

Dedicated helpdesks set up in U.P. to facilitate investment from United States, South Korea & Japan

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Following a series of measures to kick-start economic activities and industrial resumption in the State post-lockdown, **Uttar Pradesh government has set up dedicated helpdesks at State-level Udyog Bandhu to facilitate investments from United States of America, South Korea and Japan.**

In a circular issued by **Infrastructure & Industrial Development Commissioner (IIDC), Shri Alok Tandon**, the **Managing Director, Pradeshiya Industrial & Investment Corporation of U.P. (PICUP)** has been nominated as the chairperson of these helpdesks, while **Additional Chief Executive Officer, New Okhla Industrial Development Authority (NOIDA)** and **two personnel of knowledge partner of Udyog Bandhu** have been nominated as members.

IIDC said that these facilitating desks have been set up in view of COVID-induced global investor sentiment that is pointing to shifting of base by various companies out of China to other countries, especially India. “With competitive and progressive investment-oriented policies in place, Uttar Pradesh is ready to welcome new foreign investment supported by labour reforms and sector-specific policy interventions”, **he added.**

Principal Secretary, Infrastructure & Industrial Development Shri Alok Kumar informed that these helpdesks would function to attract and facilitate investment specifically from US, South Korea and Japan. **He said** that Uttar Pradesh had huge potential for companies from these countries in MSME, food processing, automobiles, IT and electronics, auto-components, defence sectors and big infrastructure projects, etc. and this was the appropriate time to capture the opportunities generated under the present scenario.

Under this newly set up mechanism, investors from South Korea, Japan and USA will be able to communicate their issues on three distinct email ids- southkoreahelpdesk@udyogbandhu.com, japanhelpdesk@udyogbandhu.com and ushelpdesk@udyogbandhu.com respectively, which will be monitored regularly by Chairperson and nominated members at NOIDA and Udyog Bandhu, the investment facilitation agency of the State government. The issues received through this email will be resolved under the guidance of senior officers of the Infrastructure and Industrial Development Department.

It was informed that out of two personnel of knowledge partner of Udyog Bandhu, one will manage the investment intentions from South Korea and Japan, whereas, other one will address the investors from USA.
