



Government of
Uttar Pradesh



INDIA
EXPOSITION
MART LTD.

UP INTERNATIONAL TRADE SHOW

4th 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.



उत्तर प्रदेश'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
3rd Largest Economy

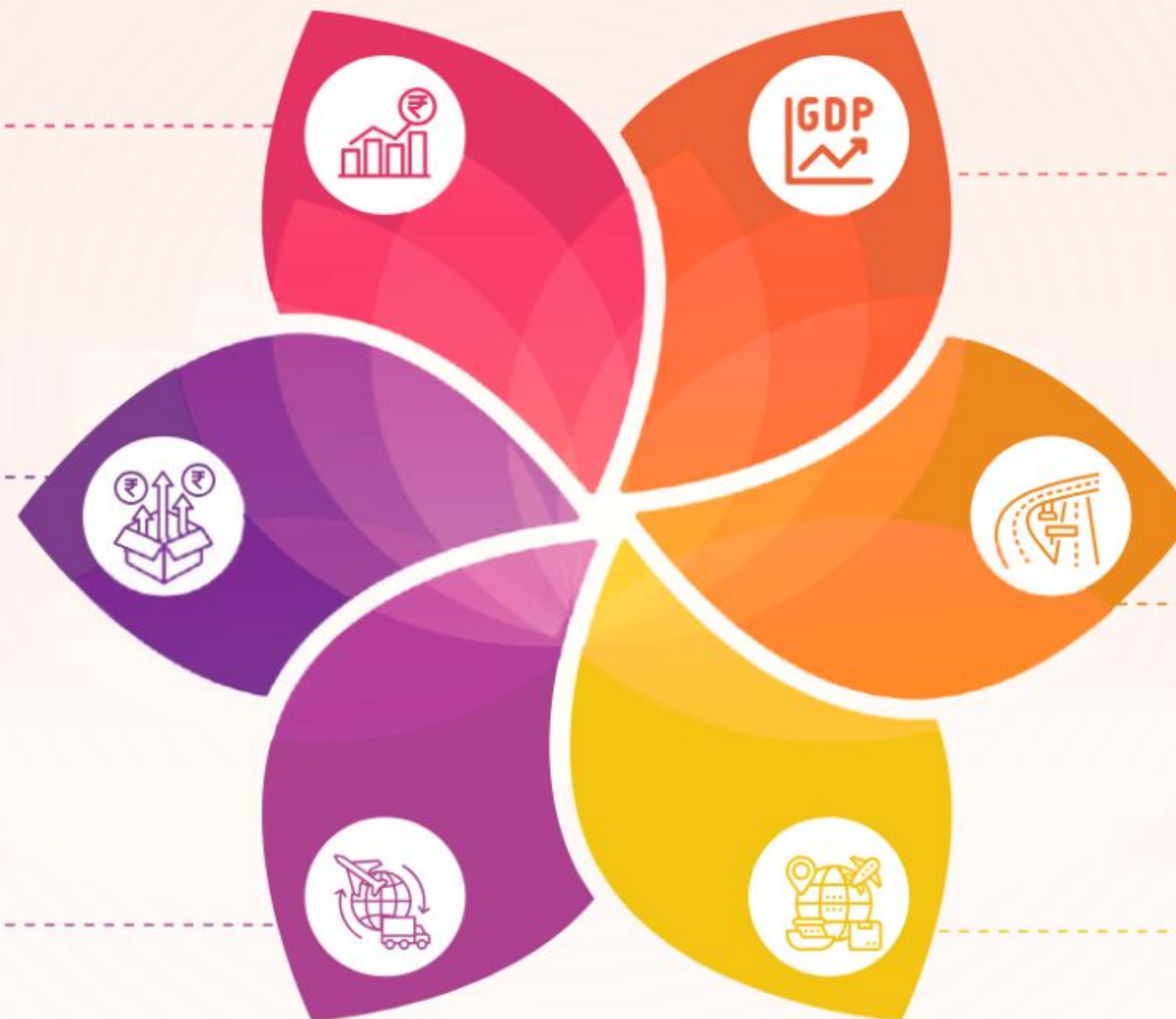
GSDP of ₹21.74 trillion
(US\$ 294.90 billion)

