

# UP INTERNATIONAL TRADE SHOW

2<sup>nd</sup> Edition

Date : 25<sup>th</sup> - 29<sup>th</sup> September, 2024  
Venue : India Expo Centre & Mart, Greater Noida

## Post Event Report



## Introduction

The UP International Trade Show 2024 (UPITS), held from September 25–29 at the India Expo Centre & Mart, Greater Noida, marked a pivotal milestone in Uttar Pradesh's journey toward achieving a trillion-dollar economy. This landmark event, envisioned by Prime Minister Modi and Chief Minister Yogi Adityanath, successfully positioned Uttar Pradesh as a premier global investment destination. UPITS 2024 served as a dynamic platform to showcase the state's economic potential, rich cultural heritage, and innovative spirit.

The trade show brought together a diverse array of businesses, entrepreneurs, investors, policymakers, and thought leaders from across the globe. With a primary focus on promoting Micro, Small, and Medium Enterprises (MSMEs), Geographical Indication (GI) products, and the One District One Product (ODOP) initiative, UPITS 2024 played a crucial role in highlighting Uttar Pradesh's growing stature as a hub for trade and commerce.

## Event Overview

The India Expo Centre & Mart in Greater Noida buzzed with energy during the five-day event from September 25-29, 2024. Spanning 1.1 lakh square meters, the venue became a showcase of Uttar Pradesh's economic and cultural richness. The event seamlessly integrated business opportunities with cultural showcases, drawing participation from domestic and international audiences alike.

UPITS 2024 had three main goals: to highlight Uttar Pradesh as the 'Growth Engine of New India,' promote MSMEs, GI products, and ODOP initiatives, and attract global investments. The event also celebrated the state's cultural diversity and artistic vibrancy, presenting it as both an economic and cultural hub.

## Opening Ceremony

The journey of UPITS 2024 kicked off with a grand curtain-raiser on February 8, 2024, at Lok Bhawan in Lucknow. The event, attended by dignitaries like Chief Minister Yogi Adityanath, Former Chief Secretary Durga Shankar Mishra, and Former MSME Secretary Amit Mohan Prasad, set the stage for the upcoming trade show.

In his speech, Chief Minister Adityanath praised the success of UPITS 2023, which attracted 500 foreign buyers, 70,000 domestic buyers, and over 300,000 visitors. He emphasized the potential of Uttar Pradesh's artisans and the government's strong support for MSMEs, citing the ODOP scheme's role in boosting state exports from ₹86,000 crores to ₹2 lakh crores.



Honourable MSME Minister Rakesh Sachan also announced a ₹1,000 crore allocation for interest-free loans to support youth entrepreneurship, highlighting the government's focus on nurturing new businesses. The opening ceremony reinforced the government's commitment to job creation and its vision for Uttar Pradesh to become a trillion-dollar economy.

### **Key Themes and Highlights**

1. **E-commerce and Digital Transformation:** The importance of leveraging digital platforms for market expansion and enhancing customer engagement.
2. **Start-up Ecosystem:** The presence of a pavilion for young entrepreneurs to showcase innovative ideas and connect with investors.  
The growing reputation of Uttar Pradesh as a hub for start-ups, with government support for innovation and entrepreneurship.
3. **Education and Skill Development:** The focus on aligning higher education with the global job market.  
Emphasis on industry-academia collaboration and integrating technology into learning.
4. **Export Potential of Uttar Pradesh:** Strategies to boost exports, including trade facilitation and market access.  
Highlighting the state's efforts to promote unique products and services globally.
5. **Financial Literacy and Risk Management:** Raising awareness about insurance and financial planning for businesses and individuals to strengthen economic resilience.
6. **Navigating Financial Regulations and Export-Import Procedures:** Guidance on overcoming regulatory hurdles, especially for MSMEs, to expand their global footprint.

### **Vietnam – Key Partner / Vietnam Shines as Partner Country at UPITS 2024**

Vietnam's role as the Partner Country at UPITS 2024 enriched the event through cultural and economic exchanges, strengthening bilateral ties between the two nations.



His Excellency Nguyen Thanh Hai, the Ambassador of Vietnam to India, graced the occasion, underlining the deepening ties between the two nations. The Vietnam-India Forum and UP-Vietnam Tourism Conclave facilitated discussions on expanding trade and tourism, particularly within Uttar Pradesh.



