



## **UP International Trade Show 4.0, Scheduled from September 25 to 29, 2026, at India Expo Centre & Mart, Greater Noida, UP, India**

The Government of Uttar Pradesh and India Exposition Mart Limited (IEML) is jointly organising the **UP International Trade Show (UPITS) 4.0, Scheduled from September 25 to 29, 2026, at India Expo Centre & Mart, Greater Noida, UP, India**. Following the remarkable success of three consecutive editions, UP International Trade Show (UPITS) 4.0 is set to broaden its prospects, further solidifying Uttar Pradesh's position as a leading global sourcing hub. [\*\*UPITS 4.0 Brochure - CLICK HERE\*\*](#).

2. This year, Government of UP to introduce a strategic three-dimensional approach, categorising buyers into three key segments: International Buyers, Domestic B2B Buyers, and Domestic B2C Buyers. As one of India's top exporting states, UPITS 4.0 aims to provide buyers with an unparalleled opportunity to explore high-quality products and services across diverse sectors. This structure ensures a targeted, efficient, and rewarding experience for every participant, making UPITS 4.0 a powerhouse of trade and commerce. For more information, visit <https://upinternationaltradeshow.com/about-upits/>

### 3. WHAT'S NEW AT UPITS 4.0?

- UP Policy Launch Platform
- UP Investment Marketplace
- UP Export Acceleration Hub
- UP \$1 Trillion Economy Forum
- Development Authority Investment Corridor Pavilion
- Delhi-NCR Advantage Positioning
- UP Manufacturing Powerhouse Showcase
- Global Hosted Buyer Program
- UP Startup and Innovation Zone
- Mega Sectoral Theme Pavilions

4. UPITS 4.0 is a reflection of Uttar Pradesh's commitment to fostering economic growth and industrial excellence. Aligned with the vision of Make in India, Vocal for Local, and Aatmanirbhar Bharat, this event promotes investment, trade collaborations, and sectoral advancements across diverse industries, including manufacturing, technology, handicrafts, agriculture, and more.

### 5. **Focus Sectors**

- Agriculture & Allied Sectors
- Automobile/ EV / Auto Components
- Aviation Sector
- Defence Pavilion
- E - Commerce, Electronics Industry
- Film & Entertainment Industry
- Fishery, Animal Husbandry & Dairy
- Food Safety & Drug Administration
- GI Tag Products from Uttar Pradesh- B2C
- Glass Industry, Marble Industry
- Handloom, Handicrafts & Textile

6. **Registration**

[Exhibitor - CLICK HERE](#)

[Hosted Buyer Program - CLICK HERE](#)

7. For registration / information related inquiry, interested delegates / association / company's / representatives can get in touch with **UPITS 4.0 team Exhibitor Relations (email: [commercial@indiaexpocentre.com](mailto:commercial@indiaexpocentre.com); [exhibition3@indiaexpocentre.com](mailto:exhibition3@indiaexpocentre.com); [upits@indiaexpocentre.com](mailto:upits@indiaexpocentre.com)); Visitor Relations ([visitors@upinternationaltradeshow.com](mailto:visitors@upinternationaltradeshow.com))**.

8. In case any additional information and assistance regarding **travel and visa** are required, please feel free to contact Amit Kumar (Marketing Executive), email [com2.berne@mea.gov.in](mailto:com2.berne@mea.gov.in). For the latest updates on trade and events in India, please visit the Embassy of India, Berne website (<https://www.indembassybern.gov.in//section/events-trade-fairs/>).

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