

U.P. TO SHOWCASE STATE'S TRANSFORMATIVE JOURNEY AT INT'L TRADE FAIR

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LUCKNOW: The Uttar Pradesh government will showcase the state's transformative journey at the International Trade Fair 2024 at Pragati Maidan in New Delhi from November 14 to 27.

This year's theme will be 'Viksit Bharat @ 2047'. The 43rd edition of the International Trade Fair 2024 is being organised by the India Trade Promotion Organization (ITPO) with participation from all Indian states and union territories, as well as various countries. The B2B and B2C sessions will be held from November 14 to 18, with visitors expected to increase from November 19. The fair will be open to exhibitors from 9.30am to 7.30pm, while general public can visit from 10am to 5.30pm.