



UP International Trade Show, 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 (**21st - 25th 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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