

## 3 int'l events held over past week to strengthen Brand UP, state economy

Three back-to-back major international events held in UP over the last one week have boosted Brand UP and will go a long way to help generate employment and strengthen the state's economy. The events include UP's first ever International Trade fair in Greater Noida, followed by the country's first MotoGP race in Noida and simultaneous foundation laying of an international cricket stadium in Varanasi by PM Narendra Modi. The intense activities that created a buzz on social media will help UP in realising the goal of a \$1 trillion economy in 2027. "The flurry of sporting and business events is a new chapter in strengthening the image of UP, which was earlier known for its lawlessness," said a government spokesperson. **P5**