

UPITS clocks ₹ 5,500 cr in business deals



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LUCKNOW : The fourth edition of the Uttar Pradesh International Trade Show (UPITS) has emerged as a major business platform, with agreements worth Rs 5,500 crore signed during its first four days.

According to official data, 3,765 MoUs were signed and business enquiries worth Rs 12,500 crore generated by domestic and international buyers till Monday. The trade show, being held at India Expo Centre and Mart, Greater Noida, will conclude on Tuesday.

Suvidh Shah, additional director general, Federation of Indian Export Organisations

(FIEO), said 35,387 business-to-business meetings had been held till Monday. These included 11,887 meetings under the Reverse Buyer-Seller Meet for international buyers and 23,500 B2B meetings in the main exhibition area.

MSMEs, ODOP products, handlooms, handicrafts, agri-products, food processing and manufacturing sectors participated in the event.

The show also recorded 5,48,881 visitors till September 28, including 1,56,523 business buyers and 3,92,358 general visitors.

On the fourth day, policy sessions focused on food processing, finance, labour and defence.