

UP Showcases Global Investment Potential at WEF Davos with Major Industry MoUs

Lucknow, Jan 21, 2025:

Uttar Pradesh is set to make a significant global impact as it establishes 'Brand Uttar Pradesh' at the prestigious World Economic Forum (WEF) in Davos. The Uttar Pradesh delegation, led by Chief Secretary Mr. Manoj Kumar Singh, comprises key officials including ACEO Invest UP, Mr. Prathmesh Kumar, Secretary to the Hon'ble Chief Minister, Mr. Amit Singh, and Director of the Energy Resources Department, Mr. Anupam Shukla. The delegation's participation underscores Uttar Pradesh's commitment to attracting global investments, with a special focus on sectors such as renewable energy, advanced manufacturing, and emerging technologies.

In a major investment commitment, AM Greens, represented by Founder & CEO, Mr. Anil K. Chalamalasetty, has signed an MoU for investing ₹6000 crores to establish the world's largest sustainable aviation fuel manufacturing facility in Uttar Pradesh. This landmark commitment reinforces Uttar Pradesh's standing as a preferred destination for sustainable industries.

The Hon'ble Chief Secretary of Uttar Pradesh, Mr. Manoj Kumar Singh, along with other delegates from the Government of Uttar Pradesh, signed an MoU with Mr. Henrique Braun, Executive Vice President & Chief Operating Officer of Coca-Cola, to expand their network of bottling plants and distribution network in Uttar Pradesh through Moon Beverages & SMLG Beverages, with an investment of more than ₹2500 crores.

The UP delegation also met with the Director of Manufacturing of Bisleri International Limited, Mr. Venkata Sridhar G., and discussed plans for business expansion in the state. The meeting also marked the signing of an MoU for establishing a bottling plant in Central UP with an investment of ₹200 crores. This initiative is set to create substantial employment opportunities, enhance local manufacturing capabilities, and further bolster the state's economy.

Another MoU was signed with Heineken, the beverage company, in the presence of Mr. Dolf van den Brink, CEO of Heineken, and the UP delegation for setting up a distillery unit in Unnao."

The UP delegation had a successful strategic meeting with Mr. Sajjan Jindal, Managing Director of JSW Steel. The delegation also met and discussed opportunities in the state with Mr Hitesh Doshi, Chairman Waaree Energies, which is India's largest solar PV module manufacturer.

Mr. Dolf van den Brink, CEO of Heineken, accompanied by Mr. Harold van den Broek, CFO, and Mr. Maarten Froger, Global Director of Government Affairs.

Mr. Yusuff Ali, Managing Director of Lulu Group, also met the state delegation today. The discussion revolved around the business expansion plans of Lulu Group, marking their presence in the tier 2 and tier 3 cities of the state.

The Secretary to the Hon'ble Chief Minister of Uttar Pradesh, Mr. Amit Singh, met His Excellency Mr. Khalid Mohammed Al-Salem, the President of the Royal Commission for Jubail & Yanbu, and had a constructive discussion on opportunities and areas of collaboration, including the startup sector fostering, innovations, technologies, and infrastructure development.

Press Release- Invest UP (Infrastructure & Industrial Dev. Dept., U.P.)

Additional meetings scheduled today include discussions with Mr. Alon Stopel, Chairman of the Board of the Israel Innovation Authority, and Mr. Jacob Aarup-Andersen, CEO of Carlsberg Group. The delegation will engage with Mr. Dave West, President of Asia Pacific at Cisco Systems Inc., and Mr. Benoit Potier, Chairman of the Board of Air Liquide, alongside Mr. Laurent Dublanquet, Vice President of European and International Affairs at Air Liquide.

Secretary to Hon'ble CM Amit Singh joined the Panel Discussion at HCL Tech pavilion along with other panellists to showcase how UP is extensively using Digital Governance tools to build an Intelligent Age.
