
UP to showcase its growth, investment potential at World Economic Forum

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Lucknow: Uttar Pradesh will be one of six Indian states represented by a high-level delegation at the World Economic Forum in Davos-Klosters, