

India Expo Centre & Mart, Greater Noida; 25th - 29th September 2026

UP INTERNATIONAL TRADE SHOW 2026

Hon'ble Union Home Minister Shri Amit Shah, inaugurates UPITS 2026 in the august presence of Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh



EPCH actively participated in the 4th edition of the UP International Trade Show (UPITS), held from 25th to 29th September 2026 at the India Expo Centre & Mart (IEML), Greater Noida. The show was inaugurated by Hon'ble Union Home Minister Shri Amit Shah, inaugurated in the august presence of Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh; along with Shri Bhupendra Chaudhary, Hon'ble Minister, MSME, Government 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; ambassadors and senior diplomatic representatives from partner countries including H.E. Simon Wong, High Commissioner of the Republic of Singapore; H.E. Mikhail Kasko, Ambassador of the Republic of Belarus; H.E. Trinh Minh Manh, Ambassador of the Socialist Republic of Vietnam; and H.E. ONO Keiichi, Ambassador Extraordinary and Plenipotentiary of Japan to India; senior government officials, industry leaders, exporters, entrepreneurs and business delegations from India and overseas. UPITS 2026 was jointly organised by the Government of Uttar Pradesh and India Exposition Mart Limited (IEML).

EPCH Thematic Pavilion Showcases Indian Handicrafts at UPITS



Inauguration of the EPCH Pavilion at 4th UP International Trade Show by Mr. Ravi K Passi, Former Chairman, EPCH; Mr. Prince Malik, COA Member, EPCH; Mr. Rajesh Rawat, Executive Director, EPCH; and Mr. Surender Kumar Goel, prominent member exporter.

While inaugurating the show, Hon'ble Union Home Minister Shri Amit Shah highlighted Uttar Pradesh's growing role as a major economic growth engine, emphasising its consumer market, young workforce, manufacturing base, infrastructure, logistics network and export potential. He described UPITS as a platform for trade, investment, technology, branding, knowledge exchange and cultural dialogue, and expressed confidence that the event would facilitate new business agreements, investments and international collaborations.

Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath positioned UPITS as a bridge between local capabilities and global markets, highlighting the state's growing MSME base, manufacturing capacity and exports of approximately Rs.2 lakh crore. He also launched the portal of the ODOC initiative, showcasing Uttar Pradesh's culinary and cultural diversity as an economic opportunity.

The EPCH Thematic Pavilion

The inauguration was graced by Mr. Ravi K Passi, Former Chairman, EPCH; Mr. Prince Malik, COA Member, EPCH; Mr. Rajesh Rawat, Executive Director, EPCH; Mr. Surender Kumar Goel, prominent



member exporter. EPCH participated with 26 member exporters and 10 artisans, with the support of the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India.

The EPCH participation showcased a diverse range of handicraft products, including home décor, leather products, home textiles, wooden and metal handicrafts, brass and copper artware, carpets and rugs, handmade furniture, fashion accessories, shawls and stoles, paintings, marble and stone products, festive décor and gifting products.

The participation of artisans further highlighted traditional crafts such as Banaras Gulabi Meenakari, Woodware, Bareilly Zari-Zardozi, Art Metal Ware, Lucknow Chikan Craft, Kanpur Saddlery, Khurja Pottery, Rangwali Pichhoda of Kumaon, Uttarakhand Aipan and Pilkhuwa Hand Block Printed Textiles.

It provided an important platform to showcase India's diverse craft heritage, promote artisan-made products and facilitate business interactions and market linkages for handicraft exporters and artisans.

Panel Discussion on Timber Legality, Sustainable Sourcing and Global Market Access

On 27th September 2026, EPCH conducted a panel discussion on 'Timber Legality, Sustainable Sourcing and Global Market Access for India's Woodcraft Sector'. This was graced by Hon'ble Cabinet Minister for MSME, Uttar Pradesh, Shri Bhupendra Singh Choudhary, along with Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH & Chairman, IEML, and senior officials of the Government of Uttar Pradesh.





The Panel discussion was graced by Hon'ble Cabinet Minister for MSME, Uttar Pradesh, Shri Bhupendra Singh Choudhary, along with Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH & Chairman, IEML, and senior officials of the Govt. of Uttar Pradesh.



Mr. Rajesh Rawat, Executive Director, EPCH, speaking about VRIKSH - EPCH's Timber Legality Certification.

Dr. Rakesh Kumar welcomed the Hon'ble Cabinet Minister and other dignitaries. During his address, Shri Bhupendra Singh Choudhary highlighted the contribution of MSMEs to the export ecosystem.

The panel discussion was moderated by Dr. Manish Pande, CEO, PARMAAN, with Mr. Rajesh Rawat, Executive Director, EPCH; Mr. Dhananjay K. Dubey, CEO, GICIA Pvt. Ltd.; Mr. Vipul Bhardwaj, MD, Eurofins Product Testing Pvt. Ltd.; Mr. Anwar Ahmed, Vice President, Saharanpur Wood Carving Manufacturers Association; and Ms. Shweta Sain, Deputy Director, UP Forest Corporation serving as key panelists.

The session focused on the growing importance of timber legality, responsible and sustainable sourcing, traceability, certification and compliance with evolving international market requirements. The panel also discussed measures to strengthen the competitiveness and global market access of India's woodcraft sector.

The discussion concluded with a shared view that collaborative efforts among Government agencies, industry bodies, exporters, testing and certification institutions, manufacturers and other stakeholders were essential to promote legal and sustainable timber sourcing, strengthen traceability and compliance, and enhance the global competitiveness of India's woodcraft sector.

The show brought together 2,400+ exhibitors, over 600 international buyers from around 90 countries and more than five lakh visitors.

The event featured sectors including agriculture, automobiles and EVs, defence, electronics and IT, food processing, textiles and handicrafts, healthcare, tourism, renewable energy, logistics, education, financial services and emerging technologies. The international dimension was strengthened by participation from six partner countries, with B2B meetings, country sessions, roundtables and interactions between overseas delegations and Uttar Pradesh businesses. The exhibition also showcased ODOP products, ODOC, CM YUVA and women-led enterprises, highlighting the diversity of Uttar Pradesh's entrepreneurial ecosystem. ■