among investors, industry representatives and government stakeholders.

The international profile of UPITS-2026 will be strengthened by **Vietnam, Japan, Singapore, Russia, Austria and Belarus as Partner Countries**. Their companies will showcase products, technologies and business opportunities, while foreign delegations are scheduled to interact with Chief Minister Yogi Adityanath.

Following the inaugural session, **Invest UP** will coordinate a series of sector-focused roundtables and knowledge sessions designed to showcase Uttar Pradesh's emerging investment opportunities and industrial strengths. Key discussions will include **"Reimagining Global Supply Chains: Why Uttar Pradesh Matters Now," the Electronics, Semiconductor & ESDM Investors Roundtable**, and the **Pharma & MedTech Strategic Session** themed *"Building the Future of Pharma & MedTech in Uttar Pradesh: Innovation, Investment, Infrastructure & Global Opportunity."* Additional sessions will cover *"Accelerating Uttar Pradesh's Textile & Apparel Growth through Policy, Investment and Collaboration,"* **Food Processing in Uttar Pradesh: Policy, Technology,**

Innovation & Market Opportunities, and a CPSUs Round Table on Investment & Industrial Development in Uttar Pradesh.

These sectoral sessions will serve as a dynamic platform for policymakers, investors, industry leaders and experts to deliberate on emerging opportunities, policy frameworks and growth strategies across key sectors. Complementing these discussions, the trade show will host structured B2B meetings, Country Sessions and executive roundtables, engaging nearly 100 international buyers and 36 foreign exhibitors.

UPITS-2026 will connect ODOP products, MSMEs, handicrafts, textiles, agriculture and food-processing enterprises with global markets, strengthening exports, attracting investment, fostering technology partnerships and accelerating industrial development across Uttar Pradesh.
