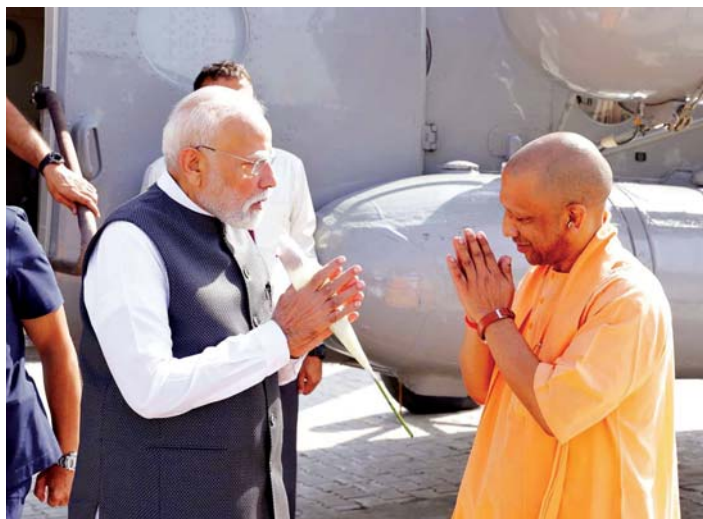


India Expo Centre & Mart, Greater Noida; 25th - 29th September 2025

UP INTERNATIONAL TRADE SHOW 2025

Shri Narendra Modi, Hon'ble Prime Minister of India, inaugurates UPITS 2025 in the august presence of Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh



Shri Narendra Modi, Hon'ble Prime Minister of India addressing the gathering after inaugurating the UPITS 2025 at India Expo Centre



The Prime Minister was received in the official Line of Reception by a host of dignitaries, including Hon'ble CM of Uttar Pradesh Shri Yogi Adityanath, Cabinet Ministers of UP; Smt. Medha Roopam, DM, Gautam Buddha Nagar and Commissioner, Noida; and Dr. Rakesh Kumar, Chairman, IEML.



EPCH actively participated in the 3rd edition of the UP International Trade Show (UPITS), held from 25th to 29th September 2025 at the India Expo Centre & Mart (IEML), Greater Noida. The show was inaugurated by Shri Narendra Modi, Hon'ble Prime Minister of India, in the august presence of Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh; Shri Nand Gopal Gupta, Hon'ble Minister of Industrial Development, Govt. of UP; Shri Rakesh Sachan, Hon'ble Minister of MSME and Textiles, Govt. of UP; and Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML, along with other dignitaries.

Vibrant Indian Handicrafts Showcase at EPCH Thematic Pavilion at UPITS



Inauguration of the EPCH Pavilion at 3rd UP International Trade Show by Mr. Deepak Kumar (IAS), Addl. Chief Secretary, Finance & CEO, UPEIDA, Govt. of UP in the august presence of Dr. Neeraj Khanna, Chairman, EPCH; Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman IEML; Mr. Avdesh Agarwal, Chief Convenor and COA Member, EPCH; Mr. Raj Kumar Malhotra, COA Member, EPCH; Mr. Najmul Islam, Patron, Artisan Society, Moradabad; Mr. R K Verma, Executive Director, EPCH; Mr. Rajesh Rawat, Addl. Executive Director, EPCH in presence of prominent member exporters

The EPCH thematic pavilion was inaugurated on 27th September 2025 by Mr. Deepak Kumar (IAS), Addl. Chief Secretary, Finance & CEO, UPEIDA, Govt. of UP in the august presence of Dr. Neeraj Khanna, Chairman, EPCH; Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman IEML; Mr. Avdesh Agarwal, Chief Convenor and COA Member, EPCH; Mr. Raj Kumar Malhotra, COA Member, EPCH; Mr. Najmul Islam, Patron, Artisan Society, Moradabad; Mr. R K Verma, Executive Director, EPCH; Mr. Rajesh Rawat, Addl. Executive Director, EPCH; and member exporters.

