

Govt to push 'Brand UP' at MotoGP venues

TIMES NEWS NETWORK

Lucknow: In pursuit of transforming UP into a trillion-dollar economy, the state govt has decided to host business conclaves aimed at promoting 'Brand UP' and exploring investment opportunities at international MotoGP venues, an official spokesperson said on Saturday.

UP has signed an MoU with MotoGP that would host the Grand Prix World Championship in Gautam Buddha Circuit in 2025, 2026 and 2027.

"A comprehensive action plan is underway to utilise this globally renowned motorcycle race as a platform to attract investment and promote 'Brand UP' both nationally and internationally. Invest UP, the state's investment promotion agency, is drafting a detailed



BIZ PLAN: MotoGP will host Grand Prix World Championship in Gautam Buddha Circuit in 2025, 2026 and 2027

strategy and has already begun preparations for the UP International Trade Show in Noida, scheduled from Sept 25-29. The event will feature sectors such as AI, data centres and Noida Film City," the spokesperson said.

They added that Invest UP will spearhead the promotional efforts for the upcoming MotoGP race at the Gautam Buddha Circuit in Greater Noida. In addition to promoting

the race, Invest UP will organise business conclaves to enhance 'Brand UP' and explore investment opportunities at various international MotoGP venues.

The action plan includes hosting promotional events across different regions of India to showcase both the race and 'Brand UP'. Additionally, an annual business conclave will be held at one of the international MotoGP locations to boost global recognition of 'Brand UP' and attract international investors. This initiative is significant as MotoGP features three racing categories — MotoGP, Moto2 and Moto3 — spanning 20 Grand Prix events across five continents. The races attract the world's top 22 racers, who compete on superbikes reaching speeds of up to 360 km/h and lean angles

exceeding 60 degrees.

The MotoGP race, with its massive global fan base, is a strategic focus for the UP govt, aiming to leverage this audience and attract international investors to UP. To facilitate the organisation of promotional events and business conclaves tied to MotoGP, Invest UP has initiated the process of selecting and assigning an agency. This process will span three years, during which the chosen agency will be responsible for various tasks.

This five-day event aims to highlight investment opportunities and prospects across various sectors. With global attention on the rise, the trade show is expected to attract over 50,000 business representatives, industry leaders, policymakers and other key stakeholders.