



September **25** **26** **27** **28** **29**, 2025

India Expo Centre & Mart, Greater Noida

ULTIMATE SOURCING BEGINS HERE

Innovate • Integrate • Internationalize

Jointly Organised by

Government of Uttar Pradesh & India Exposition Mart Ltd.



Visionary Leadership: Drivi



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The UP International Trade Show is a unique example of transforming vision into a mission under the visionary leadership of Prime Minister Shri Narendra Modi.

The state is better recognized as the 'Growth Engine of New India' moving forward to achieve the goal of a trillion-dollar economy.

YOGI ADITYANATH

Hon'ble Chief Minister of Uttar Pradesh



Shri Narendra Modi
Hon'ble Prime Minister of India



Mission

To provide a premier platform that fosters trade, investment, and business growth while showcasing Uttar Pradesh as a global hub of innovation and enterprise.

Vision

To create a dynamic ecosystem where industries, MSMEs, artisans, and businesses thrive by connecting with global markets, enabling economic prosperity for all.





Uttar Pradesh: The dynamism of India's Growth Engine

- 🌸 **India's 3rd largest economy**
- 🌸 **GSDP of ₹21.74 trillion (US\$ 294.90 billion)**
- 🌸 **11.39% CAGR** from FY2015-16 to FY2021-22
- 🌸 **Contributes 8% to India's GDP**
- 🌸 **Largest expressway network in India (4 Lakh Km Total Road Length **11,737 Km Total National Highway**)**
- 🌸 **One of the fastest-growing industrial hubs**



Key Sectors Driving Uttar Pradesh's Economy

Uttar Pradesh's exports have nearly doubled during the last 7 years, growing from INR 88 Th. Cr. in 2017-18 to INR 124 Th. Cr. in FY 2023-24

The top 10 sectors contribute to ~60% of Uttar Pradesh's exports

<i>Commodity Description</i>	<i>UP's Exports (Rs. Cr.)</i>	<i>% Share</i>
Electricals & Electronics	41,281.00	23.72%
Apparels	18,312.00	10.52%
Meat & Edible Offal	14,860.00	8.54%
Leather Goods & Footwear	10,952.54	6.29%
Articles of Iron & Steel	5,723.00	3.29%
Mechanical Machinery	6,582.00	3.78%
Aluminum & Its Articles	5,622.00	3.23%
Auto-Components	6,073.50	3.49%
Carpets	5,404.00	3.11%
Cereals	3,802.79	2.19%

Champion service sectors of Uttar Pradesh:

A decorative diamond-shaped icon with a blue and orange background, featuring a stylized circuit or network pattern.

IT & ITes

A decorative diamond-shaped icon with a blue and orange background, featuring a stylized sun or flower pattern.

**Tourism &
Hospitality**

A decorative diamond-shaped icon with a blue and orange background, featuring a stylized medical or travel pattern.

**Medical
Value Travel**

A decorative diamond-shaped icon with a blue and orange background, featuring a stylized book or graduation cap pattern.

**Education
services**

A decorative diamond-shaped icon with a blue and orange background, featuring a stylized truck or transport pattern.

