



ISO 9001:2015

FEDERATION OF INDIAN EXPORT ORGANISATIONS

(Set up by Ministry of Commerce, Government of India)

फेडरेशन आफ इंडियन एक्सपोर्ट आर्गनाइजेशन्स

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FIEO/MRD/6(16)/2024-25

29<sup>th</sup> May 2024

Dear Ms. Tripathi,

**REVERSE BUYER SELER MEET AT  
2<sup>nd</sup> Edition of UP INTERNATIONAL TRADE SHOW (UP ITS)**

*25 – 29 September 2024*

India Expo Centre & Mart, Greater Noida, UP, India

*Greetings from FIEO!*

At the outset I would like to compliment you for your sincere efforts in promoting bilateral trade and economic cooperation between India and Serbia.

As you are aware that the Federation of Indian Export Organisations (FIEO) is the apex trade promotion body of India set up by the Ministry of Commerce, Govt. of India in 1965. In its endeavour to promote India's international trade, FIEO organizes various mega trade promotion activities and events in India and across the globe.

As you may be aware that the Government of Uttar Pradesh is organising the 2<sup>nd</sup> edition of **UP International Trade Show** on 25- 29 September 2024 at India Expo Centre & Mart, Greater Noida, UP. The trade show aims to create a focused sourcing platform for Uttar Pradesh to connect buyers and sellers across categories from India and abroad. We are pleased to inform the **FIEO has been re-appointed as the nodal agency to mobilise international buyers for the show.**

**ABOUT THE SHOW**

The second edition of UP International Trade Show, UPITS 2024 is now taking shape on the strong foundation of the first edition and is set to be bigger than the previous one. It has bigger aspirations in terms of reach, business, and prospects. The grand show will showcase a whole lot of products that are created and manufactured across Uttar Pradesh and have immense potential in the global market. The event will also include seminars and workshops on various topics related to trade & technology, besides live demos & cultural activities.

Exhibitors - 2500+

B2B Visitors – 1,00,000 +

This is an opportunity for foreign buyers to meet potential Indian business enterprises under one roof.

**FOCUSED SECTORS**

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Food Processing</li><li>• Toys &amp; Sports Goods</li><li>• Handicrafts, Handlooms,</li><li>• Apparels &amp; Garments</li><li>• Textiles, Carpets</li><li>• Engineering &amp; Manufacturing</li><li>• Agriculture &amp; Horticulture</li><li>• Animal Husbandry, Fishery &amp; Dairy</li></ul> | <ul style="list-style-type: none"><li>• Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy</li><li>• Energy</li><li>• Automobiles - EV</li><li>• IT/ITES/ Software</li><li>• Electronics</li><li>• Leather &amp; allied products</li><li>• Irrigation</li><li>• Packaging</li></ul> |
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## **DELIVERABLES FOR HOSTED FOREIGN BUYERS (one person per company)**

- Reimbursement of Return Air Ticket (Economy Class with Upper Ceiling cap, the limit will be communicated shortly).
- Two Nights Hotel Stay with Airport Transfers.
- Access to the Expo, Business Networking.

## **REGISTRATION PROCESS FOR BUYERS**

The foreign buyers are requested to provide their requisite details by registering online at [www.fieo.org/UPITS2024](http://www.fieo.org/UPITS2024).

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 half of August 2024. The last date to register as a hosted buyer is 15<sup>th</sup> July 2024.

To ensure companies/buyers related to above targeted sectors participate, we would request you to kindly disseminate the information regarding the event amongst the prominent buyers, owners/procurement heads, importers, buying houses etc. in the country looking to source Indian products. You are also requested to share the list of prominent buyers/importers related to the focused sector who can be invited for the trade show.

Attached with this email is a banner of the show with a request to be placed in the homepage of the Mission's/ Embassies website. The banner maybe hyperlinked to the official buyer registration link provided above.

For any further information, please feel free to connect with our team on WhatsApp: +91 8586877982, +91 8826947573 or email [vishvaditya@fieo.org](mailto:vishvaditya@fieo.org), [neelamrawat@fieo.org](mailto:neelamrawat@fieo.org), [ashishjain@fieo.org](mailto:ashishjain@fieo.org).

Thanking you,

Yours sincerely,



**Dr. Ajay Sahai**  
**Director General & CEO**

**Ms. Shubdarshini Tripathi**  
Ambassador  
Embassy of India  
**Serbia**