Vietnam's participation featured captivating cultural performances, including traditional music and dance, while authentic Vietnamese cuisine delighted attendees. Vietnam's pavilion also showcased high-quality products and innovative practices, highlighting key sectors like textiles and manufacturing. This collaboration not only celebrated Vietnam's cultural heritage but also presented significant business opportunities, strengthening bilateral relations for future growth.

### Cultural Extravaganza

UPITS 2024 was more than a trade show; it was a vibrant cultural extravaganza celebrating Uttar Pradesh's rich heritage. The event showcased the state's diverse cultural traditions with captivating performances from regions like Braj, Awadh, Rohilkhand, Bundelkhand, Purvanchal, and Western UP. Highlights included mesmerizing classical dance performances such as the Shiv Tandav and Kathak dance dramas, which entertained and educated attendees on the state's traditions. Adding star power, performances by Ankit Tiwari, Kanika Kapoor, and Palash Sen's Euphoria band provided a perfect mix of traditional and contemporary entertainment, reflecting Uttar Pradesh's evolving cultural scene.



The event also had a global flair, with Partner Country Vietnam showcasing traditional music and dance. Artists from countries like Bolivia, Russia, Bangladesh, and Egypt, in collaboration with the ICCR, added to the international cultural exchange, highlighting Uttar Pradesh's growing global presence.

### **Fashion and Innovation Showcase**

A standout event at UPITS 2024 was the Khadi & Apparels Fashion Show, themed "Khadi Kal Se Aaj Tak – Rich Heritage of Uttar Pradesh," held on September 27. Shri Giriraj Singh, Hon'ble Union Minister of Textiles, attended as the Chief Guest.

The show featured 8-10 stunning sequences, showcasing Khadi's evolution from traditional to contemporary styles. Models displayed a range of garments, from intricate handwoven designs to sleek modern outfits, celebrating Khadi's heritage and relevance in today's fashion.



In his address, Shri Giriraj Singh highlighted Khadi's role in Prime Minister Modi's 5 Fs concept—Farm to Fiber to Fabric to Fashion to Foreign—and praised initiatives like the PM Mitra Parks in Lucknow and Unnao for boosting the textile sector. The show brilliantly showcased Khadi's timeless appeal, blending tradition with modernity and reinforcing Uttar Pradesh's commitment to promoting this iconic fabric.

### **Technological Marvels**

UPITS 2024 embraced cutting-edge technology to create memorable experiences, with a highlight being the Laser Show, "Uttar Pradesh – A Journey through Time and Progress," held on September 27 & 28.



The show combined light, sound, and storytelling to showcase Uttar Pradesh's rich history and development. It took viewers on a journey through the state's ancient cultural heritage and its transformation into a modern hub of commerce and innovation. The laser projections highlighted Uttar Pradesh's contributions to Indian civilization and its role in initiatives like Atmanirbhar Bharat and ODOP. This stunning display not only entertained but also educated visitors about the state's growth and potential, leaving a lasting impression on all.

## UP Ka Swad

No celebration of Uttar Pradesh's culture would be complete without its rich culinary heritage, and UPITS 2024 offered a gastronomic journey through its diverse cuisine at the "UP Ka Swad" food pavilion. Visitors savoured regional delicacies like Lucknow's melt-in-the-mouth Tunday Kebabs, Kanpur's spicy chaats, and sweet treats such as Mathura's Peda and Agra's Petha. Other highlights included Jaunpur's traditional Desi Rasoi, Ballia's rustic Chokha, and the iconic Banarasi Paan. This showcase of Uttar Pradesh's culinary gems, from cities like Allahabad, Bareilly, and Gorakhpur, not only delighted visitors but also highlighted the state's global food potential.

## Key Visitors

The 2nd Uttar Pradesh International Trade Show was declared open with a glittering inauguration ceremony by the Chief Guest, **Shri Jagdeep Dhankhar**, Hon'ble Vice President of India, in the esteemed presence of **Shri Yogi Adityanath**, Hon'ble Chief Minister of Uttar Pradesh; **Shri Jitan Ram Manjhi**, Hon'ble Union Minister for MSME; and UP Cabinet Ministers **Shri Rakesh Sachan**, Hon'ble Minister for MSME, Khadi & Villages Industries, Sericulture Industries, Handloom & Textile, Uttar Pradesh, and **Shri Nand Gopal Gupta "Nandi,"** Hon'ble Minister for Industrial Development, Export Promotion, NRI, Investment Promotion, Uttar Pradesh, who also shared the dais as Guests of Honour.

