

UP Delegation to Spearhead Strategic Engagements at World Economic Forum - 2024

Uttar Pradesh to Showcase its Multifaceted Strengths at WEF, Davos

Lucknow, January 14, 2024:

Under the able guidance of Chief Minister Shri Yogi Adityanath, Uttar Pradesh government has decided to effectively brand the state among the international participants at the World Economic Forum (WEF) 2024 at Davos, Switzerland. Led by **Infrastructure & Industrial Development Commissioner, Shri Manoj Kumar Singh**, a high-profile delegation is set to participate in the World Economic Forum (WEF) 2024. The six-day event, held from January 14th to 19th, promises to be a platform for pivotal discussions with global business leaders and industry titans. The distinguished delegation includes key officials Shri Amit Singh (Secretary to Hon'ble CM), Shri Shashank Tripathi (Special Secretary to Hon'ble Chief Minister), Shri Anupam Shukla (Special Secretary to Govt. of UP and Director UPNEDA) and others.

The World Economic Forum, renowned for fostering dialogues on pressing global issues, has become an epicenter for influential figures from the public and private sectors. This year's forum, hosted in the picturesque town of Davos, Switzerland, brings together leaders, thinkers, and decision-makers to engage in dialogue aimed at shaping a sustainable and inclusive future for the world.

Infrastructure & Industrial Development Commissioner, Shri Manoj Kumar Singh expressed his optimism about the delegation's participation, stating, "Uttar Pradesh is all set for global collaborations and investments. We believe in showcasing our strengths and engaging in meaningful discussions with industry leaders. The World Economic Forum provides an unparalleled platform to foster connections and explore synergies that can drive mutual growth."

Shri Manoj Kumar Singh, at the forefront of the UP delegation, is poised to leverage this esteemed gathering to propel Uttar Pradesh onto the global investment map. With an astute focus on economic development, the

delegation is scheduled to engage with CEOs, CXOs, and CFOs of major multinational corporations, including **Nestle, AB InBev, Capgemini, PepsiCo, Coca Cola , Unilever and Microsoft**. The primary agenda is to deliberate on potential investment avenues and encourage these global giants to consider Uttar Pradesh as their preferred investment destination.

To facilitate these discussions, Invest UP, the investment promotion and facilitation agency for Uttar Pradesh, has established a state-of-the-art pavilion at Promenade 49. The pavilion serves as a showcase for Uttar Pradesh's multifaceted strengths, ranging from its robust business ecosystem to its vibrant tourism sector. This strategic move is designed to highlight the state's vast potential and create an inviting environment for international investors.

Uttar Pradesh, with its strategic geographical location, skilled workforce, and progressive policies, emerges as an ideal investment destination. The state boasts a burgeoning industrial landscape, thriving in sectors such as information technology, manufacturing, and food processing. In addition to these, Uttar Pradesh is home to a rich cultural heritage and diverse tourism offerings, making it an attractive proposition for global investors seeking both economic prosperity and cultural enrichment.

As Uttar Pradesh positions itself as an investment hub, the delegation's presence at the World Economic Forum 2024 marks a significant stride towards global economic integration. The stage is set for Uttar Pradesh to make its mark on the international business.
