



Government of  
Uttar Pradesh



INDIA  
EXPOSITION  
MART LTD.

# UP INTERNATIONAL TRADE SHOW

4<sup>th</sup> Edition

September 25 26 27 28 29, 2026  
India Expo Centre & Mart, Greater Noida

## ULTIMATE SOURCING BEGINS HERE

Innovate • Integrate • Internationalize

Jointly Organised by

Government of Uttar Pradesh & India Exposition Mart Limited (IEML)



# Visionary leadership: driving



**YOGI ADITYANATH**

**Hon'ble Chief Minister of Uttar Pradesh**

More than just a platform for trade and investment, UPITS aims to create a future-ready ecosystem for youth, entrepreneurs, and international delegates, while celebrating the state's diverse identity through the confluence of craft, culture, and cuisine.



# Uttar Pradesh's Growth

“

Our MSMEs are the pride of India, and Uttar Pradesh has shown how these enterprises can be empowered to compete at the world stage. From handicrafts to high-tech manufacturing, the spirit of innovation is alive here.”

”



**SHRI NARENDRA MODI**  
Hon'ble Prime Minister of India



# UTTAR PRADESH: THE DYNAMISM OF INDIA'S GROWTH ENGINE

India's  
3<sup>rd</sup> Largest Economy

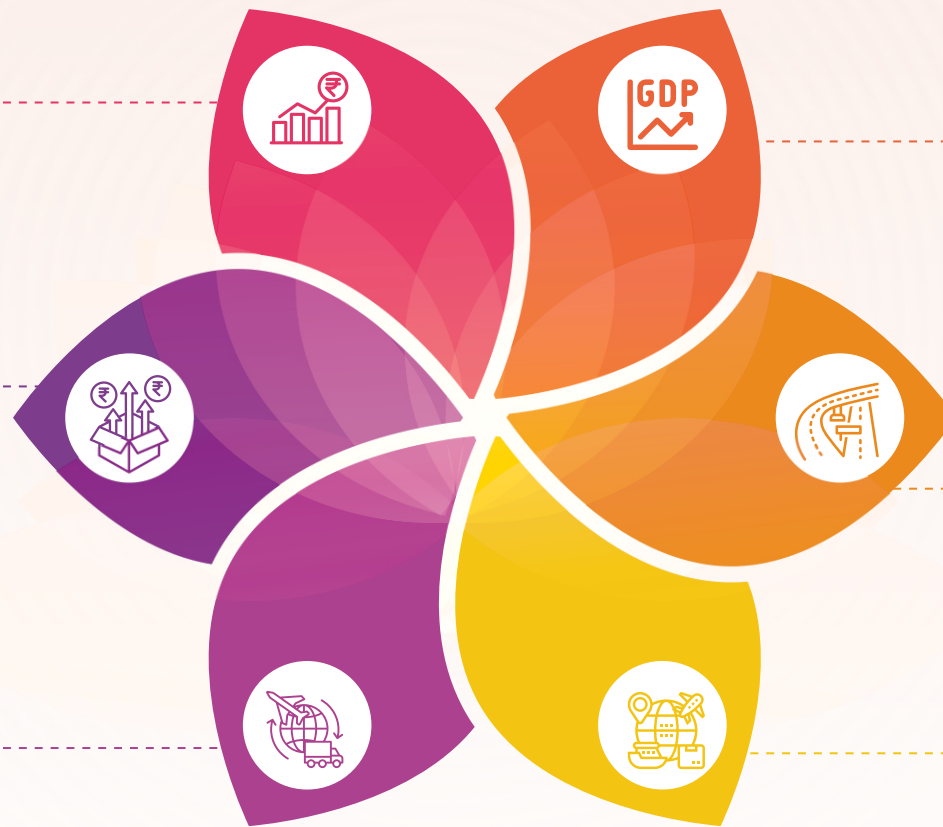
Contributes 8% to  
India's GDP

GSDP of ₹21.74 trillion  
(US\$ 294.90 billion)

Largest Expressway  
Network in India  
(4 Lakh Km Road,  
11,737 Km NH)

