

Invest UP tapping MotoGP to attract investment, promote 'Brand UP'

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In its pursuit to transform Uttar Pradesh into a trillion-dollar economy, the state government, is set to host business conclaves aimed at promoting 'Brand UP' and exploring investment opportunities at international MotoGP venues.

Recently, a significant agreement was signed between the Yogi Adityanath government and MotoGP to host the Grand Prix World Championship at the Gautam Buddha Circuit in Greater Noida for the years 2025, 2026 and 2027.

In line with government's vision, 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 strategy and has already begun preparations for the UP International Trade Show in Noida, scheduled from September 25 to 29. The event will feature sectors such as artificial intelligence (AI), data centres and Noida Film City.

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', raise awareness about the state's investment policies, 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 Yogi government, aiming to leverage this audience and attract international investors to Uttar Pradesh.

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, including organising one-on-one and B2G sessions during the business conclaves.

The second edition of the UP International Trade Show (UPITS) is set to take place from September 25 to 29 at India Expo Mart, Greater Noida.

This five-day event aims to highlight investment opportunities and prospects across various sectors in Uttar Pradesh. 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.

The first UP International Trade Show, held from September 21 to 25 last year, marked a significant milestone in global trade. It was inaugurated by the President of India, with Chief Minister Yogi Adityanath in attendance. The first edition saw participation from 1,914 exhibitors across 60 countries, 70,000 B2B visitors, over 100,000 business heads, and 500 foreign buyers.

For this year's event, extensive preparations are underway. Invest UP will act as a key exhibitor, showcasing Uttar Pradesh's industrial landscape and featuring a pavilion with prominent investors.