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

Contributes 8% to
India's GDP

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

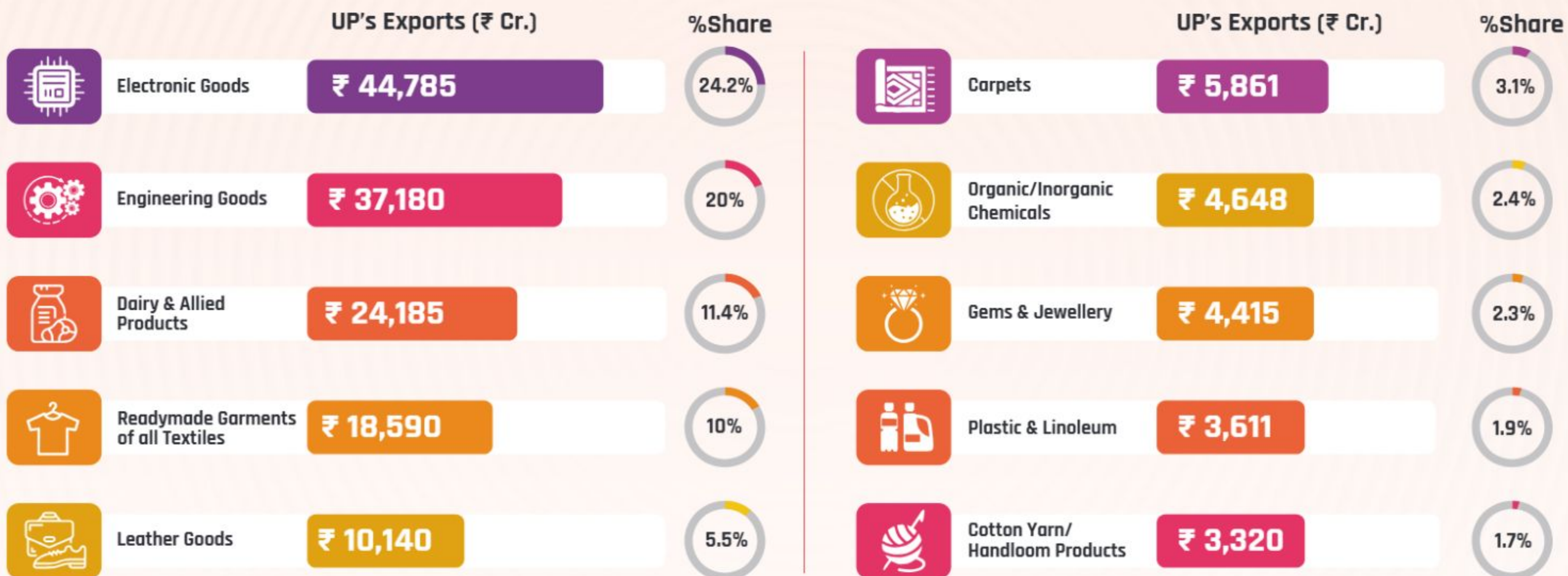
Exports in FY 2024-25
Valued at \$21.9 billion