**Transport &
Logistics**

Government Policies & Investment Support

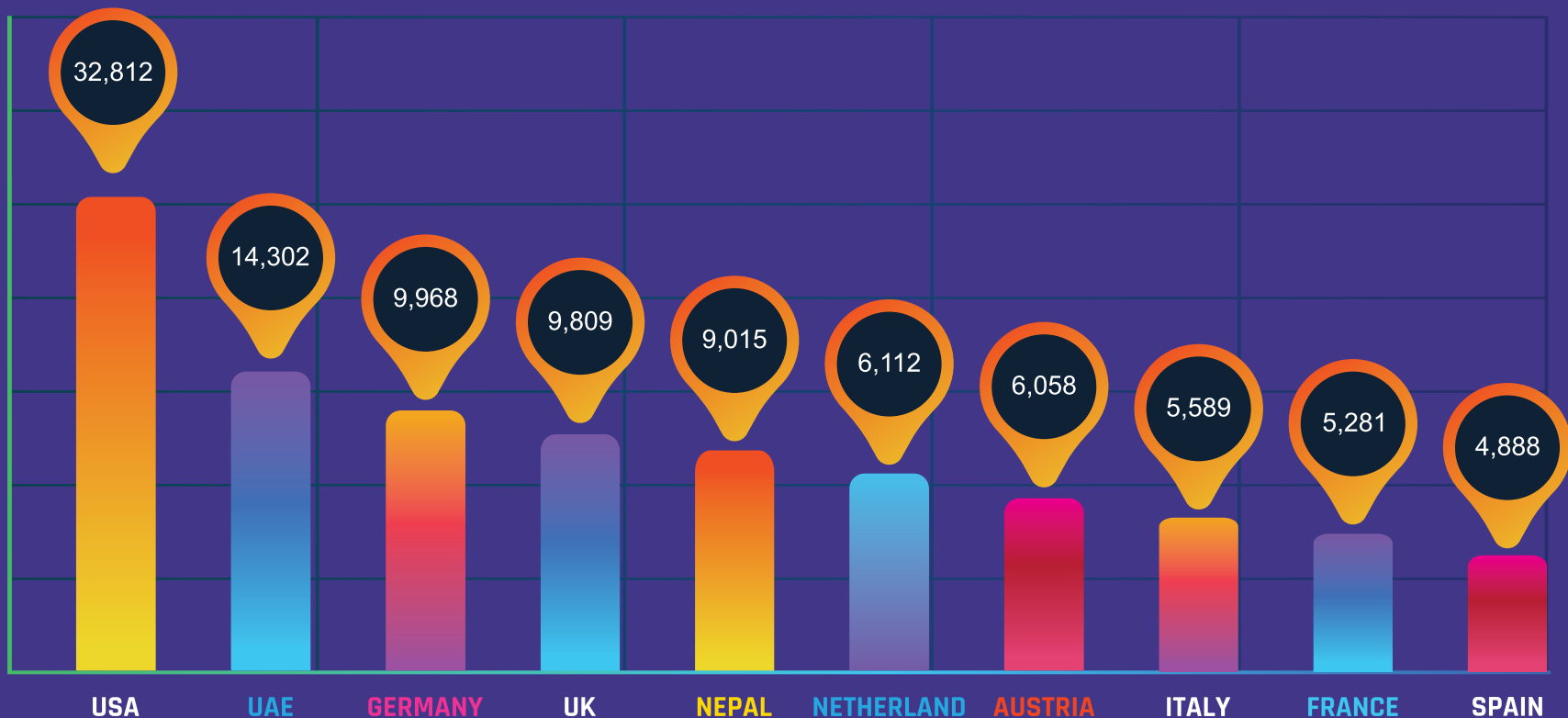
Supportive Schemes

- ☼ Credit Guarantee Scheme for Micro & Small Enterprises (CGTMSE)
- ☼ Digital India Mission
- ☼ Entrepreneurship and Skill Development Programme (ESDP)
- ☼ International Cooperation (IC) Scheme
- ☼ Khadi Gramodyog Vikas Yojana - Umbrella Scheme
- ☼ Micro & Small Enterprises Cluster Development Programme (MSE-CDP)
- ☼ Namami Gange & Jal Shakti
- ☼ National Manufacturing Competitiveness Programme (NMCP)
- ☼ National SC-ST Hub Scheme
- ☼ Prime Minister's Employment Generation Programme (PMEGP)
- ☼ Procurement and Marketing Support (PMS) Scheme
- ☼ Rural And Urban Development Scheme
- ☼ Transforming India (Aatmanirbhar Bharat Abhiyaan)

Promotion Policies

- ☼ Uttar Pradesh Micro, Small and Medium Enterprise Promotion Policy - 2022 (MSME Policy - 2022)
- ☼ Uttar Pradesh Industrial Investment and Employment Promotion Policy - 2022 (UPIIEP Policy - 2022)
- ☼ Uttar Pradesh Export Promotion Policy - 2020-25 (UPEP Policy - 2020-25)
- ☼ Uttar Pradesh Textile and Garmenting Policy 2022 (UPTG Policy - 2022)

Top 10 destinations for Uttar Pradesh's exports (FY 2023-24) (in INR Th. Crore)



There are 10 markets that contribute to 60% of the state's exports; hence, the state envisages propelling market diversification through aggressive export promotion in key countries.

