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## UP International Trade Show, 2024 | Uttar Pradesh | 05 Oct 2024

### Why in News?

Recently, the **UP International Trade Show, 2024** was launched to promote Uttar Pradesh's growing status as a global investment hub, emphasizing [MSMEs](#), [ODOP](#), and [GI products](#).

### Key Points

- **Showcase of Uttar Pradesh's Growth:**
  - UP International Trade Show, 2024, aims to project Uttar Pradesh as a major growth engine in India.
  - Led by Prime Minister and Chief Minister, the state targets achieving a [trillion-dollar economy](#).
  - In this International Trade show the partner country is **Vietnam**.
  - The show highlights UP's business, trade, craft, culture, cuisine, and innovation.
- **Focus on MSMEs and Economic Development:**
  - The trade show promotes **MSMEs**, [Geographical Indication \(GI\) products](#), and [One District One Product \(ODOP\) schemes](#).
  - It provides a platform for enterprises to showcase and expand their reach globally, driving economic growth.
  - It also features **promotional schemes and initiatives from both government** and private sectors.
- **Milestones and Achievements:**
  - The inaugural edition (**21<sup>st</sup> - 25<sup>th</sup> Sept, 2023**) attracted foreign buyers from over 60 countries.
  - Inaugurated by Hon'ble President of India, **Smt. Droupadi Murmu**, with the presence of Chief Minister.

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