

UP delegation to lead strategic talks, show strengths at WEF

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Lucknow: State government is set to effectively brand Uttar Pradesh and showcase its strengths at the World Economic Forum (WEF) 2024 at Davos, Switzerland.

Led by infrastructure and industrial development commissioner, Manoj Kumar Singh, a high-profile delegation is set to participate in the international meet.

The six-day event from January 14-19 promises to be a platform for pivotal discussions with global business leaders and industry titans. The delegation includes secretary to the CM, Amit Singh, special secretary to the CM, Shashank Tripathi, director, UPNEDA, Anupam Shukla, and others. IIDC Manoj Kumar Singh said, "UP is



IIDC Manoj K Singh at a meeting of WEF on Sunday

set for global collaborations and investments. We believe in showcasing our strengths and engaging in meaningful discussions with industry leaders. WEF provides an unparalleled platform to foster connections and explore synergies that can drive mutual growth." The delegation is scheduled to engage with CE-

Os, 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 UP as their preferred investment destination.