

Uttar Pradesh Government sets up Dedicated Country Desks at 'Invest UP' to Attract FDI

Three country desks include—America+, Europe+ and Japan+

Lucknow | 21 July, 2024: Under the directive of **Chief Secretary-cum-Infrastructure and Industrial Development Commissioner**, three dedicated country desks have been established at 'Invest UP' (Investment promotion & facilitation agency of U.P. Govt.) to facilitate FDI investments. These helpdesks are designed to offer tailored support and streamline the investment process for companies from different countries.

It may be noted that in a significant move to attract substantial **foreign direct investment (FDI)** and promote investments from **Fortune 500 and Fortune Global 500 companies**, the Government of Uttar Pradesh has announced a dedicated **Fortune Global 500 and Fortune India 500 Companies' Investment Promotion Policy 2023**. This policy aims to position Uttar Pradesh as a preferred investment destination for major global corporations. **Invest UP**, the state's premier investment promotion agency, has been nominated as the **nodal agency** for the implementation and promotion of this policy.

These country desks have been established to provide comprehensive facilitation of interested investors, and include **America+ desk (USA and Canada)** with **Principal Secretary, Infrastructure & Industrial Development Dept., Shri Anil Kumar Sagar** as the **Country Lead**, **Europe+ desk (UK, Netherlands, Germany, France, Spain and Switzerland)** with **Secretary, Industrial Development** and **Chief Executive Officer of Invest UP, Shri Abhishek Prakash** as the **Country Lead**, and **Japan+ desk (Japan and South Korea)** with **Additional Chief Executive Officer-Invest UP** as the **Country Lead**.

Key Functions of Country Desks
End to end investment facilitation and aftercare
Facilitate information on sector-specific opportunities, investments across Uttar Pradesh
Facilitate companies in identification of sites and assist them in acquisition of land across State
Facilitate Public Private Partnerships
Facilitate investors in timely obtaining necessary approvals with extended support
Facilitate interaction with Government Officials

Additionally, **Coordinating Officers** and **consultants** along with **Udyami Mitra** have been assigned to each of the three country desks with their functions and responsibilities clearly defined.

Each helpdesk will have specific roles and responsibilities to ensure efficient handling of inquiries and investment processes. **Country Leads** will oversee the overall functioning of the helpdesk, maintain high-level communication with potential investors, and ensure alignment with state policies.

Coordinating Officers will manage day-to-day operations, including handling of investor queries and coordinate with various stakeholders to facilitate the investment process.

Consultants and **Udyami Mitras** will provide expert advice, risk assessment, and strategic planning to support investors in their decision-making process.

Chief Secretary, Shri Manoj Kumar Singh emphasized the importance of State's FDI policy in driving economic growth and creating job opportunities in Uttar Pradesh. *"The establishment of these country-specific desks reflects our commitment to creating an investor-friendly environment in the state. We aim to leverage the expertise of our dedicated teams to attract significant foreign investments, which will, in turn, catalyze industrial development and economic prosperity in Uttar Pradesh,"* he stated.

Invest UP's initiative to set up these country desks is a testament to its proactive approach in engaging with global investors and providing them with the necessary support to establish and expand their operations in the state. This strategic move is expected to significantly boost Uttar Pradesh's industrial landscape, making it a hub for major international investments.