5.01% Share in India's  
Exports FY 2024-25

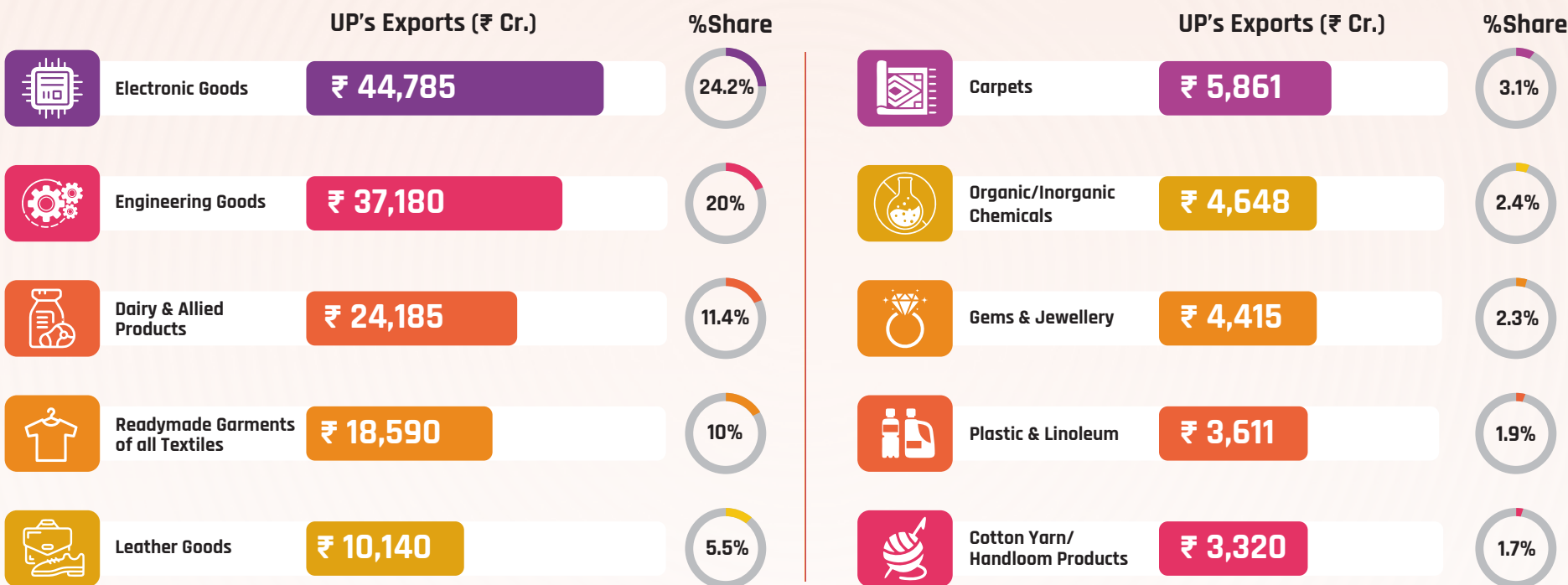
Exports in FY 2024-25  
Valued at \$21.9 billion



# KEY SECTORS DRIVING UTTAR PRADESH'S ECONOMY

Top Export Commodities (FY 2024-25), those driving the growth of the State

## Exports from Uttar Pradesh - Product-wise



## CHAMPION SERVICE SECTORS OF UTTAR PRADESH



IT & ITeS



Tourism & Hospitality



Medical Value Travel



Education Services






Transport & Logistics

# AN INTERCONNECTED UP'S POLICY ECOSYSTEM DESIGNED TO DE-RISK & ACCELERATE INVESTMENT

## Global Trade Readiness Pillars




### 1. Financial Backing

-  Credit Guarantee Scheme (CGTMSE)
-  National Manufacturing Competitiveness Programme (NMCP)
-  PMEGP Micro & Small Enterprises Cluster Development (MSECDP)