Other key countries for driving UP's exports



Americas

-  Canada
-  Mexico
-  Brazil

Europe, Middle- east & Africa

-  Belgium
-  Saudi Arabia
-  Denmark
-  South Africa
-  Italy
-  Turkey
-  Morocco
-  Nigeria
-  Poland
-  Qatar
-  Sweden
-  Oman
-  Spain

Asia-Pacific & others

-  Australia
-  S. Korea
-  Bangladesh
-  Singapore
-  Indonesia
-  Thailand
-  Japan
-  Taiwan
-  Malaysia
-  Philippines



UPITS 2025: The Future of Business, Innovation & Heritage!

From heritage crafts to pioneering industries, from small-scale entrepreneurs to global investors, UPITS is the gateway to limitless opportunities.

Innovate • Integrate • Internationalize





UPITS 2025

UP International Trade Show 2025

Third Edition of Most Comprehensive Showcase of Sourcing Potential of Uttar Pradesh

The **UP International Trade Show 2025 (UPITS 2025)** is the premier **B2B and B2C trade event** of the **Uttar Pradesh Government**, designed to showcase the state's remarkable industrial growth, entrepreneurial spirit, and global business potential. With its previous editions setting new benchmarks, **UPITS 2025** aims to be even bigger, serving as the ultimate sourcing hub for businesses across diverse sectors, including manufacturing, technology, handicrafts, agriculture, and more. Scheduled from September 25 to 29, 2025, at India Expo Centre & Mart, Greater Noida, this mega trade show will bring together global buyers, industry experts, policymakers, and business leaders to foster new collaborations and market expansion.

With **2,400+ exhibitors, 125,000+ B2B visitors, and 450,000+ B2C visitors**, **UPITS 2025** offers unparalleled networking opportunities through B2B & B2C meetings, knowledge sessions, masterclasses, and live demos. It is a one-of-a-kind platform where **innovation meets investment, businesses find new markets, and industries take a leap toward global competitiveness.**





'Local to Global' Impact of UPITS

Driving Growth, Powering Global Reach of Uttar Pradesh's Potential

- MSMEs & Startups** – Scaling businesses beyond borders.
- ODOP Excellence** – Local craftsmanship meets global demand.
- Emerging Sectors** – EVs, healthcare, IT, and infrastructure.
- Smart Solutions** – AI, digital trade, and tech-driven manufacturing.

The background is a vibrant collage. The top half features a close-up of hands spinning a clay pot on a pottery wheel. The bottom left shows a traditional Indian temple gopuram. A white cow is visible in the center-left. On the right, a person is seen working at a desk with a laptop. The entire graphic is framed by decorative borders at the top and bottom, consisting of repeating floral patterns in shades of orange, red, and blue.

