

Uttar Pradesh Showcases Investment Opportunities at World Economic Forum Davos

Davos/Lucknow, Jan 20, 2025:

Uttar Pradesh is set to strengthen its global identity as it establishes 'Brand Uttar Pradesh' at the prestigious World Economic Forum (WEF) in Davos. The **Invest UP-led UP Pavilion**, located at P67 & P48 from January 19th to 23rd, 2025, will showcase the state's expanding industrial capabilities and immense investment potential. This platform will further highlight Uttar Pradesh's efforts to position itself as a major hub for innovation, industry, and global partnerships.

The Uttar Pradesh delegation, led by Chief Secretary Mr. Manoj Kumar Singh, includes Secretary to the Hon'ble Chief Minister Mr. Amit Singh, ACEO Invest UP Mr. Prathmesh Kumar and Director UPNEDA Mr. Anupam Shukla. Their participation emphasizes Uttar Pradesh's readiness for global investments, with a focus on renewable energy, advanced manufacturing, and emerging technologies.

Brand UP: Opening Doors to Global Investments

As a key player in India's growth trajectory, Uttar Pradesh is positioning itself as a gateway for global businesses. The state's proactive and progressive sectoral policies are designed to attract both foreign and domestic investments. Invest UP provides comprehensive support to investors at every stage of their journey, reinforcing the state's reputation as a business-friendly destination.

At the Uttar Pradesh Pavilion, visitors can explore the state's flagship initiatives, including its industrial policies and the 'One District-One Product' (ODOP) scheme, which promotes MSMEs. The pavilion will also highlight the role of Invest UP in facilitating investments and enhancing the ease of doing business in the state.

The Hon'ble Chief Secretary of Uttar Pradesh Mr. Manoj 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 Rs 2500 crores.

A significant milestone in the state's industrial expansion was marked by the signing of a Memorandum of Understanding (MoU) between Mr. Kartikeya Sharma, President of India Affairs at Anheuser-Busch InBev (AB InBev), and the Chief Secretary of Uttar Pradesh, Mr. Manoj Kumar Singh. AB InBev committed to investing Rs 1,000 crore in Uttar Pradesh to set up a new manufacturing plant. AB InBev, a leading global beverage company headquartered

in Belgium, is renowned for its famous beer brands such as Budweiser, Corona, and Stella Artois.

On January 19th, the UP delegation met with Mr. Daniel Bircher, Managing Director of Zurich Airport International, to discuss infrastructure development and strengthening aviation ties between Uttar Pradesh and Zurich. Later, a dinner hosted by Prof. Dr. Eleni Chatzi from ETH Zurich and RTDT Laboratories explored academic and research collaborations, expanding Uttar Pradesh's innovation and technological footprint.

On January 20th, the delegation held strategic meetings, including a session with Mr. William Marshall, CEO and Co-Founder of Planet Labs, to explore opportunities in space technology and geospatial services. The Uttar Pradesh government will also support Planet Labs in establishing a data lab with incentives such as land allocation, tax benefits, collaborative partnerships, streamlined approvals, R&D support, and efficient logistics infrastructure.

The UP delegation also met with Mr. Sridhar Pinnapureddy, Founder & CEO of CtrlS, to discuss potential investments in data infrastructure and opportunities to expand data centres in Lucknow and Noida, Uttar Pradesh, supporting the state's growing digital ecosystem.

The delegation also participated in the inauguration of the India Pavilion at WEF at P73 & P67 by prominent Union Ministers Shri. Ashwini Vaishnaw, Shri. C. R. Patil, Shri. Ram Mohan Naidu, Shri. Jayant Chaudhry, and Shri. Chirag Paswan.

Uttar Pradesh's presence at WEF Davos 2025 highlights its ambition to become a leading global investment hub. By fostering strategic partnerships, embracing innovation, and prioritizing sustainable development, the state aims to drive economic growth, create jobs, and secure a prosperous future. The UP Pavilion at Davos serves as a key platform to showcase the state's strengths and attract global investments.
