



# UP INTERNATIONAL TRADE SHOW

2<sup>nd</sup> Edition

Date : 25 - 29 September, 2024  
Venue : India Expo Centre & Mart, Greater Noida

**THE BIGGEST SOURCING SHOW OF UTTAR PRADESH**

**Jointly Organized By Government of Uttar Pradesh & India Exposition Mart Ltd.**

We are pleased to inform that the State Government of Uttar Pradesh is organizing the **2<sup>nd</sup> Edition of Uttar Pradesh International Trade Show**, a multi sector trade fair for all levels of enterprises in Uttar Pradesh—micro, small, medium, and large—to showcase, sell, and expand reach to wider customers in India and overseas. Apart from businesses and enterprises, the trade show will feature a fair share of promotional and development schemes (both government and non-government) in the show.

The State of Uttar Pradesh is the most populous state making it the single largest market in India. With policies fostering inclusive, sustainable and balance development.

Encouraged by the success of the first edition last year, the State Government of Uttar Pradesh is organizing the **Second Edition of “UP INTERNATIONAL TRADE SHOW (UPITS)”** to be held from **25-29 September 2024** at the same venue **India Expo Centre & Mart, Greater Noida**. The 5-day event seeks to provide a B2B and B2C platform for companies for showcasing and sourcing their products and services, network with potential partners and explore business opportunities in the region. Exhibitors will have the chance to connect with foreign and Indian buyers, buying agents and visitors.

Please visit the official website at : <https://upinternationaltradeshow.com/>. Further information may also be obtained from, Mr. Alok Kumar, IAS, Principal Secretary, MSME, Khadi & Village Industries, Handloom & Textile Department, Government of Uttar Pradesh, Phone No- 0522-2226115, 2226116, E-mail: [psmsmeup@gmail.com](mailto:psmsmeup@gmail.com).

## **Enclosure:**

1. Flyer of UPITS 2024
2. Brochure of UPITS 2024

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