### 2. Export Acceleration

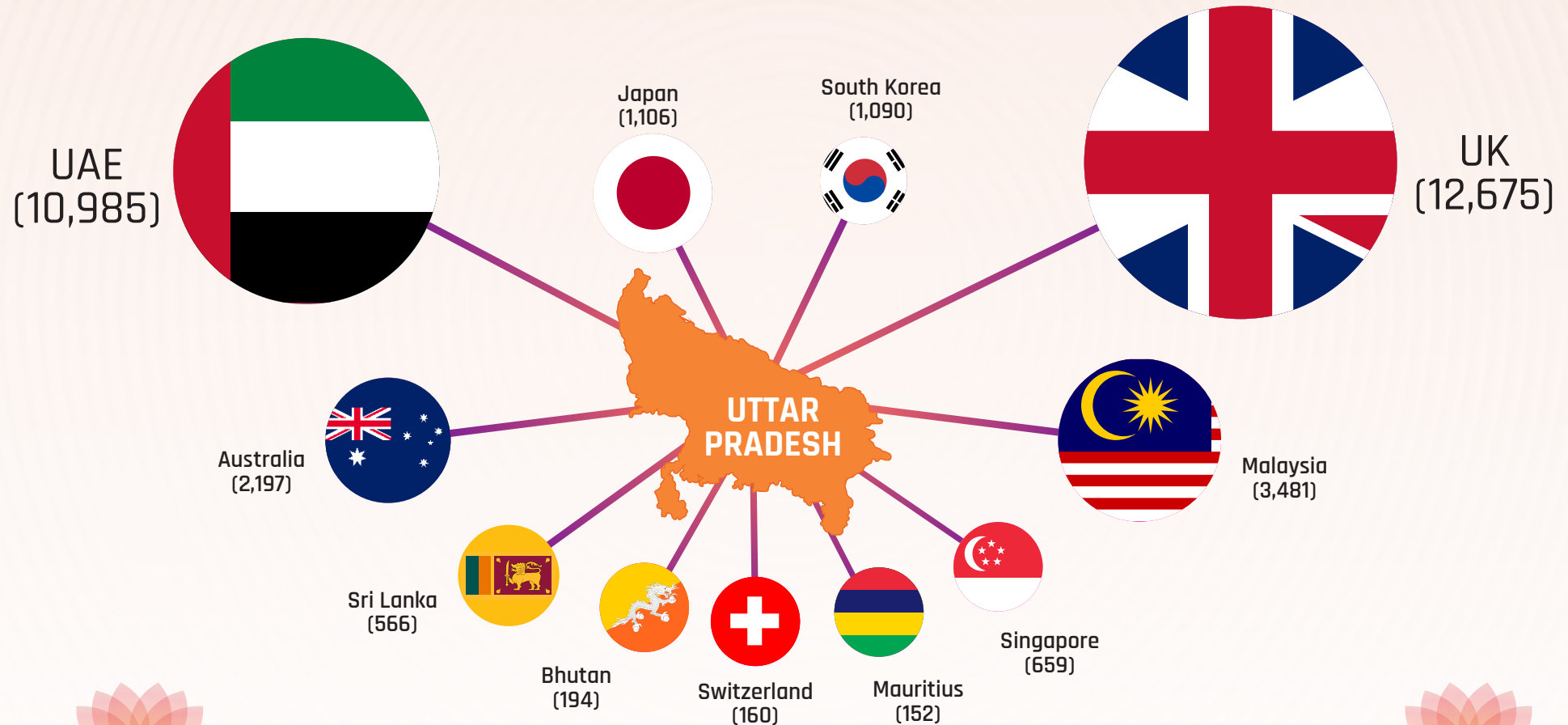
-  UP Export Promotion Policy 2025-30
-  Air Freight Rationalisation
-  Gateway Port Freight Assistance
-  Marketing Development Assistance Scheme (MDAS)

### 3. Sector Specificity

-  UP MSME Policy 2022
-  UP Industrial Investment & Employment Promotion Policy 2022
-  UP Textile and Garmenting Policy 2022

# UP'S EXPORTS TO FTA COUNTRIES

\*(FY 2024-25) (in ₹ Cr.)



There are 11 markets that contribute to the state's exports majorly; hence, the state envisages propelling market diversification through aggressive export promotion in key countries.



