

**REVERSE BUYER SELER MEET AT 1st UP INTERNATIONAL  
TRADE SHOW (UP ITS)  
India Expo Centre & Mart, Greater Noida, Uttar Pradesh, India  
21- 25 September 2023**

Greetings from Embassy of India, Tokyo!

We are pleased to inform to inform that the Government of Uttar Pradesh is organising the 1st edition of UP International Trade Show on at India Expo Centre & Mart, Greater Noida, Uttar Pradesh from 21- 25 September 2023.

The 1st edition of UP International Trade Show is a five-day event that seeks to showcase products & services manufactured in the State of Uttar Pradesh and aims to become the biggest sourcing shows of India. In addition, it will also put on display the culture, cuisine, and food crafts of Uttar Pradesh. 50,000 business delegates, Industry captains, policymakers, and other related stakeholders are expected to attend the trade show. The event will also include seminars and workshops on various topics related to trade & technology, besides live demos & cultural activities. This is an opportunity for foreign buyers to meet potential Indian business enterprises under one roof. Focused sectors are: Food Processing, Toys & Sports Goods, Handicrafts, Handlooms, Apparels & Garments, Textiles, Carpets, Engineering & Manufacturing, Agriculture & Horticulture, Animal Husbandry, Fishery & Dairy, Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy, Renewable Energy, Automobiles – EV, IT/ITES/ Software, Tourism, Logistics, Electronics

Hosted foreign buyers (one person per company) will be provided reimbursement of return air ticket (Economy Class with Ceiling of USD 650), two nights hotel stay with airport transfers, access to the Expo, and business networking. The buyers are requested to provide their requisite details by registering online at - <https://www.surveyhero.com/s/UPITS>. Once the international buyer has registered, application will be reviewed by the screening committee and the final decision will be informed to them by first week of August 2023. The last date to register as a hosted buyer is 27<sup>th</sup> July 2023.

Federation of Indian Export Organisations (FIEO), an apex trade promotion body set up by the Ministry of Commerce, Government of India to promote India's international trade, has been appointed as the nodal agency to mobilise international buyers for the show. For any further information, FIEO may be contacted at the following numbers/email addresses:

WhatsApp: +91 8586877982, 9999784214  
Email - [vishvadiya@fieo.org](mailto:vishvadiya@fieo.org),  
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