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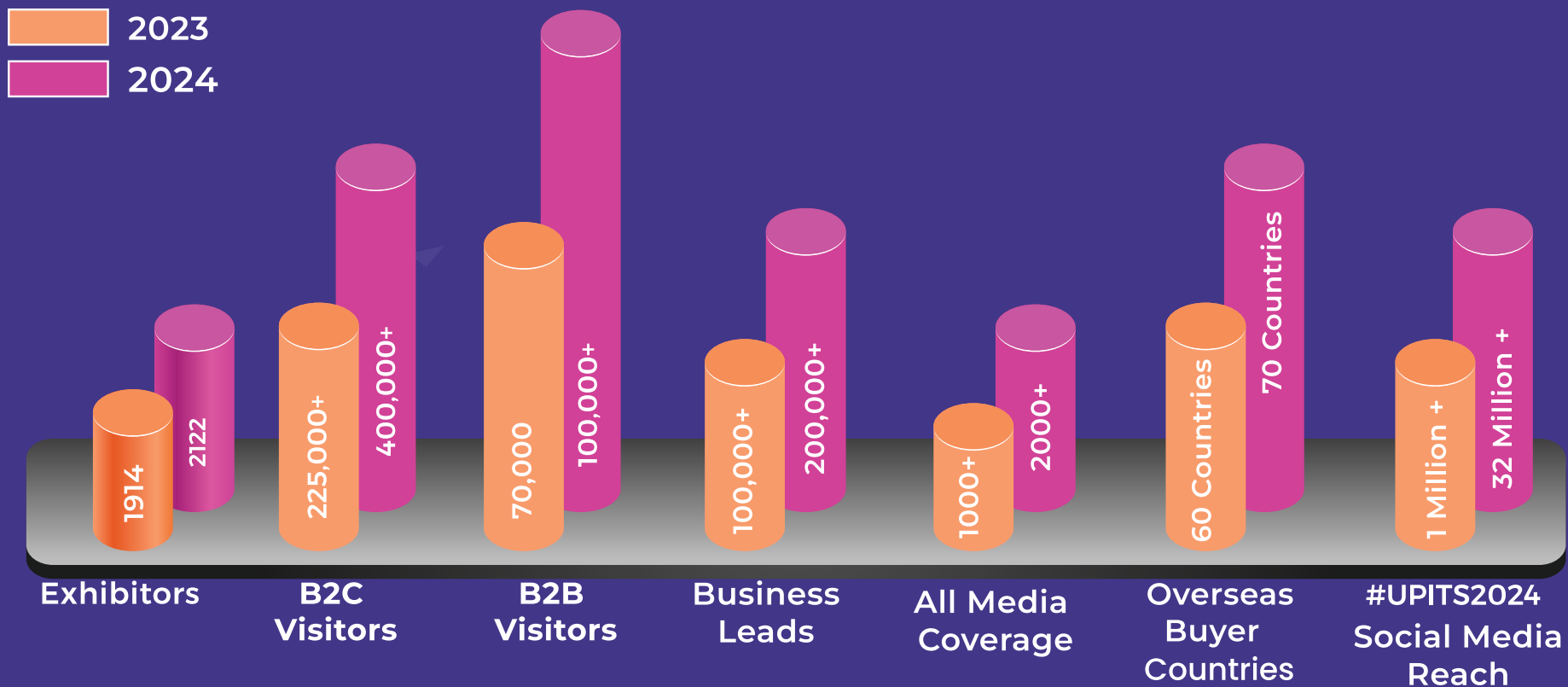
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Glimpses of Our Successful Past Edition

A Legacy of Success, A Future of Possibilities!

The previous edition of **UPITS** was a resounding success, It carried together **myriads of exhibitors, global buyers, and industry leaders** under one roof. From **exceptional business deals** to the **global spotlight on Uttar Pradesh's industries**, the event proved to be a catalyst for growth and innovation.

Statistics of UPITS 2023 & 2024



Event at a Glance



B2B sector
presentation and
roundtable meetings



Knowledge Sessions,
Seminars, Conclaves



Vietnam -
Partner Country



UP Ka Swad
(Cuisine and Culinary Arts)



Fashion Shows and
Band Performances



Cultural Performances
(Folk & Classical)



Award
Distribution



Lucky Draw



Venue- India Expo Centre & Mart,





Greater Noida

A World-Class Venue for Business & Innovation

India Expo Centre & Mart (IEML) is the country's leading trade & business destination, enabling world-class exhibitions, networking, and trade opportunities. Spread across a sprawling 58 acres of land on the Greater Noida Expressway in Delhi NCR, IEML is one of the largest integrated expo venues in India. Equipped with modern-day technological facilities, paired with pertinent conveniences and safety measures, it is suitable for hosting international business-to-business exhibitions, conferences, congresses, product launches, and promotional events. It primarily acts as a central contact point for overseas buyers and cottage-based manufacturers and exporters for conducting business.

Why Exhibit at UPITS 2025?



