

UP international trade show gets off to a glittering start in Greater Noida

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GREATER NOIDA: With over 2,500 exhibitors from 80 countries, the second edition of the Uttar Pradesh International Trade Show (UPITS) 2024 got off to a glittering start at the India expo mart in Greater Noida on Wednesday.

Inaugurating the event, vice-president Jagdeep Dhankhar lauded Uttar Pradesh's rapid industrial growth, and emphasised the state's crucial role in India's broader economic ambitions.

He also highlighted the state's efforts to attract global investment, particularly through initiatives such as "One District One Product (ODOP) scheme, aimed at promoting local craftsmanship and small businesses. He also praised the inclusion of Vietnam as the partner country for this edition of the trade show, which has reinforced the international focus of the event.

"Uttar Pradesh is not just the heart of India but its economic engine. The state is making rapid strides, turning challenges into opportunities, and emerging as a global hub for trade and investment," said Dhankhar.

He expressed optimism about the state's ambitious economic goals and said, "Uttar Pradesh has positioned itself as a major contributor to the nation's economy, and with platforms such as the Uttar Pradesh International Trade Show, the state is well on its way to realising its vision of becoming a trillion-dollar economy. Such trade events not only attract global investments but also provide opportunities for our local industries to thrive on an international stage."

Chief minister Yogi Adityanath, who was also present at the inaugural event on Wednesday, said the state was rapidly transforming into an industrial powerhouse.

"UP is on the path to becoming the growth engine of the nation's economy. Through initiatives such as UPITS, we are not only showcasing our cultural and industrial strength but also inviting the world to be a part of our journey toward becoming a trillion-dollar economy," said Adityanath.

He praised the trade show's ability to showcase the state's rich cultural heritage while promoting local industries such as the MSME sector, handicrafts, and ODOP initiatives.

The inaugural day of the 2nd edition of UPITS 2024 saw the participation of several high-profile dignitaries alongside Dhankhar and Adityanath.

Among the notable attendees were senior officials from the state, including several ministers and top bureaucrats, as well as representatives from partner country, Vietnam. The event, jointly organised by the state government and India Exposition Mart Ltd., will continue till September 29, said officials.

Gautam Budh Nagar administration, meanwhile, made meticulous arrangements for VIP movement for Wednesday's event.

"Multi-tiered security protocols were implemented to ensure smooth and secure transportation of dignitaries, including the vice-president and chief minister. Special traffic plans and diversions were enforced to avoid any disruptions while ensuring minimal inconvenience to the public," said district magistrate Manish Kumar Verma.

"We have coordinated with agencies to ensure seamless movement and public convenience during the high-profile event in the city. Adequate arrangements for crowd control, emergency response, and visitor management have also been made at the trade show," said Verma.

The trade show will continue till September 29.



Visitors at the UP International Trade Show at India Expo Mart, in Greater Noida, on Wednesday.

SUNIL GHOSH/HT PHOTO

Local artisans grab eyeballs on Day 1

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GREATER NOIDA: Day One of the second edition of the Uttar Pradesh International Trade Show (UPITS) 2024 witnessed an impressive footfall, with thousands flocking to the venue.

Many came to witness the innovative displays, engage in networking, and explore the vast array of products on offer.

Both local and international visitors were drawn in by the diverse range of industries represented, from handicrafts and handlooms to cutting-edge technologies in IT, real estate, and manufacturing, said organisers.

The key attraction was the diverse array of cultural performances, with international acts from Russia, Bolivia, and Brazil adding to the global flair of the trade show. Bollywood singer Ankit Tiwari's performance was a major highlight,

drawing large crowds and creating an engaging cultural experience for visitors.

The trade fair hosted over 2,500 stalls across a wide range of industries. As many as 15 halls at the India Expo Mart have been dedicated to showcasing a variety of sectors and developments from Uttar Pradesh.

The ODOP pavilion was popular with the crowd, with products such as Banarasi saris, wooden toys, and blue pottery on display. Artisans from regions such as Varanasi, Agra, and Gorakhpur showcased their handmade creations.

Public engagement at the event was robust, with visitors not only browsing stalls but also participating in workshops and live demonstrations.

"I was blown away by the incredible craftsmanship on display. The ODOP scheme is truly bringing out the best of Uttar Pradesh's local talent," said Vin-

et Rajani, a visitor from Delhi.

Another visitor, Rohan Agarwal, a resident of Lucknow, said, "I attended a workshop on handmade textiles and was amazed by the skill and dedication of the artisans."

One of the standout features on inaugural day was the enthusiastic participation of small-scale entrepreneurs, many of whom benefitted from government schemes. New exporters and women entrepreneurs were also in high spirits, presenting their innovations to a global audience. The event's strong focus on MSMEs and artisans particularly resonated with both domestic and foreign buyers, creating a fertile ground for meaningful business deals.

"Participating in UPITS has been a game-changer for my business. The government schemes, especially the ODOP initiative, have provided us with the necessary support and

resources to grow. This platform has connected me with potential buyers from across the globe, and I am optimistic about securing orders worth lakhs of rupees," said Rekha Mishra, an artisan from Varanasi showcasing wooden handicrafts.

Farhan Ali, another handicrafts entrepreneur from Nagina, Bijnor, expressed cautious optimism.

"I am a bit concerned that sales were lower than last year so far, but I am staying positive. It is just the first day, and I am confident that the footfall will pick up," he said.

The UPITS 2024 is showcasing Prayagraj's intricate Moonj craft, Bijnor's exquisite wooden craft, and Banaras's stunning Gulabi Meenakari. Traditional perfumes (attar) from Kannauj, unique metal craft from Mahoba, and elegant brass products from Moradabad are also on display.