

WEF DAVOS MEET: U.P. TO GIVE PUSH TO STATE'S GLOBAL BRANDING

HT Correspondent

letters@htlive.com

LUCKNOW: The Uttar Pradesh government has sent a high-level delegation to the World Economic Forum (WEF) meeting commencing in Davos (Switzerland) on January 14 to give a big push to the 'Brand UP' globally.

A spokesperson for the state government said, "Under the leadership of chief minister Yogi Adityanath, the Uttar Pradesh government has decided to do branding of the state among the global players at Davos in an impressive manner. First time, a separate pavilion of Uttar Pradesh (Promenade-49) will showcase flagship schemes and dedicated policies of the state. The role of Invest UP—as an investment promotion and facilitation agency powered by the state government of Uttar Pradesh—will be showcased."

"During the WEF various B2B and B2G meetings are to be organised. Enthused by the mega success of the GIS held last year, the U.P. government is expecting more investment proposals from global majors during the forum," he said.

"A separate FDI policy that is providing concessions, exemptions and rebates to the overseas as well as 'Fortune 500' companies, the UP government has several other advantages that will attract big corporates houses from across the world. The huge population base of Uttar Pradesh provides a vast market potential to the global companies.

"The expanding GDP base makes it an attractive destination for the industries. The important landmarks like the Taj Mahal and now grand Ram Temple at Ayodhya, Kashi Vishwanath Temple and other tourist places have given strength to Brand UP," he added.

"Uttar Pradesh has maximum expressways (40% of the total expressways in India) to connect industrial hubs and roadways network which is second largest network in the country (more than 4 lakh km) and is also known as expressway state. The vast network of expressways and roadways connects business hubs with domestic markets," the spokesman said.