



Date: 25-29 September, 2025  
India Expo Centre & Mart, Greater Noida

## FACT SHEET

<b>NAME OF THE FAIR</b>	<b>: "UP INTERNATIONAL TRADE SHOW" (UPITS)</b>
<b>DATE</b>	<b>: 25 - 29 September 2025</b>
<b>VENUE</b>	<b>: India Expo Centre and Mart, Greater Noida, UP</b>
<b>ORGANISER</b>	<b>: Jointly organized by Government of Uttar Pradesh &amp; India Exposition Mart Limited (IEML)</b>

### ABOUT FAIR

UP International Trade Show, the Government of Uttar Pradesh's flagship event jointly organised with India Exposition Mart Limited (IEML), has become a premier trade event across the country and the globe. The last two editions, UPITS 2023 and UPITS 2024 have diversified this exhibition as a focused contemporary sourcing platform for Uttar Pradesh to find the right kind of buyers across categories and regions from India and abroad. UP International Trade Show has been propelling the major FOCUS SECTORS of Uttar Pradesh to grow exponentially by providing a platform for all the participating exhibitors to showcase their unique products, services, technology and innovations. The show facilitates robust B2B and B2C interactions, fostering invaluable business connections and unlocking infinite opportunities. By driving economic activity and supporting strategic goals, UPITS plays a pivotal role in achieving the Uttar Pradesh's ambitious vision of a trillion-dollar economy, accelerating the growth of both the state and the nation.

### FOCUS SECTORS

#### PRODUCTS & SERVICES

- Agriculture & Allied Sectors
- Apparels & Textile
- Aviation Sector
- Automobile & EV Industry
- E - Commerce, Electronics Industry
- Education Sector
- Dairy, Fishery & Animal Husbandry
- Defence Manufacturing Pavilion
- Film & Entertainment Industry
- GI Tag Products from Uttar Pradesh- B2C
- Glass Industry, Marble Industry
- Handloom, Handicrafts, Furniture
- Health & Wellness / Hospitals (AYUSH/Pharma/Naturopathy/ Yoga/Unani)
- Highways/Industrial Park/Development Authorities
- Horticulture / Food Processing
- Infra, Engineering & Manufacturing Industry, Real Estate
- IT & Smart City Mission, Uttar Pradesh
- Leather Goods & Footwear
- ODOP Display
- Power Corporation (UP Power Corporation/NCPL & Others)
- Renewable Energy, EV, & Mines
- Retail Sector
- Sports Sector
- STPI (Software Technology Parks of India)
- Sugar & Cane Industry
- Tourism, Culture & Hospitality
- Transport, Warehouse and Logistics Industry
- UP police
- Water, Sanitation & Waste Water Management

#### GOVERNMENT SCHEMES

- Credit Guarantee Scheme for Micro & Small Enterprises (CGTMSE)
- Digital India Mission
- Entrepreneurship and Skill Development Programme (ESDP)
- International Cooperation (IC) Scheme
- Khadi Gramodyog Vikas Yojana - Umbrella Scheme
- Micro & Small Enterprises Cluster Development Programme (MSE-CDP)
- Namami Gange & Jal Shakti
- National Manufacturing Competitiveness Programme (NMCP)
- National SC-ST Hub Scheme
- Prime Minister's Employment Generation Programme (PMEGP)
- Procurement and Marketing Support (PMS) Scheme
- Rural And Urban Development Scheme
- Transforming India (Aatmanirbhar Bharat Abhiyaan)

#### GOVERNMENT POLICIES

- Uttar Pradesh Micro, Small and Medium Enterprise Promotion Policy - 2022 (MSME Policy - 2022)
- Uttar Pradesh Industrial Investment and Employment Promotion Policy - 2022 (UPIIEP Policy - 2022)
- Uttar Pradesh Export Promotion Policy - 2020-25 (UPEP Policy - 2020-25)
- Uttar Pradesh Textile and Garmenting Policy 2022 (UPTG Policy - 2022) and other 20 + sectoral policies...



### VISITOR'S PROFILE

- Buying Agents
- Corporates
- Distributors
- Domestic buyers
- E-commerce
- Exporters
- Institutional Buyers
- Investors
- Marketing Professionals
- Overseas Buyers
- Importers & Wholesalers
- Retail stores
- Think Tanks
- National & International Traders

### A GLIMPSE OF UPITS 2025

- **EXHIBITION**  
Wide variety of Handloom and Handicrafts, MSMEs, GI Tag Products, ODOP, and more for B2C and B2B customers
- **CONFERENCES & CONCLAVES**  
Conferences and conclaves including angel investors' meet to facilitate business deals
- **DEMOS AND LIVE PERFORMANCES**  
Demos, stage shows, live shows, and delicacies to delight the audiences

<b>SALE</b>	: RETAIL SALE ALLOWED IN ODOP CATEGORIES
<b>VISITORS</b>	: Business, Retails and Consumers
<b>MINIMUM SIZE OF STAND</b>	: Booth Size is 12 sqm.
<b>OTHER BOOTHS</b>	: Multiplies of 3 sqm. Such as 15,18,21,24.... up to 240sqm.
<b>CHARGES PER SQ MTR</b>	: Rs. 7000/- per sq. mtr (Built- up booth*)
<b>MINIMUM SIZE RAW BOOTH</b>	: Booth Size is 36 sqm.
<b>CHARGES PER SQ MTR</b>	: Rs. 6500/- per sqm (Bare Space*)

\*18% GST will be charged on total payable.

Every 12 sq. meter booth includes: 1 Fascia, white wall panels, 6 Spotlights, carpet, 1 discussion table or front desk, 3 chairs, 1 dustbin, 1 power socket, 1 kilowatt free electricity (additional electricity can be ordered on chargeable basis).  
For bigger booth these facilities will be extended on pro-rata basis.

Beneficiary Name : India Exposition Mart Limited, Bank Name : FEDERAL BANK, Noida- UP  
Current Account No. : 13400200032149, IFSC Code : FDRL0001340

## ULTIMATE SOURCING BEGINS HERE

JOINTLY ORGANIZED & SUPPORTED BY THE GOVT. OF UP

### LAST DATE FOR SUBMISSION OF APPLICATION

**Sunday, 31 August 2025**

**Contact Person : Mr. Abhishek Shukla**

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**Log on to <https://upinternationaltradeshow.com/>**