Unparalleled
business
networking



Meet global
buyers &
investors



Gain insights
from industry
leaders



Government
incentives &
support



To get
international
recognition

Focus Sectors

GoUP prioritized select sectors for export promotion activities based on state's export capabilities and global demand trends



Agriculture
&
Allied Sectors



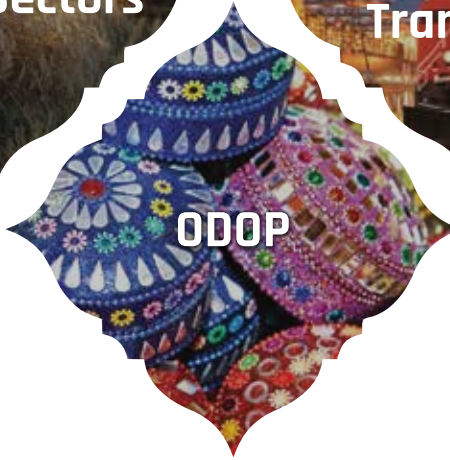
Tourism
&
Transport



Infrastructure



IT & Electronics



ODOP



Automobiles
&
EV Industry



Textiles
&
Leather goods



Wood Work
&
Furniture

Exhibitors Profile

- ❁ IT/ITES/Electronics
- ❁ Apparel/Textile/Handloom
- ❁ Agriculture & Allied Sectors
- ❁ Home Décor & Handicrafts
- ❁ Horticulture/Food Processing/FMCG
- ❁ Automobile/EV/Auto Components
- ❁ Fishery, Animal Husbandry & Dairy
- ❁ Government Departments
- ❁ Health/Wellness/Spa/Ayush/FSDA
- ❁ Medical & Pharmaceutical
- ❁ Chemicals, Gas & Paints
- ❁ Education, Skills & Research & Development
- ❁ Energy / Power / Renewable - Solar, Wind, Hydro

- ❁ Engineering / Infrastructure / Construction / Real Estate
- ❁ Environment/Climate Change/Forest
- ❁ Financial Services Industry
- ❁ Media/Broadcasting & Communication
- ❁ Print/Packaging & Paper Industries
- ❁ Retail / E-commerce / Logistics & Warehousing
- ❁ Sports/Toys/Games/Kids & Baby Care
- ❁ Travel, Tourism & Hospitality & Event Management

Buyers Profile

- 🌸 Buying Agents
- 🌸 Corporates
- 🌸 Distributors
- 🌸 Domestic Buyers
- 🌸 E-commerce
- 🌸 Exporters
- 🌸 Institutional Buyers
- 🌸 Investors
- 🌸 Marketing Professionals
- 🌸 Overseas Buyers
- 🌸 Importers & Wholesalers
- 🌸 Retail Stores
- 🌸 Think Tanks
- 🌸 National & International Traders

Cost of Participation

For Built - up

INR 7000/- per sq. mtr.

For Bare Space

INR 6500/- per sq. mtr.

*18% GST will be charged on total payable.





Product

Profile



- ❁ Agriculture & Allied Sectors
- ❁ Aviation Sector
- ❁ Automobile & EV Industry
- ❁ Defence Manufacturing Pavilion
- ❁ Dairy, Fishery & Animal Husbandry
- ❁ E - Commerce, Electronics Industry
- ❁ Education Sector (Live Demos on STEM)
- ❁ Film & Entertainment Industry
- ❁ GI Tag Products from Uttar Pradesh- B2C
- ❁ Glass Industry, Marble Industry
- ❁ Handloom, Handicrafts & Textiles
- ❁ Health & Wellness / Hospitals (AYUSH/ Pharma/Naturopathy/ Yoga/Unani)
- ❁ Highways/Industrial Park/Development Authorities
- ❁ Horticulture / Food Processing
- ❁ Infra, Engineering & Manufacturing Industry
- ❁ IT & Smart City Mission, Uttar Pradesh
- ❁ Leather Industry
- ❁ New Entrepreneurs / Startups
- ❁ ODOP Display
- ❁ Power Corporation
- ❁ Renewable Energy, EV, & Mines
- ❁ Retail Sector
- ❁ Sports Sector
- ❁ STPI (Software Technology Parks of India)
- ❁ Sugar & Cane industry
- ❁ Tourism & Culture Sector
- ❁ Toy Association & Clusters of Uttar Pradesh
- ❁ Transport, Warehouse and Logistics Industry
- ❁ UP police
- ❁ Water, Sanitation & Waste Water Management

Join Us at



Date: 25-29 September, 2025
India Expo Centre & Mart, Greater Noida

For more details, visit: www.upinternationaltradeshow.com

Contact: upits@indiaexpocentre.com | +91 7428235690, 9319993259