



## FACT SHEET

<b>NAME OF THE FAIR</b>	<b>: “UP INTERNATIONAL TRADE SHOW” (UP ITS)</b>
<b>DATE</b>	<b>: 21 - 25 September 2023</b>
<b>VENUE</b>	<b>: India Expo Centre and Mart, Greater Noida, UP</b>
<b>ORGANISER</b>	<b>: Jointly organized by Government of Uttar Pradesh &amp; India Exposition Mart Limited (IEML)</b>

### ABOUT FAIR

The Government of Uttar Pradesh along with India Exposition Mart Limited (IEML) are jointly organising the 1st edition of UP International Trade Show (UP ITS) 2023. This Exhibition has been diversified to create a focused contemporary sourcing platform for Uttar Pradesh to find the right kind of buyers and sellers across categories and regions from India and abroad. The Trade Show component of the UP International Trade Show has been suitably emphasized to accommodate pavilions for major FOCUS SECTORS. The Trade Show provides a platform to all the participating exhibitors to showcase their technology and innovations, organize B2B & B2C meetings and augment their business network.

### FOCUS SECTORS

#### PRODUCTS & SERVICES

- ▶ Agriculture & Horticulture (Seasonal Food Festival)
- ▶ Airport
- ▶ Defence Corridor
- ▶ E - Commerce, Electronics Industry
- ▶ Education sector (Live Demos on STEM)
- ▶ Film Sector
- ▶ Fisheries & Animal Husbandry
- ▶ Food Processing / Dairy Products
- ▶ GI Tag Products from Uttar Pradesh- B2C
- ▶ Glass Industry, Marble Industry
- ▶ Handloom, Handicrafts & Textiles
- ▶ Health & Wellness (AYUSH/Pharma/Naturopathy/ Yoga/Unani )
- ▶ Highways/Industrial Park/Development Authorities
- ▶ Infra, Engineering & Manufacturing Industry
- ▶ IT & Smart City Mission, Uttar Pradesh
- ▶ Leather Industry
- ▶ ODOP Display
- ▶ Power Corporation (UP Power Corporation/ NCPL & Others)
- ▶ Renewable Energy & EV
- ▶ Retail Sector
- ▶ Sports Sector
- ▶ STPI (Software Technology Parks of India)
- ▶ Sugar Industry
- ▶ Tourism & Hospitality Sector
- ▶ Toy Association & Clusters of Uttar Pradesh
- ▶ UP Police Association
- ▶ Warehouse and Logistics
- ▶ And Many Others...

#### GOVERNMENT SCHEMES

- ▶ Digital India Mission
- ▶ International Cooperation (IC) Scheme
- ▶ Credit Guarantee Scheme for Micro & Small Enterprises (CGTMSE)
- ▶ Entrepreneurship and Skill Development Programme (ESDP)
- ▶ 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)

#### GOVERNMENT POLICIES

- ▶ Uttar Pradesh Micro, Small and Medium Enterprise Promotion Policy – 2022 (MSME Policy – 2022)
- ▶ Uttar Pradesh Industrial Investment and Employment Promotion Policy – 2022 (UPIIIEP Policy – 2022)
- ▶ Uttar Pradesh Export Promotion Policy – 2020-25 (UPEP Policy – 2020-25)
- ▶ Uttar Pradesh Textile and Garmenting Policy 2022 (UPTG Policy – 2022)
- ▶ and other 20 + sectoral policies...

## VISITOR'S PROFILE

- Buying Agents
- Corporates
- Distributors
- Domestic buyers
- E-commerce
- Exporters
- Institutional Buyers
- Investors
- Marketing Professionals
- Overseas Buyers, Importers & Wholesalers
- Retail stores
- Think Tanks
- Traders

## A GLIMPSE OF UP ITS 2023

### • EXHIBITION

Wide variety of Handloom and Handicrafts, MSMEs, GI Tag Products, ODOP, and more for B2C and B2B customers

### • CONFERENCES & CONCLAVES

Conferences and conclaves including angel investors' meet to facilitate business deals

### • DEMOS AND LIVE PERFORMANCES

Demos, stage shows, live shows, and delicacies to delight the audiences

<b>SALE</b>	: RETAIL SALE ALLOWED IN ODOP CATEGORIES
<b>VISITORS</b>	: Business, Retails and Consumers
<b>MINIMUM SIZE OF STAND</b>	: Booth Size is 12 sqm.
<b>OTHER BOOTHS</b>	: Multiplies of 12 sqm. Such as 24,36,48.... up to 240sqm.
<b>CHARGES PER SQ MTR</b>	: Rs. 7,000/- per sq. mtr + 18% GST (Built- up booth*)
<b>MINIMUM SIZE RAW BOOTH</b>	: Booth Size is 36 sqm.
<b>CHARGES PER SQ MTR</b>	: Rs. 6500/- per sqm + 18% GST (Bare Space*)

\*10% PLC will be charged extra for two/three/four sides open booths

\*\*₹1500/- will be charged extra for UP ITS Show Directory

Every 12 sq. meter booth includes: 1 Fasca, white wall panels, 6 Spotlights, carpet, 1 discussion table or front desk, 3 chairs, 1 dustbin, 1 power socket, 1 kilowatt free electricity (additional electricity can be ordered on chargeable basis).  
For bigger booth these facilities will be extended on pro-rata basis.

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Beneficiary Name : India Exposition Mart Limited, Bank Name : FEDERAL BANK, Noida- UP  
**Current Account No. : 13400200032149, IFSC Code : FDRL0001340**

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**THE BIGGEST SOURCING SHOW OF UTTAR PRADESH**  
JOINTLY ORGANIZED & SUPPORTED BY THE GOVT. OF UP

## LAST DATE FOR SUBMISSION OF APPLICATION

**Thursday, 15 June 2023**

**Contact Person : Mr. Abhishek Shukla**

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