

Noida unit to 'Make in India' for the world: Samsung boss

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Lucknow: Sharing that Samsung's connection with UP began in 1996, Samsung president and CEO Southwest Asia JB Park on Friday said that it was in 2018 that the brand established one of its largest mobile manufacturing units in Noida.

"In 1996, no one could have imagined that Samsung would have established one of its largest mobile manufacturing factories in Noida. But in 2018, it became a reality because of the valuable guidance from (PM) Modi ji and the continuous support of (UP CM) Yogi ji. Our mobile factory in Noida is a shining symbol of the Make in India initiative, and we remain committed to making for the world from India," he said.

Adding that in the past few years, Samsung had become a strong partner of UP, he said: "Two of our three research and development centres in India are also in Noida. At the forefront of developing cutting-edge technologies driving the adaptation of AI



and product innovation for both India and the world, these centres are also filled with thousands of patents."

Calling CM Yogi one of the most admirable CMs in India, Park expressed faith in his leadership. "UP is on the fast track of development and aspires to become a one trillion-dollar economy by 2028. This ceremony with investors is a probable indicator that this Uttar Pradesh is well on the path to achieving its goal," he said.

“ Samsung stands committed to UP and ensuring co-prosperity with the people of the state. We will continue to introduce cutting-edge technology and enhance localisation. Also, we will help improve the employability of UP's youth through skilling as part of our CSR initiatives

JB PARK

Samsung president and CEO Southwest Asia

Park concluded by emphasising that Samsung's relationship with UP and its people will continue to grow. "Samsung stands committed to UP and ensuring co-prosperity with the people of the state. We will continue to introduce cutting-edge technology and enhance localisation. Also, we will help improve the employability of UP's youth through skilling as part of our CSR initiatives," he said.