

Press Release

Curtains Raised for the Second Edition of UP International Trade Show

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Hon'ble UP CM Sh. Yogi Adityanath: Every entrepreneur should participate in the UPITS at least once to witness the capabilities and potential of the state.

Lucknow, February 8, 2024: Hon'ble Uttar Pradesh Chief Minister Sh. Yogi Adityanath unveils the second UP International Trade Show 2024 which is set to take place from 25 - 29 September 2024 at a grand curtain raiser event held at Lok Bhawan in Lucknow, Uttar Pradesh.

The meticulous preparation, strategic planning, and visionary approach of the much-anticipated second edition of the UP International Trade Show captivated audiences at the impressive curtain-raiser event in the presence of Hon'ble CM Sh. Yogi Adityanath, State Minister for MSME Rakesh Sachan, Chief Secretary of Uttar Pradesh, Durga Shankar Mishra, Additional Chief Secretary of MSME Amit Mohan Prasad, Senior Uttar Pradesh Officials and other dignitaries. This significant gathering was orchestrated by the Department of MSME & Export Promotion, Government of Uttar Pradesh, in partnership with India Exposition Mart Limited (IEML), Greater Noida. The event set the stage for what promises to be a landmark edition of the trade show.

In his closing remarks, the **Honorable Chief Minister of Uttar Pradesh, Yogi Adityanath**, highlighted the landmark success of the inaugural UP International Trade Show (UPITS) 2023, hosted at the India Expo Centre & Mart. This event marked the first occasion for Uttar Pradesh to showcase its capabilities on an international platform, attracting over 500 foreign buyers, 70,000 domestic buyers, and more than 300,000 visitors. The gathering aimed to replicate and amplify the state's potential and capabilities on a global scale. The Hon'ble Chief Minister acknowledged the inherent potential of the state's craftsmen, artists, and skilled individuals, emphasizing that they required support from the administration and government to shine. He says, 'With the proactive efforts of the "Double-engine Government," significant progress is now evident. The government's initiatives have bolstered MSMEs and traditional industries by providing market access and technological integration.' The Hon'ble Chief Minister proudly noted the success of the One District, One Product (ODOP) scheme under the visionary 'Atmanirbhar Bharat' initiative led by Prime Minister Narendra Modi, for which he expressed gratitude towards the Prime Minister. Uttar Pradesh's exports have seen a remarkable increase from 86 thousand crore to 2 lakh crore, fostering job creation and benefiting the populace through various schemes like Vishwakarma Shram Samman Yojana and Mudra Yojana, added Hon'ble CM. He urged all entrepreneurs in Uttar Pradesh to participate extensively in the

upcoming second edition of UPITS to display their potential fully. He reassured the government's support for every entrepreneur, encouraging them to experience the state's capabilities firsthand. He concluded with a call to action, aiming to generate employment for lakhs of youth and to achieve the goal of transforming Uttar Pradesh into a trillion-dollar economy, aligning with PM Modi's vision.

Rakesh Sachan, Minister of MSME, Khadi, Village Industries, Sericulture, Textile, GoUP while giving his speech says that we have around 96 lakh MSMEs in Uttar Pradesh and UP Govt. is relentlessly working for their development and growth. The State Govt. has already launched 25 schemes for the welfare of MSMEs and this UPITS is an initiative in the same line to implement those schemes. He says the UP Govt. has proposed allocating Rupees one thousand crore for the skilled youth without any interest so that they start their businesses. Govt. will give a loan of Rs 4 lakh to the youth to start their businesses and give employment to others rather than seeking it. The Minister thanks to Hon'ble UP CM, Sh. Yogi Adityanath for extending his support and guidance to the MSME Dept. to organize this event.

The first edition of the UP International Trade Show (UPITS 2023) has already set a high benchmark, emerging as a premier sourcing platform and paving the way for the eagerly awaited UPITS 2024. Scheduled for September 25-29, 2024, at the renowned India Expo Centre & Mart, Greater Noida, UPITS 2024 is poised to build on this strong foundation. This event represents a collaborative effort between the Government of Uttar Pradesh and India Exposition Mart Ltd. (IEMML).

The curtain raiser garnered an impressive turnout, featuring a distinguished assembly of Senior Officers from the MSME and Export Promotion Department of the Uttar Pradesh Government, alongside key figures from various focus sectors, trade associations, chambers of commerce, embassies, and heads of foreign missions. This gathering of influential policymakers, stakeholders, entrepreneurs, exporters, media personnel, and the leading members of India Exposition Mart Ltd. highlighted the event's significance.

Furthermore, the response from business representatives and leaders of organizations was overwhelmingly positive, demonstrating their high level of satisfaction, interest, and anticipation for the upcoming show. The event organized by the Department of MSME & Export Promotion, Government of Uttar Pradesh, in partnership with India Exposition Mart Limited (IEMML), Greater Noida laid the groundwork for what is expected to be a landmark iteration of the trade show.

Place: Abu Dhabi

Date: 09.05. 2024