

Six nations to join UP trade show

TIMES NEWS NETWORK

Lucknow: Uttar Pradesh International Trade Show (UPITS) 2026 will bring together business delegations from six partner countries as the state seeks to expand trade and investment linkages with global markets.

Vietnam, Japan, Singapore, Russia, Austria and Belarus will participate in the fourth edition of the trade show at India Expo Centre and Mart, Greater Noida, from Sept 25 to 29. Officials stated that partner countries will showcase products, technologies and investment opportunities while engaging with UP-based entrepreneurs through B2B meetings, country sessions and roundtables.

The event is expected to provide a platform for local businesses, including MSMEs and ODOP enterprises, to connect directly with foreign buyers and companies. According to the partner-country plan, Vietnam, Japan, Singapore, Russia and Austria have together proposed 36 exhibitors and around 100 buyers.

Dedicated exhibition spaces have been earmarked for these countries, while Belarus will participate through business-to-business activities and a proposed interaction with Chief Minister Yogi Adityanath.

The participating countries will bring products and expertise spanning sectors such as aviation, tourism, pharma, agriculture, textiles, electric vehicles, industrial machinery, transportation, diagnostics and technology. Vietnam will focus on tourism, pharma, food, textiles and electric mobility sectors, while Japan's pavilion will feature technology and industrial products.

The trade show will also feature country-specific sessions, including one on "Innovation Technologies and Tourism" by Vietnam.