

UTTAR PRADESH EXPORT PROMOTION COUNCIL

MONTHLY NEWSLETTER



JANUARY 2026 EDITION

INDIA –EU FREE TRADE AGREEMENT: A TRANSFORMATIONAL TRADE MILESTONE



- 100% duty elimination on Indian exports
- USD 20 Bn investment commitment over 15 years
- Key Indian interests in dairy & agriculture protected
- Major upside for textiles, leather & labour-intensive sectors
- New student mobility & post-study work visas for 5,000 skilled professionals



AUSTRALIA GOES ZERO-TARIFF ON INDIAN EXPORTS FROM 1 JANUARY

- 100% tariff removal under India–Australia ECTA, signed in April, 2022.
- Bilateral trade crosses AUD 50 Bn (~₹3 lakh cr)
- Boost for textiles, leather, footwear, gems & jewellery, engineering & agri-exports
- Big opportunity for MSMEs & first-time exporters
- Talks underway to upgrade ECTA to CECA

UP CLIMBS TO 4TH RANK IN NITI AAYOG'S EXPORT PREPAREDNESS INDEX 2024



The EPI evaluates export readiness across four key pillars – Export Infrastructure, Business Ecosystem, Policy & Governance, and Export Performance, using 70+ indicators to capture structural strengths and opportunities.

- In the large states category, Maharashtra, Tamil Nadu and Gujarat lead the rankings, followed by Uttar Pradesh at 4th position nationally, marking a noteworthy rise in export ecosystem competitiveness.
- This signals rising competitiveness of UP in India's export landscape



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UPEPB–WALMART VRIDDHI PARTNERSHIP TO POWER MSME EXPORTS



- Three-year MoU signed with Walmart, with Ideas to Impact Foundation as the implementation partner
- Onboarding and capacity building of UP MSMEs under Walmart Vriddhi, with focus on first-time and growth-stage exporters
- Emphasis on export readiness, e-commerce onboarding, quality compliance and certification
- Free mentoring, training and market linkage support for UP MSMEs through blended learning models

DISTRICT EXPORT HUB SESSION HELD IN BHADOHI



- DEH session organised in Bhadohi to boost export awareness among micro and nano enterprises
- Presentation on UP Export Promotion Policy 2025–30, highlighting incentives and facilitation measures
- Stakeholder interactions to identify challenges in entering and scaling exports
- Session chaired by Deputy Commissioner (Industries) with participation from DIC officials
- Supported by De Asra Foundation, with Pahle India Foundation as Knowledge Partner



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DIC OFFICIALS ORIENTED ON NEW EXPORT POLICY & WALMART VRIDDHI ROLLOUT



- **DIC officials from across Uttar Pradesh convened at Niryat Bhawan on 19 January for a state-level orientation**
- **Detailed briefing on the UP Export Promotion Policy 2025–30 and discussion on the operational aspects of newly issued Government Orders**
- **Focus on implementation readiness at the district level and alignment of DIC roles with policy incentives**
- **Walmart and Ideas to Impact Foundation conducted an orientation on the Walmart Vriddhi Programme**
- **Session outlined district-level rollout plan, including MSME onboarding, training, e-commerce enablement and export readiness support**





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PRODUCT OF THE MONTH

Leather and Leather Goods (HSN 41, 42 & 64)

India's Leather Exports

USD 1.8 Bn

Current Markets of UP

UK- 18%

Germany- 15%

USA- 13%

Poland- 7.4%

Spain- 7.2%

UP's Leather Exports

USD 727 Mn

Potential Markets

USA (11.8 Bn)

Germany (5.4 Bn)

France (4 Bn)

Italy (USD 3.3 Bn)

China (USD 2.9 Bn)

SUCCESS STORIES: FROM CRAFT TO COUTURE

From Agra to Global Markets – The Journey of Gupta H.C. Overseas
Founded in 1987 by Mr. Gopal Gupta, Gupta H.C. Overseas (I) Pvt. Ltd.
 has grown into one of Uttar Pradesh's leading leather footwear exporters, with an annual export turnover of around ₹400 crore. What began as a small manufacturing unit in Agra has evolved into a state-of-the-art footwear production facility exporting high-fashion ladies' leather footwear to major global markets including the USA, UK, Europe and Australia. With a strong focus on quality, design innovation and global standards, the company has strengthened Agra's position as a premier footwear export hub. Mr. Gupta's leadership extends beyond business, contributing actively to industry bodies such as the Leather Sector Skill Council and CLE, while earning prestigious recognitions including the Niryat Shree Award and State Export Awards. The enterprise stands as a powerful example of how traditional manufacturing clusters in Uttar Pradesh can scale into globally competitive export brands.



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UPCOMING FAIRS/EVENTS

Event Name	Dates	Venue	Product Profile	Website
China International Equipment & Manufacturing Industry Expo (CIEX) 2026	18–21 Mar 2026	Tianjin, China	Electronics manufacturing, industrial automation, 5G, AI, robotics	https://tradeshows.tradeindia.com/ciex-expo/
BISUTEX – Madrid 2026	5–7 Feb 2026	IFEMA – Feria de Madrid, Madrid, Spain	Fashion jewellery, materials, accessories, watches, belts, scarves, handbags, beauty items, ornaments	https://www.ifema.es/en/bisutex
Biofach	10-13 Feb 2026	Germany	Organic Food	https://www.biofach.de/en
ITB Berlin 2026	3-5 March 2026	Germany	Tourism	https://www.itb.com/en
Bharat Footwear & Leather Expo (BFLEX 2026)	9-10 March 2026	New Delhi, India	Leather and Footwear	https://www.bharatfootwearleatherexpo.com/
PLEXCONNECT 2026	5-10 Feb 2026	New Delhi, India	Plastic	NA

FOR QUERIES/SUGGESTIONS

For any queries, suggestions, or grievances related to exports or the UP Export Promotion Policy 2025–30, exporters are requested to raise tickets through the official portal of Uttar Pradesh Export Promotion Council (UPEPC).

<https://upepc.org/Home/SuggestionForm>

MEMBERSHIP OF UPEPC – MANDATORY TO AVAIL EXPORT INCENTIVES

To avail financial and non-financial incentives under the UP Export Promotion Policy 2025–30, exporters must be registered as members of UPEPC.

For further details, please visit: <https://upepc.org/Home/MembershipDetail>

Stay in Touch..

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