

# UP International Trade Show in Greater Noida from Sept 25-29

**EXPRESS NEWS SERVICE**  
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THE UTTAR Pradesh government is set to host the third edition of the UP International Trade Show (UPITS-2025) in Greater Noida from September 25 to 29.

Positioning Uttar Pradesh as a rising 'Expressway State' and an emerging manufacturing powerhouse, the event will highlight the state's rapid infrastructural and industrial development—especially key projects such as the UP Defense Industrial Corridor (UPDIC) and Integrated Manufacturing and Logistics Clusters (IMLC), spearheaded by the Uttar Pradesh Expressways Industrial Development Authority (UPEIDA).

The government said UPITS-2025 will serve as a platform to promote these ambitious initiatives and attract both domestic and global investors. Designed around the vision of 'Atmanirbhar Uttar Pradesh', the exhibition will feature technologically advanced and aesthetically impressive stalls, highlighting the state's transition into a global hub for infrastructure and manufacturing.

Being organised in collaboration with the Micro, Small and



**Visitors at UP International Trade Show in 2023.** *File*

Medium Enterprises (MSME) Department and India Expo Mart Limited, the event is expected to draw over 50,000 trade representatives, industry leaders, and policymakers from India and abroad. UPEIDA will present a 500 square metre integrated digital pavilion showcasing the state's landmark achievements in expressway development, defence manufacturing, and logistics infrastructure.

The expressways connecting the six nodes of the UP Defence Corridor—Lucknow, Kanpur, Jhansi, Agra, Aligarh, and

Chitrakoot—are helping connectivity, the government said.

The UPITS-2025 aims to demonstrate this potential, officials said.

UPEIDA's exhibition stall will be equipped with digital technologies and immersive experiences. It will feature two conference rooms, a store room, and a pantry. Visitors will be welcomed with interactive elements, including 3D modelling, virtual reality, anamorphic displays, immersive projection mapping, and real-time simulations. The stall will also showcase defence sector prototypes such as tanks, missiles, and aircraft via 3D dummies.

Aesthetic elements will include wooden plywood flooring, needle-punch carpeting, PVC vinyl façade work, backlit boxes, and waterproof, well-ventilated infrastructure. Four-seater meeting tables, high-end furniture, LED screens, and digital standees will support B2B and B2C engagements, while an interactive table will provide real-time information about all ongoing UPEIDA projects.