Other dignitaries included **Shri H. E. Nguyen Thanh Hai**, The Ambassador of Vietnam; Cabinet Ministers of Uttar Pradesh, including **Shri Swatantra Dev Singh**, Jal Shakti Minister; **Shri Sanjay Nishad**, Fisheries Minister; **Shri Daya Shankar Singh**, Transport Minister; **Shri Brijesh Singh**, PWD Minister; **Shri Jaswant Singh Saini**, MoS for Industrial Development; **Dr. Mahesh Sharma**, Lok Sabha MP, Gautam Buddha Nagar; **Shri Surendra Nagar**, Rajya Sabha MP; MLAs **Shri Tejpal Singh Nagar** and **Virendra Singh**; and **Dr. Rakesh Kumar**, Chairman, IEML, who also graced the event with their esteemed presence.

## Sales Highlights:

DISTRICT	OWNER NAME	UNIT NAME	PRODUCT TYPE	B2B SALES	B2C SALES	TOTAL SALES
Varanasi	Rohan Vishwakarma	Jatan Shree Handicrafts	Gulabi Meenakari			₹1.5 crore
Sambhal	Vikas Dubey	Amazon Craft	Horn-Bone Resin Art	₹35 lakhs	₹18 lakhs	₹53 lakhs
Kanpur Nagar	Zafar Nafees	Sana International Exim	Leather Products	₹50 lakhs		₹50 lakhs
Meerut	Shivendra Sharma	Active Sports Industries	Sports Goods	₹35 lakhs	₹5 lakhs	₹40 lakhs
Aligarh	Krishan Kumar Varshney	G.V. Enterprises	Brass Metal Handicrafts	₹20 lakhs	₹10 lakhs	₹30 lakhs

## Event Statistics

**1,914 +** - Exhibitors  
**70,000 +** - B2B Visitors  
**237,000 +** - B2C Visitors  
**1,000 +** - Media Coverage

## Closing Ceremony

The closing ceremony of UPITS 2024, held on September 29th, was a fitting finale to five days of intense business activity and cultural celebration. The event was presided over by Shri Rakesh Sachan, Hon'ble Minister for MSME, Khadi, and Village Industries, who presented awards to outstanding exhibitors.

Notable among the awardees were Amazon Craft from Sambhal and Arogya from Gautam Buddha Nagar, both recognized for their innovative products and successful participation in the trade show. The ceremony also acknowledged young talent, with schools such as Jesus & Mary Convent and Vishwa Bharti Public School receiving accolades for their students' performances in various competitions held during the event.

In the field of technology and innovation, GL Bajaj Institute of Technology was recognized for its students' innovative projects in agriculture and weather forecasting, highlighting the event's focus on fostering innovation and supporting young talent.

Shri K Vijayendra Pandian, IAS, Commissioner and Director of Industries for Uttar Pradesh, delivered a compelling address, emphasizing the importance of collaboration

between government and businesses in driving economic growth. He highlighted the success of UPITS 2024 in showcasing Uttar Pradesh's potential and expressed optimism about the state's economic future.



The ceremony concluded with an electrifying performance by Palash Sen and the Euphoria band, adding a celebratory note to the proceedings and leaving the audience energized. This final act not only entertained but also showcased the rich cultural tapestry of Uttar Pradesh, blending tradition with modernity – a theme that resonated throughout the trade show.

## Feedback and Testimonials

1. **H.E. Nguyen Thanh Hai, Ambassador of Vietnam to India:** Vietnam has joined the Uttar Pradesh International Trade Show as a Partner Country. It's an honour to be a part of this trade show. I think this is a very big, well-organised and successful platform. So many people have come to the show and I do believe that this Business to Business platform will bring us lots more opportunities, investments, trade & tourism etc. I do hope that with this particular trade show the cooperation and partnership between the Vietnam and Uttar Pradesh will be promoted further. We strongly believe that Uttar Pradesh will rise as a strong economy achieving its \$1 trillion economy goal by 2027 under the abled Government here.
2. **Nand Gopal Gupta, 'Nandi', Minister of Industrial Development, Export Promotion, NRI, Investment Promotion, Government of Uttar Pradesh:** Uttar Pradesh (UP) is becoming the poster boy of India's development and progress on the global stage, attracting investments and creating opportunities for its residents. The state's commitment to improving its infrastructure is evident in the numerous projects undertaken, which not only boost economic growth but also enhance the quality of life for its citizens.

