World trusts UP's products, supply chain, entrepreneurs: Adityanath

CM describes Union home minister Amit Shah, who inaugurated UPITS, as the inspiration behind the vision of giving a new identity to the state's traditional enterprises

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LUCKNOW: Chief minister Yogi Adityanath on Friday said the world now has confidence in the quality of Uttar Pradesh's products, its strong supply chain and the reliability of its entrepreneurs.

Speaking at the inaugural session of the fourth edition of the UP International Trade Show (UPITS) in Greater Noida, Adityanath said the state is now exporting goods worth over Rs 2 lakh crore.

"In four years, UPITS has become a major platform for showcasing products manufactured in the state to the world," he said.

"Last year, 550 buyers from 72 countries participated. This time, more than 600 foreign buyers from 90 countries have arrived, while more than 2400 exhibitors are participating. Around 1.5 lakh B2B visitors are expected. Growing participation reflects increasing global confidence in skills of artisans, innovation of youth, MSME sector and the hard work of farmers," he added.

The chief minister said the participation of Japan, Russia, Vietnam, Singapore, Austria and Belarus as partner countries reflected the growing international interest in Uttar Pradesh's products. "The world follows those who remain connected to their roots while moving shoulder to shoulder with the world," he said.

"UPITS is an example of this. It is an opportunity to see tradition and technology, heritage and innovation and the strength of skills and markets together. Here, UP's local strength is establishing its identity before the global market. This is the work culture of the double-engine government that transforms capability into possibility and possibility into prosperity," he added. The chief minister described Union home minister Amit Shah, who inaugurated UPITS, as the inspiration behind the vision of giving a new identity to the state's traditional enterprises.

"In 2017, while serving as the BJP national president, Shah had recognised the strength of UP's traditional enterprises while preparing the Lok Sankalp Patra. He believed the day UP recognised this strength, nothing could stop it from emerging as the new manufacturing hub. After government formation, the vision took brand identity as One District One Product," he said. "There was never a shortage of possibilities in UP, we provided the right environment and connected talent with the market," the chief minister said. Expansion of expressways, highways, airports, freight corridors and industrial infrastructure has made access to large and global markets easier, he added. The chief minister said 79 products from the MSME sector have received GI (Geographical Indication) tags and applications have been filed for 75 more.

Referring to Bhadohi carpets, Moradabad brassware, Kannauj perfume and Banarsi silk sarees, he said the state's cultural heritage has been transformed into brands worth crores.

UP's MSME minister Bhupendra Chaudhary said UPITS has become UP's brand. Deputy chief minister Brajesh Pathak, UP ministers Nand Gopal Gupta Nandi, Bhupendra Chaudhary, Rakesh Sachan, Sanjay Nishad, MoS Hansraj Vishwakarma, Brijesh Singh, MPs Mahesh Sharma, Surendra Nagar, MLAs Pankaj Singh, Dhirendra Singh, Tejpal Nagar, MLCs Shrichand Sharma, Narendra Bhati, Japan's ambassador Ono Keiichi, Singapore high commissioner Simon Wong and Belarus ambassador Mikhail Kasko were present.

Union Home Minister Amit Shah and chief minister Yogi Adityanath at the fourth edition of the UP International Trade Show at the India Expo Centre and Mart, in Greater Noida on Friday. @AMITSHAH X

₹469 cr investment, 4.69k jobs in YEIDA: Shah gives allotment letters to 5 firms

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LUCKNOW: Union home and cooperation minister Amit Shah on Friday presented allotment letters to representatives of five companies, which proposed a total investment of ₹469 crore with 4,625 employment opportunities, in the Yamuna Expressway Industrial Development Authority (YEIDA) region.

The allotment letters were presented during the inauguration of the UP International Trade Show.

C & R Textiles Pvt Ltd was allotted 16,000 square metres for proposed investment of ₹104 crore and 2,000 jobs. Managing director Chhatrapati Ranjit Rai received the letter. Perfectpack Ltd was allotted 16,200 square metres for a proposed investment of ₹125 crore and 700 jobs.

Its chairman and managing director Sanjay Rajgarhia was present. SABS Exports International Pvt Ltd was allotted 16,180 square metres for investment of ₹87 crore and 475 jobs. Its director Chetan Sabharwal received the letter.

Simplast India Pvt Ltd was allotted 12,000 square meters for proposed investment of ₹78 crore and 300 jobs. The company's director Gaurav Chugh received the letter.

Similarly, Sahu Exports Pvt Ltd allotted 10,810 sq metres with investment of ₹75 crore and 1,150 jobs. Its director Sanjeev Sahu received a letter.

Along with presenting allotment letters, Shah also interacted with investors. Discussions focused on expanding industries in UP, investment opportunities and accelerating business activities.

CM Yogi pitches UP's investment potential to partner countries

LUCKNOW : After inaugurating the Uttar Pradesh International Trade Show (UPITS-2026) in Greater Noida on Friday, chief minister Yogi Adityanath held round-table meetings with representatives of partner countries and discussed investment and business opportunities in the state.

He interacted with delegations from Singapore, Vietnam, Russia, Belarus, Japan and Austria, highlighting Uttar Pradesh's industrial capacity, investment opportunities and potential across sectors. He said the state, with a large market, young workforce, fertile land and adequate water resources, offered significant possibilities for companies from partner countries to invest and expand.

Vietnam: Aviation and investment

During his interaction with the Vietnam delegation, Adityanath invited Vietnamese companies to invest in the Yamuna Expressway Industrial Development Authority region. He said the state had made the country's largest airport operational and international flights were expected to begin soon.

He proposed direct air connectivity between Lucknow, Varanasi and Noida and Hanoi and other major Vietnamese cities, saying it would boost trade and tourism. He also thanked Vietnam for participating as a partner country at UPITS.

Russia: Defence, pharma and medical devices

In his meeting with the Russian delegation, the CM highlighted opportunities in defence manufacturing, pharma and medical devices. He said the defence manufacturing corridor was being developed in UP, with Russian companies already setting up units. The BrahMos manufacturing unit has been established at the Lucknow node, while AK-203 rifles are also being manufactured in the state.

CM Yogi Adityanath with a delegation headed by the High Commissioner of Singapore to India, Simon Wong Wie Kuen. @CMOFFICEUP X

He invited Russian defence companies to set up units in Kanpur. He also highlighted the Medical Device Park near Noida Airport and the proposed Pharma Park in Bundelkhand, inviting Russian companies to establish R&D facilities and invest in the bulk drug park coming up in Lalitpur.

Belarus: Machinery, tractors, wood tech

The CM invited Belarusian companies in advanced and heavy machinery to invest in UP, particularly proposing tractor manufacturers set up assembly units. He also highlighted the potential to link Belarus's modern wood technology with the wood and allied-product clusters of Saharanpur and Bijnor under the One District One Product (ODOP) initiative.

Japan, Singapore ties

With Japan, Adityanath discussed strengthening economic cooperation, investment and cultural ties with ambassador Ono Keiichi and JETRO India chief Daisaku Yukita. The two sides also discussed deeper links between Sarnath and Japan's Nara Prefecture based on their shared Buddhist heritage.

He also met Singapore high commissioner Simon Wong Wai Kuen and investors, with discussions focusing on economic ties and the proposed Singapore City project.