

# **3<sup>rd</sup> Edition UTTAR PRADESH P INTERNATIONAL TRADE SHOW (UP ITS)**

India Expo Centre & Mart, Greater Noida, UP, India

25-29 September 2025

## **ABOUT THE TRADE SHOW**

UP International Trade Show, the Government of Uttar Pradesh's flagship event jointly organised with India Exposition Mart Limited (IEML), has become a premier trade event across the country and the globe. The last two editions, UPITS 2023 and UPITS 2024 have diversified this exhibition as a focused contemporary sourcing platform for Uttar Pradesh to find the right kind of buyers across categories and regions from India and abroad. UP International Trade Show has been propelling the major Focus Sectors of Uttar Pradesh to grow exponentially by providing a platform for all the participating exhibitors to showcase their unique products, services, technology and innovations. The show facilitates robust B2B and B2C interactions, fostering invaluable business connections and unlocking infinite opportunities. By driving economic activity and supporting strategic goals, UPITS plays a pivotal role in achieving the Uttar Pradesh's ambitious vision of a trillion-dollar economy, accelerating the growth of both the state and the nation.

This event will provide a significant platform for businesses in Uttar Pradesh to explore export opportunities and connect with overseas buyers. The previous edition of UPITS, held in 2023 and 2024, were resounding successes, attracting over 300,000 attendees and generating business deals exceeding Rs. 1,000 crore. This is an opportunity for foreign buyers to meet potential Indian business enterprises under one roof.

## **FOCUS SECTORS OF THE SUMMIT**

Agriculture & Allied Sectors	Large Corporates (UP Invest/
Automobile/EV/Auto Components	UPSIDA / Authorities)
Aviation Sector	Leather Industry
Defence Pavillion	ODOP Display
E-Commerce, Electronics Industry	Retail Sector
Film & Entertainment Industry	Power Corporation (UP Power
Fishery, Animal Husbandry & Dairy	Corporation / NCPL & Others)
Food Safety & Drug Administration	Sports Sector
GI Tag Products from Uttar Pradesh- B2C	Renewable Energy, EV, & Mines
Handloom, Handicrafts & Textiles	STPI (Software Technology Parks of
Health & Wellness (AYUSH / Pharma/	India)
Naturopathy/ Yoga/ Unani)	Sugar & Cane industry
Highways/ Industrial Park / Development	Tourism & Hospitality Sector &
Authorities	Medical Equipments
Horticulture / Food Processing / FMCG	Toy Association & Clusters of Uttar
Infra, Engineering & Manufacturing	Pradesh
Industry, Real Estate	Warehouse and Logistics

IT & Smart City Mission (Uttar Pradesh)

Water, Sanitation & Waste Water  
Management  
Glass Industry, Marble Industry

For any further information,  
<https://upinternationaltradeshow.com/links/>

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