3. **Priti Srivastava, Deputy Director, UP Tourism**: We have presented various tourism attractions of Uttar Pradesh here and people are enjoying it. You can see we have displayed handicrafts of Uttar Pradesh as well and our artisans are also present here and they are giving live demonstrations of their respective skills. The motive behind setting up this stall is to present the traditional arts & crafts of Uttar Pradesh found in nooks and corners of Uttar Pradesh so that people who are visiting this trade show may learn more about them. We've also displayed Mahakumbh which is scheduled in 2025 that will be organised at a global level. We have made huge preparations for that and people to visit there too.
4. **Ioonmo Ko, Operating head, Samsung Data Systems Pvt. Ltd.**: We're here to showcase the AI-based logistic platform that we have. It has been a true honour to be part of UPITS 2024 arranged beautifully by UP Government. Everybody here has been very supportive, and it has been an awesome event. We're very excited to attend this event.

## ODOP Success Stories

### Story 1: Jatan Shree Handicrafts Shines at UPITS-2024: Rohan Vishwakarma Generates ₹1.5 Crore in Five Days

Rohan Vishwakarma, the proprietor of Jatan Shree Handicrafts from Varanasi, has earned widespread recognition for his exceptional expertise in Gulabi Meenakari, a sophisticated art form of pink enamelling. Varanasi, renowned for its rich cultural heritage and traditional crafts, has many skilled artisans, but Rohan's work stands out for its unique blend of traditional techniques and contemporary designs.



Rohan's participation in the Uttar Pradesh International Trade Show (UPITS)-2024 proved to be transformative for Jatan Shree Handicrafts. The trade exhibition gave business owners and artists a distinguished stage on which they could showcase their works to a global customer base. His stall, featuring exquisitely crafted Gulabi Meenakari pieces, captured the attention of collectors, buyers, and craft enthusiasts from around the world.

The event marked an extraordinary milestone for Rohan's business. In a remarkable achievement, Jatan Shree Handicrafts generated sales worth ₹1.5 crore in just five days, setting a new benchmark in the handicrafts sector. This exceptional performance not only

highlighted the growing demand for traditional Indian craftsmanship but also demonstrated the commercial viability of heritage arts in contemporary markets.

### **Story-2: Vikas Dubey's Amazon Craft Captivates Audiences with Exceptional Horn-Bone Resin Art at UPITS-2024**

Vikas Dubey, the proud owner of *Amazon Craft* from Sambhal, specializes in resin art, a craft that blends creativity with elegance. His business has been supported by the One District One Product (ODOP) initiative, which helps promote unique crafts from different districts of Uttar Pradesh.

At the Uttar Pradesh International Trade Show (UPITS)-2024, Vikas showcased his stunning resin art products to a vast audience, receiving an overwhelmingly positive response. Visitors were captivated by the beauty and craftsmanship of his creations, which stood out amidst the diverse array of offerings. Throughout the five-day event, Amazon Craft achieved remarkable business-to-business sales of ₹35 lakhs and business-to-customer sales of ₹18 lakhs, alongside generating valuable business leads totalling around ₹70 lakhs.



Vikas Dubey credits the ODOP initiative for giving him the chance to participate in such prestigious events like UPITS-2024, where artisans from across the state can showcase their talents on a larger stage. The support from ODOP has helped him gain more visibility for Sabhal's Horn-Bone resin art, which is still a relatively new craft compared to more traditional ones.

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### **Story 3: Sana International Shines at UPITS-2024: Zafar Nafees Achieves Impressive Business Sales of ₹50 Lakhs**

Zafar Nafees, the owner of Sana International Exim, is making a significant mark in the leather products industry from Kanpur. His participation in the Uttar Pradesh International Trade Show (UPITS)-2024 showcased the quality and craftsmanship of his products, which are part of the One District One Product (ODOP) initiative.

At UPITS-2024, Zafar had the chance to present his range of leather goods to a diverse audience. His stall attracted many buyers, who were impressed by the style and durability of his products. Over the five-day event, Sana International Exim achieved



remarkable business-to-business sales of ₹50 lakhs, highlighting the strong demand for Kanpur's leather craftsmanship.

The success at UPITS-2024 has opened new doors for Zafar and his business. The exposure allowed him to connect with potential clients and partners, paving the way for future growth. Zafar credits the ODOP initiative for providing him with the opportunity to participate in such a prestigious event.

