



FEDERATION OF INDIAN EXPORT ORGANISATIONS

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

फेडरेशन आफ इंडियन एक्सपोर्ट आर्गनाइजेशन्स

(वाणिज्य मंत्रालय, भारत सरकार द्वारा स्थापित)

Niryat Bhavan, Rao Tula Marg, Opp. Army Hospital Research & Referral, New Delhi-110057 (India)

Phone: +91-11-46042222, 26150101-04, Fax: +91-11-26148194

Email : fieo@fieo.org

www.fieo.org

FIEO/MRD/6(33)/2023-24

4th July 2023

Dear Mr. Karthigeyan,

REVERSE BUYER SELER MEET AT
1st UP INTERNATIONAL TRADE SHOW (UP ITS)
India Expo Centre & Mart, Greater Noida, UP, India
21- 25 September 2023

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 Fiji.

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.

We are pleased to inform you that the Government of Uttar Pradesh is organising the 1st edition of **UP International Trade Show** on 21- 25 September 2023 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. **FIEO has been appointed as the nodal agency to mobilise international buyers for the show.**

ABOUT THE SHOW

The 1st edition of UP International Trade Show is a five-day event that seeks to showcase products & services manufactured in the State of Uttar Pradesh and aims to become the biggest sourcing shows of India. In addition, it will also put on display the culture, cuisine, and food crafts of Uttar Pradesh. We expect around 50,000 business delegates, Industry captains, policymakers, and other related stakeholders to attend the trade show. The event will also include seminars and workshops on various topics related to trade & technology, besides live demos & cultural activities.

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

FOCUSED SECTOR	
<ul style="list-style-type: none">• Food Processing• Toys & Sports Goods• Handicrafts, Handlooms,• Apparels & Garments• Textiles, Carpets• Engineering & Manufacturing• Agriculture & Horticulture• Animal Husbandry, Fishery & Dairy	<ul style="list-style-type: none">• Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy• Renewable Energy• Automobiles - EV• IT/ITES/ Software• Tourism• Logistics• Electronics

DELIVERABLES TO FOR HOSTED FOREIGN BUYERS (one person per company)

- Reimbursement of Return Air Ticket (Economy Class with Ceiling of USD 650).
- Two Nights Hotel Stay with Airport Transfers.
- Access to the Expo, Business Networking.

REGISTRATION PROCESS FOR BUYERS

The foreign buyers will be requested to provide their requisite details by registering online at <https://www.surveyhero.com/s/UPITS>.

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 week of August 2023. The last date to register as a hosted buyer is 27th July 2023.

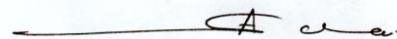
To ensure companies/buyers related to above targeted sectors participate, we would request you to kindly disseminate the information regarding the event amongst the prominent buyers, owners/procurement heads, importers, buying houses etc. in the country looking to source Indian products. Alternatively, share the contact list of such buyers who can be invited.

Attached with this email is a banner of the show which can also be placed in the homepage of the mission's website. The banner maybe hyperlinked to the official buyer registration link provided above. (www.surveyhero.com/s/UPITS)

For any further information, please feel free to connect with our team on WhatsApp: +91 8586877982, 9999784214 or email vishvaditya@fieo.org, rohитеjpal@fieo.org, ashishjain@fieo.org.

Thanking you,

Yours sincerely,



Dr. Ajay Sahai
Director General & CEO

H.E Mr. P. S. Karthigeyan,
High Commissioner
High Commission of India
Fiji