

3rd edition of the UP International Trade Show (UPITS) 2025, from 25-29th September 2025, at India Expo Centre & Mart, Greater Noida, UP, India

The Government of Uttar Pradesh and India Exposition Mart Limited (IEML), Greater Noida is jointly organising the '3rd edition of the UP International Trade Show (UPITS) 2025, Scheduled from September 25 to 29, 2025, at India Expo Centre & Mart, Greater Noida, UP, India'.

2. This major trade event is designed to showcase the products and manufacturing capabilities of Uttar Pradesh, India, with the aim of attracting both domestic and international buyers and investors. A diverse profile of visitors including buying agents, corporates, distributors, domestic and overseas buyers, e-commerce businesses, exporters, institutional buyers, investors, marketing professionals, retailers, and government agencies will participate. It serves as a crucial platform for Uttar Pradesh to highlight its industrial growth, cultural heritage, and investment potential on a global scale. Kindly click on the link provided to access the [flyer](#) and [brochure](#) of the event.

3. UPITS 2025: A Three-Dimensional approach to make Uttar Pradesh a Global Sourcing Hub: Following the remarkable success of two consecutive editions, UP International Trade Show (UPITS) 2025 is set to broaden its prospects, further solidifying Uttar Pradesh's position as a leading global sourcing hub. As one of India's top exporting states, UPITS 2025 aims to provide buyers with an unparalleled opportunity to explore high-quality products and services across diverse sectors.

4. UPITS 2025 will feature a diverse range of sectors, including:

- MSME
- Large Industries
- IT/ITES
- Tourism and Hospitality
- Education and Financial Services
- Health
- Textiles
- Agro and Food Processing
- Start-ups
- GI Tags

5. The event will serve as a platform and opportunity for all levels of enterprises in Uttar Pradesh-micro, small, medium, and large to showcase, sell, and expand reach to wider customers in India and overseas. Apart from businesses and enterprises, the trade show will feature a fair share of promotional and development schemes (both government and non-government) in the show. To facilitate the participation of the buyers, Federation of Indian Export Organisations (FIEO) is organising a Hosted Buyer Program. This program will provide selected buyers with:

- Complementary airfare and accommodation
- Pre-arranged B2B meetings with relevant stakeholders
- Access to exclusive networking events.

6. Exhibitors Information and Registration: <https://register.upinternationaltradeshow.com/exhibitors>.

7. Visitors Information and Registration: <https://register.upinternationaltradeshow.com/exhibitors#>.

8. It is requested that all esteemed members of your Association may be informed of the above event and encouraged to participate for forging new business alliances in India. For any further exhibitors/visitors related enquiry & registration, interested delegates/buyers/exhibitors can contact the organisers at commercial@indiaexpocentre.com/ exhibition3@indiaexpocentre.com/ upits@indiaexpocentre.com/ visitors@upinternationaltradeshow.com/ Mobile +91 7428235690 / +91 93199 93259 / +91 9667178554. More information at: <https://upinternationaltradeshow.com>.

9. In case any additional information is required, please feel free to contact 'Amit Kumar' (Marketing Executive), email com2.berne@mea.gov.in. For the latest updates on trade and events in India, please visit the Embassy of India, Berne website (www.indembassybern.gov.in/trade.php).