

**INVITATION**  
**FOR**  
**UTTAR PRADESH INTERNATIONAL TRADE SHOW (UPITS)**

The Government of Uttar Pradesh is organizing the Second Edition of “**UP INTERNATIONAL TRADE SHOW (UPITS)**” to be held from **25-29 September, 2024** at **India Expo Center & Mart, Greater Noida, New Delhi**.

2. 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, the state is aiming to achieve 1 trillion economy by 2027. The first edition of UPITS held in 2023 attracted over three lakhs attendees, including business delegates, industry leaders, policy makers and participation from nearly 2000 exhibitors resulting in business deals exceeding Rs.1000 Cr.

3. The key objective of the 2<sup>nd</sup> edition of UPITS is to connect the manufacturers from State of Uttar Pradesh with Overseas Buyers, 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.

4. Please find UPITS brochure at <https://upinternationaltradeshow.com/wp-content/uploads/2024/05/UPITS-Brochure.pdf>

For more details and registration please visit <https://upinternationaltradeshow.com/>

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