Building on the success of UPITS 2023, 2024 and 2025

**ULTIMATE SOURCING BEGINS HERE**

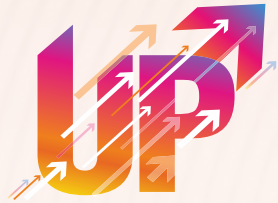
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**RETURNS**

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# UPITS GROWTH TRAJECTORY-VISITOR & EXHIBITOR TREND



**Total B2B Visitors**

**Total B2C Visitors**

**Total Exhibitors**

**Participating Countries**

**Business Enquiries Generated**

**Social Media Impressions**

	2023	2024	2025
Total B2B Visitors	70,000	1,03,688	140,735
Total B2C Visitors	2,37,000	3,21,580	3,66,364
Total Exhibitors	1914	2050	2228
Participating Countries	66	70	75
Business Enquiries Generated	100,000	200,000	225,000
Social Media Impressions	7.66 Million	23.20 Million	35.93 Million

## UPITS 2026 PROJECTION

**2,400+**  
Exhibitors

**1,50,000+**  
B2B Visitors

**4,50,000+**  
B2C Visitors

**1,10,000+**  
Gross area in Sqm.



**HOSTED AT THE LARGEST INTEGRATED VENUE IN INDIA  
INDIA EXPO CENTRE & MART, GREATER NOIDA**





# A WORLD-CLASS VENUE FOR BUSINESS & INNOVATION





5 Min Walk from Knowledge Park 2 Metro Station

20 mins from Jewar International Airport  
60 mins from IGI Airport, Delhi




40 minutes from Hazrat Nizamuddin Railway Station

5 Star Hotel in the Venue (Expolnn Suites & Convention)

Smooth access from Yamuna Expressway & Noida - Greater Noida Expressway

5000+ Guest Rooms in 2 Km Radius



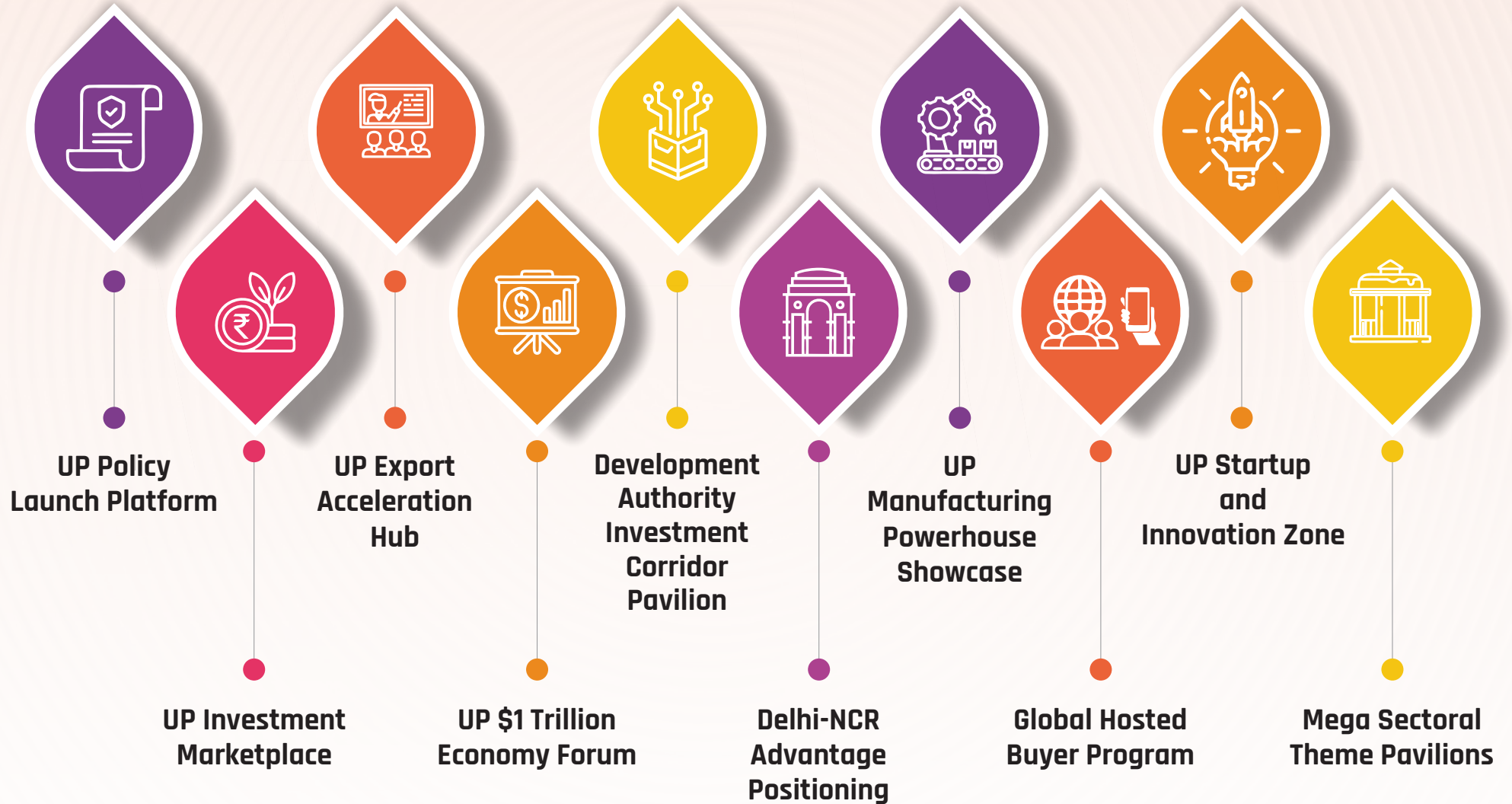

Premium Dining & Family-Friendly Leisure Options

Shopping, dining & entertainment in 5 Km Radius






# WHAT'S NEW AT UPITS 4.0?



# EXHIBITING INDUSTRIES UNDER ONE ROOF



**MSME**



**Industrial  
Infrastructure  
Projects**



**ODOP**



**Electronics  
IT & ITES**



**Defence &  
Aerospace**



**Handloom,  
Handicraft,  
Khadi & Textile**



**Agro &  
Allied**



**Wood Work  
& Furniture**



**Tourism &  
Film**



**Renewable  
Energy**



**Horticulture,  
Food Processing &  
FMCG**



**Auto & Electric  
Vehicle**



