

# UP-Vietnam ties set to open biz avenues; to ensure entry of UP products in ASEAN mkts

TIMES NEWS NETWORK

**Lucknow:** The India-Vietnam Business Forum, an e-commerce session and a session on innovation and startups organised by AKTU were some of the key sessions held on the second day of the Uttar Pradesh International Trade Show (UPITS) underway at India Expo Mart in Greater Noida.

"In these sessions, a commitment was made to strengthening the UP-Vietnam partnership to facilitate the entry of Uttar Pradesh products in South Asian and ASEAN markets. Simultaneously, during the e-commerce, innovation and startup session, insights were provided on UP's role in evolving digital ecosystem both nationally and globally," an official spokesperson said on Thursday. This initiative is expected to facilitate the entry of Uttar Pradesh's products into these regions.

"The event was attended by over 40,000 visitors on the second day on Thursday. Over 18,000 buyers and 40,000 visitors also participated in the trade show," he added.

Cabinet minister for



A visitor looks at the items displayed during UP International Trade Show in Greater Noida on Thursday

MSME Rakesh Sachan, electronics and information technology minister Sunil Kumar Sharma, Meerut commissioner Shilvi Kumari, principal secretary, MSME, Alok Kumar along with representatives from global corporations attended various sessions. The first session of the sectoral discussions held under UPITS 2024 on Thursday focused on the strategic partnership between India and Vietnam, with a particular emphasis on Uttar Pradesh's involvement. Organised by Vietnam as the partner country, the session saw participation from the Vietnamese

delegation, including Vietnam's Ambassador, Nguyen Thanh Hai.

Sachan emphasised the ancient cultural ties between India and Vietnam which make them natural partners. He also invited investors, particularly in the tourism and hospitality sectors, to explore investment opportunities in Uttar Pradesh, which has become a prominent spiritual destination in India.

The second session focused on the e-commerce sector, featuring insights from major companies such as global e-commerce leader Amazon, top-tier fintech platform

PingPong and BigCommerce, known for its work with retailers. These industry giants shared invaluable insights and practical strategies with attendees.

Sachan underscored govt's commitment to empowering small and medium enterprises through digital transformation, fostering innovation and enhancing market access via e-commerce platforms. Three back-to-back sessions were organised for entrepreneurs, emerging industries, startups and aspiring business owners as part of various knowledge sessions.

The 'Innovation and Start-up' session was facilitated by Abdul Kalam Technical University (AKTU). During this session, information was shared about initiatives aimed at promoting excellence within AKTU. Vice Chancellor Professor JP Pandey expressed views on 'Journey from Academic Excellence to Entrepreneurship'.

Maheep Singh, head, AKTU innovation hub and Vandana Sharma, manager, discussed how the hub is empowering entrepreneurs and startups in Uttar Pradesh.