



Government of  
Uttar Pradesh



INDIA  
EXPOSITION  
MART LTD.

## FACT SHEET

NAME OF THE FAIR	:	“UP INTERNATIONAL TRADE SHOW” (UPITS)
DATE	:	25- 29 September 2026
VENUE	:	India Expo Centre and Mart, Greater Noida, UP
ORGANISER	:	Jointly organized by Government of Uttar Pradesh & India Exposition Mart Limited (IEML)

### 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 three editions, UPITS 2023, UPITS 2024 and UPITS 2025, have diversified this exhibition into a focused contemporary sourcing platform for Uttar Pradesh to find the right buyers across categories and regions, both in 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 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 & Allied Industries
- CM Yuva
- E - Commerce, Electronics Industry
- Education & Skill Sector
- Dairy, Fishery & Animal Husbandry
- Defence Manufacturing Pavilion
- Film & Entertainment Industry
- GI Tag Products from Uttar Pradesh- B2C
- Glass Industry, Marble Industry
- Gem & Stones, Jewellery,
- 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
- Irrigation Department,
- IT & Smart City Mission, Uttar Pradesh
- Leather Goods & Footwear
- ODOF Display
- ODOC Display (One District One Cuisine)
- Power Corporation (UP Power Corporation/NCPL & Othes)
- Renewable Energy & Solar Energy
- Retail Sector
- Sports Sector
- STPI (Software Technology Parks of India)
- Sugar & Cane industry
- Tourism, Culture & Hospitality
- Transport (Auto/EV)
- Warehouse and Logistics Industry
- UP police
- Water, Sanitation & Waste Water Management, Clean Ganga

#### GOVERNMENT SCHEMES

- Credit Guarantee Scheme for Micro & Small Enterprises (CGTMSE)
- Marketing Development Assistance (MDA)
- Air Freight Subsidy
- Freight Subsidy to Gateway Ports
- E-commerce Onboarding Assistance
- Dak Ghar Niryat Kendra (DNK) Assistance
- Export Performance-Based Incentive
- Export Credit Insurance Support
- Export-Oriented Specific Projects (EOSP)
- Uttar Pradesh Export Promotion Fund
- 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)

## 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

Knowledge Sessions, Seminars, Conclaves | B2B sector presentation and roundtable meetings | Russia-Partner Country | UP Ka Swad (Cuisine and Culinary Arts) | Fashion Shows and Band Performances | Cultural Performances (Folk & Classical) | Award Distribution | Lucky Draw

SALE	: RETAIL SALE ALLOWED
VISITORS	: Business, Retails and Consumers
MINIMUM SIZE BUILT UP BOOTH	: Booth Size is 12 sqm
OTHER BOOTHS	: Multiples of 3 sqm. Such as 15,18,21,24.... up to 240sqm.
CHARGES PER SQ MTR	: Rs. 8000/- per sq. mtr (Built-up booth)
MINIMUM SIZE RAW BOOTH	: Booth Size is 36 sqm.
CHARGES PER SQ MTR	: Rs. 7500/- per sq. mtr (Base Space)

\*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.

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.

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Beneficiary Name : India Exposition Mart Limited, Bank Name : FEDERAL BANK, Noida- UP  
Current Account No. : 13400200032149, IFSC Code : FDRLO001340

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## ULTIMATE SOURCING BEGINS HERE

JOINTLY ORGANIZED & SUPPORTED BY THE GOVT. OF UP

## LAST DATE FOR SUBMISSION OF APPLICATION

**Monday, 31 August 2025**

**Contact Person :** Mr. Abhishek Shukla

**Mobile No :** +91-74282 35690 / +91- 93199 93259

E-mail : [upits@indiaexpocentre.com](mailto:upits@indiaexpocentre.com) / [info@upinternationaltradeshow.com](mailto:info@upinternationaltradeshow.com)

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