

## UP seeks to improve export promotion with Japan

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In a step towards strengthening economic and trade relationship between Japan and Uttar Pradesh and considering possible options for promoting exports from the state, a virtual conferencing was organised between the Uttar Pradesh government and Embassy of India in Japan on Tuesday.

The meeting was attended by Ambassador of India to Japan Sanjay Verma, Additional Chief Secretary (UP Micro, Small and Medium Enterprises and Export Promotion (MSME), Navneet Sehgal, OSD (State), Ministry of External Affairs, New Delhi, C Rajasekhar and UP Infrastructure and Industrial Development Commissioner Arvind Kumar.

The various aspects of devising a specific strategy for promoting exports were discussed in the meeting. The discussions were held to explore possibilities of bilateral trade between Uttar Pradesh and Japan in areas like handicrafts, food, electronics, apparel, carpet, leather and ODOP products from India to Japan were discussed during the meeting. ACS Micro, Small and Medium Industries, Navneet Sehgal discussed the manufacturing potential of Uttar Pradesh in all these sectors. He said that these sectors are in line with the market demand in Japan. The state government is committed to promoting the bilateral trade between Uttar Pradesh and Japan.

Indian ambassador to Japan Sanjay Verma appreciated and welcomed the initiative of the Uttar Pradesh government and assured full cooperation to the state government in its efforts to organise state-centric webinars and virtual buyer-seller meet. He also assured to extend full cooperation in sending UP delegations to Japan by the end of the year. He suggested that the certification and quality norms should be strictly adhered to by exporters while exporting to Japan.

Mentioning a recently organised Ground-Breaking Ceremony 3.0, Commissioner, Infrastructure and Industrial Development, Arvind Kumar said that the state government was determined to invite investments from different countries to the state.

C Rajasekhar stressed on the need to provide hand-holding support to MSMEs in their global journey and said that the Ministry of External Affairs would facilitate the state government to promote exports through appropriate events like trade and investment-based road shows and exhibitions. The meeting was also attended by officers of UIP Export Promotion Bureau, Uttar Pradesh Export Promotion Council and EXIM Bank India.