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



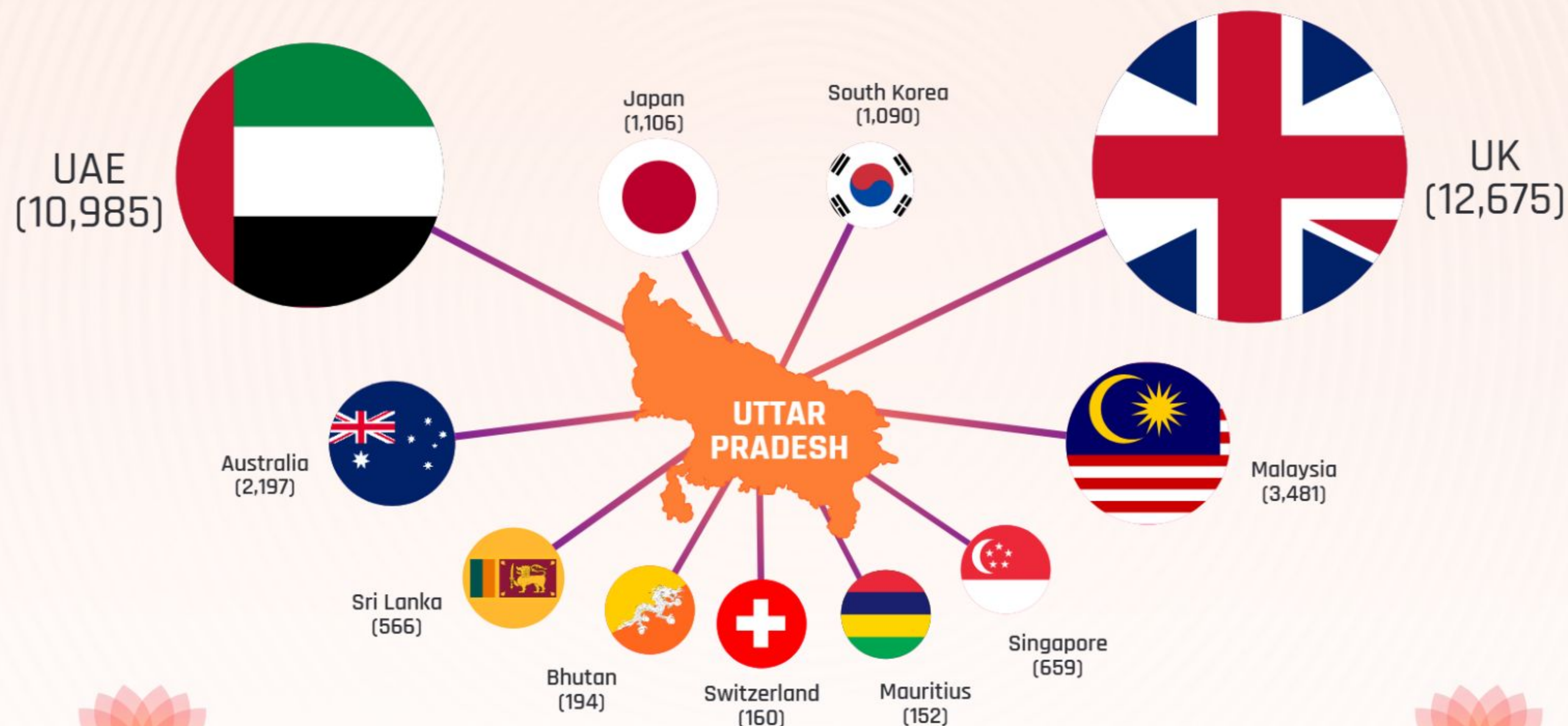
Transport & Logistics

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



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

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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

70,000

2,37,000

1914

66

100,000

7.66 Million

2024

1,03,688

3,21,580

2050

70

200,000

23.20 Million

2025

140,735

3,66,364

2228

75

225,000

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



40 minutes from
Hazrat Nizamuddin
Railway Station



Smooth access from
Yamuna Expressway &
Noida - Greater Noida
Expressway



Premium Dining &
Family-Friendly
Leisure Options



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



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



5000+ Guest Rooms
in 2 Km Radius



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





UP INTERNATIONAL TRADE SHOW

3rd Edition

September 25 26 27 28 29, 2025
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Russia India Business Dialogue & B2B Meetings





ULTIMATE SOURCING BEGINS HERE

MARK THE DATES IN YOUR CALENDAR

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

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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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