**Pharma &  
Healthcare**



**Education-  
Skill  
Development**



**Civil Aviation  
& MRO**



**Financial  
Services**



**Retail,  
E-Commerce,  
Logistics &  
Warehousing**



**Environment,  
Climate Change  
& Forest**



**Startup**



**Fishery, Animal  
Husbandry & Dairy**



**Sports, Toys &  
Baby Care**



**Print  
Packaging**



**Logistics**



**Leather Goods  
& Footwear**

# BUYERS PROFILE

Overseas  
Buyers



Domestic  
Buyers



Buying  
Agents



Corporates



Distributors



E-commerce



Exporters



Institutional  
Buyers



Investors



Marketing  
Professionals



Importers &  
Wholesalers



Retail  
Stores



Think  
Tanks



National &  
International  
Traders



# COST OF PARTICIPATION

**For Built - up**

₹ 8000/- per sq. mtr.

**For Bare Space**

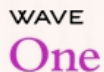
₹ 7500/- per sq. mtr.

- \*10% PLC will be charged for 2 side open stall
- \*20% PLC will be charged for 3 side open stall
- \*18% GST will be charged on total payable.
- \*Minimum Size Built Up Booth : 12 Sqm
- \*Minimum Size Raw Booth : 36 Sqm.

Every 12 sq. meter booth includes: 1 Fascia, white wall panels, 4 Spotlights, carpet, 1 discussion table or front desk, 3 chairs, 1 dustbin, 1 power socket, 1 kilowatt of electricity (additional electricity can be ordered on a chargeable basis).  
For a bigger booth, these facilities will be extended on pro-rata basis.



# OUR PAST EXHIBITORS



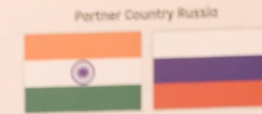
& more...



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## Russia India Business Dialogue & B2B Meetings





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Join Us

to Be a Part of India's Growth Story!



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Jointly Organised by



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For more details, visit: [www.upinternationaltradeshow.com](http://www.upinternationaltradeshow.com)

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