

Yogi to meet delegates from partner countries

TIMES NEWS NETWORK

Lucknow: Chief minister Yogi Adityanath will meet delegations from six partner countries at the fourth UP International Trade Show in Greater Noida, as the state seeks to deepen trade, technology and investment linkages with global markets.

A spokesperson at Invest UP said that Vietnam, Japan, Singapore, Russia, Austria and Belarus are participating as

UPITS 2026

partner countries, with companies from these countries expected to showcase products, technologies and business opportunities. The five-day trade show will be held at India Expo Centre and Mart from Sept 25 to 29.

The engagement will be complemented by nearly 100 international buyers and 36 foreign exhibitors, besides structured B2B meetings, country sessions and executive roundtables. Invest UP will set up dedicated pavilions to showcase more than 36 investor-focused policies, incentives and investment facilitation mecha-

Expo to blend biz with culture

Lucknow: The UP International Trade Show-2026 will showcase the state's cultural diversity alongside its industrial and business strengths, officials said. Cultural programmes during the event will feature artistes from different regions.

Playback singer Monali Thakur and Padma Shri sitar player Pt Shivnath Mishra will perform during the event. TNN

nisms. The pavilions will provide investors with a direct interface with govt officials and information on opportunities across sectors.

Invest UP will also coordinate sector-focused roundtables following the inaugural session. Discussions will include global supply chains, electronics, semiconductors and ESDM, pharma and medtech, textiles and apparel, food processing and investment opportunities. The trade show will also bring UP's ODOP products, MSMEs, handicrafts, agriculture and food-processing enterprises before global buyers.