

# Brand UP to get global push at World Economic Forum

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**Lucknow:** 'Brand Uttar Pradesh' is set to get a global push at the World Economic Forum at Davos where, for the first time, a UP Pavilion will be set up.

The pavilion will showcase UP's flagship schemes, industrial policies, highlight the role of Invest UP in facilitating investments in the state and 'One District-One Product' scheme in promoting MSME enterprises.

UP will be represented by finance minister Suresh Khanna, industrial development minister Nand Gopal Gupta 'Nandi', infrastructure and industrial development commissioner Manoj Kumar Singh and secretary to the CM, Amit Singh.

The delegation will reach Davos on January 14 and will attend various B2B meetings. This year, the event

will be held from January 14-19. A government spokesperson said that UP will be going in for the global event with several advantages, including its recently announced FDI policy under which at least two companies have already been given clearance to set up.

## SHOWCASING DEVPT

"UP's huge population provides a vast market potential for any global company. The state also boasts of landmarks such as the Taj Mahal and now the Ram temple in Ayodhya, Kashi Vishwanath Temple in Varanasi and other tourist places. With 40% of total expressways in India, UP has excellent connectivity, linkages to industrial hubs and second largest roadways network in India," he said.

To promote ease of doing

business, the state government is providing investors online investment facilitation through portals like 'Nivesh Sarathi' and 'Nivesh Mitra' which is a single window clearance system. UP has considerable natural resources, substantial workforce and world class infrastructure conducive to various industries and organisation of mega events like Global Investors Summit and MotoGP which have spearheaded UP on the international map, the official said.

The state pavilion at Davos will promote various investor friendly policies. "To provide benefits to investors, the state has prepared a land bank with land parcels available at important places with good connectivity. There are dozens of domestic and international airports which makes UP a suitable destination," he said.