



Uttar Pradesh International Trade Show (UPITS) 2025

Why in News?

Prime Minister Narendra Modi inaugurated the **3rd edition** of the **Uttar Pradesh International Trade Show (UPITS) 2025** at Greater Noida, where Chief Minister Yogi Adityanath highlighted the state's emergence as a growth engine, the success of **start-up initiatives**, and the **rising global recognition of UP's products**.

Key Points

- **Event & Venue:** UPITS 2025 is being held from 25th to 29th September 2025 at the India Expo Centre & Mart, **Greater Noida**.
- **Scale & Participation:** Over 2,250 exhibitors and 550+ international buyers from 80 countries are participating, with stalls representing all 75 districts of Uttar Pradesh.
- **ODOP Focus:** The [One-District-One-Product \(ODOP\)](#) Pavilion, featuring 343 stalls, highlights the cultural, industrial, and agricultural heritage of all districts.
- **Themes & Special Initiatives:** Organised under the theme "*Ultimate Sourcing Begins Here*", the event showcases diverse products—from **Bhadohi carpets** to **Pratapgarh gooseberry snacks**—alongside 150 **CM Yuva stalls** and 25 "**Swad Uttar Pradesh**" stalls.
- **Buyer Strategy:** The trade show introduces a three-dimensional approach by categorising buyers into international buyers, domestic B2B buyers, and domestic B2C buyers.
 - This strategy ensures a targeted and efficient experience for participants, enhancing trade linkages and market opportunities across sectors.
- **Significance:** UPITS 2025 strengthens Uttar Pradesh's role as one of India's top exporting states by promoting MSME exports, GI-based branding, and artisan empowerment.
 - The trade show aligns with the vision of [Make in India](#), Vocal for Local, and [Aatmanirbhar Bharat](#), and demonstrates how state-led initiatives can drive inclusive and sustainable growth.