

UP International Trade Show 2024

Road Show marks significant milestone in the lead-up to upcoming edition scheduled from September 25-29, 2024 at India Expo Centre



L to R on the dias during the road show : Additional Chief Secretary of MSME & Export Promotion, Govt. of UP, Shri Amit Mohan Prasad; Hon'ble Cabinet Minister of UP for MSME, Shri Rakesh Sachan; Dr. Rakesh Kumar, Chairman, IEML; and senior officials from the Govt. of Uttar Pradesh

As a vibrant precursor to the much-anticipated UP International Trade Show 2024 that is being organised by the Uttar Pradesh Government, in association with the India Expo Centre & Mart, a road show was put together to engage more people with the event that is scheduled from September 25-29, 2024 at India Expo Centre, Greater Noida. This road show took place on February 29 at the Bharat Mandapam, Pragati Maidan during Bharat Tex 2024. Conducted by the Departments of MSME & Export Promotion, Government of Uttar Pradesh, in collaboration with India Exposition Mart Limited (IEML), Greater Noida, the event spotlighted strategic preparations and visionary outlook for the upcoming UPITS 2024.

Hon'ble Cabinet Minister of UP for MSME, Shri Rakesh Sachan was the Chief guest. The occasion was also graced by Additional Chief Secretary of MSME & Export Promotion, Govt. of UP, Shri Amit Mohan Prasad, along with senior officials from the Govt. of Uttar Pradesh.

Shri Rakesh Sachan, Hon'ble Cabinet Minister of UP for MSME, in his address said that Uttar Pradesh has shown phenomenal growth in last few years and that's visible to everyone. "PM Modi himself has lauded Uttar Pradesh for its endeavours for the growth



Hon'ble Cabinet Minister of UP for MSME, Shri Rakesh Sachan

of MSMEs that has set an example for the other states as well," he said and took pride in having over 96 lakh MSME units in the state. "The state has tremendous possibilities of trade and business with facilities like highways, airport, and infrastructure. Sooner, PM Mitra Park will be open for everyone to have their industrial units and add to the growth of Uttar Pradesh. Everyone should take part in the second edition of UP International Trade Show

which is expected to attract more business than the previous edition," the minister further added.

Shri Amit Mohan Prasad, Additional Chief Secretary of MSME & Export Promotion, Govt. of UP, in his address appealed to everyone to attend the show which is committed to connect the manufacturers of Uttar Pradesh with the huge markets not just all across the country but the entire world. He said, "we had some



Additional Chief Secretary of MSME & Export Promotion, Govt. of UP, Shri Amit Mohan Prasad

apprehensions while organising the first edition of UPITS and despite that we got a great response. This time we are confident of a grand event to showcase the potential of Uttar Pradesh.”

Dr. Rakesh Kumar, Chairman, IEML, expressed his gratitude towards the UP Govt. for giving all the aid to organise the mega trade show and said, “this time we will include more categories and sectors that could not be included in the previous edition due to scarcity of space.” He also promised for display of products and ventures left behind in the last edition.

Reflecting on the groundbreaking success of the inaugural UP International Trade Show (UPITS) 2023, the event underscored Uttar Pradesh's emergence as a formidable force on the global stage, drawing over 500 foreign buyers, 70,000 domestic buyers, and attracting more than 300,000 visitors. Emphasizing the state's commitment to the 'Atmanirbhar Bharat' vision, the success stories of schemes like One District One Product (ODOP) were shared, showcasing a significant leap in exports and job creation, steering Uttar Pradesh towards the goal of becoming a trillion-dollar economy.

According to organisers, UPITS 2024 aims to exceed expectations, building on the solid foundation laid by its predecessor. It promises to be an unparalleled sourcing platform that brings together government officials, policymakers, industry leaders, entrepreneurs, and international delegates, fostering



*Dr. Rakesh Kumar,
Chairman, IEML*

opportunities for collaboration and showcasing the best of Uttar Pradesh's craftsmanship, innovation, and business potential. Meanwhile the Council of Buying and Sourcing Consultants mentioned that they are expecting to generate a huge business during the second UPITS 2024.

The roadshow attracted a diverse audience, including representatives from various focus sectors, trade associations, chambers of commerce, and senior officers from the MSME and Export Promotion Department of Uttar Pradesh. ■