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#### **Story 4: Active Sports Industries Scores Big at UPITS-2024: Shivendra Sharma's Sports Goods Generate Impressive Sales**

At the Uttar Pradesh International Trade Show (UPITS) 2024, Shivendra Sharma's Active Sports Industries made a significant impact by showcasing high-quality sports goods. The five-day event proved to be a remarkable success for the business, with impressive sales figures.



Active Sports Industries achieved a business-to-business (B2B) sale of ₹35 lakhs and an additional ₹5 lakhs in business-to-customer (B2C) sales. The response from visitors and buyers was overwhelmingly positive, highlighting the appeal of their sports products.

Among the notable achievements at UPITS- 2024 was receiving B2B orders from the Amroha Cricket Team, as well as multiple orders from various school teams. These orders will be fulfilled by November 2024, further solidifying Active Sports Industries' reputation in the sports goods market.

Shivendra credits the One District One Product (ODOP) initiative for providing the platform to showcase his products and connect with potential buyers. The exposure at UPITS-2024 has opened new avenues for growth, helping to expand their market reach and reinforce their commitment to quality.

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#### **Story 5: G.V. Enterprises Shines at UPITS-2024, Showcasing Aligarh's Brass Metal Handicrafts**

Krishan Kumar Varshney, the owner of G.V. Enterprises, is making waves in the brass metal handicraft industry from Aligarh, a city renowned for its rich tradition in metal craftsmanship. Under the One District One Product (ODOP) initiative, Varshney's business has flourished, gaining recognition for its exceptional quality and innovative designs in brass handicrafts.



Participating in the Uttar Pradesh International Trade Show (UPITS)-2024 proved to be a game-changer for G.V. Enterprises. Over the five-day event, the company recorded impressive sales of ₹20 lakhs in business-to-business transactions and ₹10 lakhs in business-to-customer sales. This remarkable achievement highlights the strong demand for their unique brass products, which range from decorative items to functional crafts.

The stall at UPITS-2024 attracted attention from a diverse audience, including wholesale buyers and individual customers, eager to explore the intricate designs and superior quality of G.V. Enterprises' offerings. Varshney's commitment to maintaining high standards has built trust among his clients and helped elevate Aligarh's reputation as a hub for brass metal craftsmanship.

### Key Outcomes of UPITS 2024:

Here are five key outcomes of the UP International Trade Show (UPITS) 2024 held in Greater Noida:

- 1. Global Investment Destination:** UPITS 2024 successfully positioned Uttar Pradesh as a premier global investment hub, attracting investors from across the world and showcasing the state's economic potential.
- 2. Boost to MSMEs and ODOP:** The trade show highlighted the strength of Uttar Pradesh's Micro, Small, and Medium Enterprises (MSMEs) and promoted the One District One Product (ODOP) initiative, helping local businesses gain international visibility and market access.
- 3. Increased International Collaboration:** UPITS facilitated dialogues between businesses, policymakers, and global investors, leading to potential collaborations, trade agreements, and partnerships aimed at boosting Uttar Pradesh's economy.
- 4. Promotion of GI Products:** The event emphasized the importance of Geographical Indication (GI) products, promoting them as valuable assets for the state's unique cultural and economic identity.
- 5. Cultural and Innovation Showcase:** UPITS 2024 not only focused on trade but also showcased Uttar Pradesh's rich cultural heritage and innovative spirit, enhancing the state's global image and attracting diverse investments.

### Key Learning and Way Forward:

To make UPITS 2025 better than 2024, here are five key improvements:

- 1. Boost International Participation:** Attract more global exhibitors and investors by partnering with trade bodies and promoting UPITS in key markets like the EU and US.
- 2. Enhance Digital Integration:** Introduce a robust virtual platform for global participants, enabling real-time interactions and virtual showcases.

3. **Promote Sustainability:** Focus on green technologies and sustainable practices by creating a dedicated zone for eco-friendly businesses.
4. **Add Sector-Specific Zones:** Create zones for key sectors like tech, agriculture, and healthcare to cater to diverse industries and attract focused participation.
5. **Strengthen Networking:** Organize more B2B matchmaking, investor meetings, and targeted networking sessions for meaningful connections.

**Way Forward:** Start planning early, gather feedback from 2024, and prioritize international outreach, digital expansion, and sustainability to elevate UPITS 2025.

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