Speaking on the occasion, Dr. Neeraj Khanna, Chairman, EPCH, shared, "UPITS has rapidly evolved into a national and international marketplace, fully aligned with Uttar Pradesh's cluster strengths from Moradabad, Saharanpur to Firozabad, Agra and beyond. EPCH's thematic showcase and live craft demonstrations bridge India's design strength, craft clusters, encourage product innovation,

sustainable practices and reliable delivery under one roof, connecting buyers to the depth and diversity of our artisan ecosystem and setting the tone for season-ahead sourcing."

Dr. Rakesh Kumar, Director General in the role of Chief Mentor – EPCH and Chairman IEML, said that "UPITS is more than a showcase, it is a working platform where policy, markets and clusters meet. The 3rd edition of UPITS allows us to deepen state - industry coordination on skilling, design support and GI-based branding. The show features a wide array of sectors, including handicrafts, textiles, leather, agriculture, food processing, IT and electronics, along with Uttar Pradesh's art, culture and cuisine. Through EPCH's thematic pavilion and live craft demonstrations, we are not only showcasing design and heritage but also aligning MSME exporters with buyer expectations on quality, sustainability and compliance."

With the support from O/o DC (Handicrafts), Ministry of Textiles, Govt. of India, EPCH setup Thematic Display with participation of 24 member exporters, displaying Home Décor, Gifts, Home Textiles, Kitchenware, Household Products, Decoratives, etc. and live demonstration of Indian traditional crafts by 20 Master crafts persons/artisans of Channapatna Toys, Mysuru;





Shri Suresh Kumar Khanna, Hon'ble Minister of Finance & Parliamentary Affairs, Govt. of UP at the 3rd Uttar Pradesh International Trade Show 2025

Shri Suresh Kumar Khanna, Hon'ble Minister of Finance & Parliamentary Affairs, Government of Uttar Pradesh visited the 3rd Uttar Pradesh International Trade Show (UPITS) 2025 at India Expo Centre & Mart, Greater Noida. He was welcomed by Dr. Neeraj Khanna, Chairman, EPCH; Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman IEML; Mr. Avdesh Agarwal, Chief Convenor and COA Member, EPCH; Mr. Raj Kumar Malhotra, COA Member, EPCH; Mr. Najmul Islam, Patron, Artisan Society, Moradabad; Mr. R K Verma, Executive Director, EPCH; Mr. Rajesh Rawat, Addl. Executive Director, EPCH.

"This visit is a strong vote of confidence in Uttar Pradesh's craft ecosystem. His presence underscores the state's commitment to turning cluster strengths into scale. UPITS'25 brings design, sustainability and reliable delivery under one roof connecting buyers to the depth and diversity of India's artisan value chain and setting the tone for season-ahead sourcing," said Dr. Neeraj Khanna, Chairman, EPCH.

Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman IEML, said, "the visit of the Hon'ble Minister



reinforces the state's active stewardship of enterprise and exports. His sustained focus on ease of doing business, investment facilitation and fiscal discipline has strengthened Uttar Pradesh's competitiveness and contributed meaningfully to the state's export growth across sectors."

Handprinted Textile and Jute Products from Kolkata; Leather Toys from Indore; Kathputli, from Jaipur; Paper Mache from J&K; Wooden Toys from Varanasi; Wooden Products from Sitapur, etc.

Additionally, EPCH disseminated information about its flagship events, the IHGF Delhi Fair (Autumn) 2025 and the IHGF Delhi Fair (Spring) 2026, which serve as crucial platforms for handicrafts exporters, especially from Uttar Pradesh, to expand their reach globally. During the event, EPCH, through its information booth,

also raised awareness among buyers and key decision-makers about several of its core services.

UPITS placed a strong emphasis on Micro, Small, and Medium Enterprises (MSMEs), Geographical Indication (GI) products, One District, One Product (ODOP), and new enterprises. The show played a significant role in enhancing the economic development of UP and further solidified the state's reputation as a prominent destination for global business and trade. ■