

Trade city to come up in Yamuna Eway area

HT Correspondent

letters@htlive.com

LUCKNOW : Taking another step to promote global trade, the Yogi government has decided to develop an international trade city in the Yamuna Expressway Industrial Development Authority (YEIDA) area on the lines of China's Yiwu International Trade City.

The proposal came up at the recent YEIDA Board meeting. The state government said the proposed city is envisaged as a new global hub for trade, industry and exports, providing a dedicated, organised platform for displaying, selling, and exporting industrial products.

Inspired by Yiwu, one of the world's largest wholesale trade centres, the YEIDA trade city is planned as a one-stop trading

destination where display, business and export facilities will be available in one place.

Officials said the biggest gain will be for MSMEs and local entrepreneurs who often struggle for market access. The trade city will provide them space to display products, connect with new buyers and expand their trade network, creating jobs.

The initiative is being linked to broader industrial ecosystem of expressways, airports, industrial parks and logistics infra being developed in Uttar Pradesh to create full value chain from production to market to global export.

It is also expected to boost the "One District One Product (ODOP)" scheme, giving UP's district-specific products branding and an export push.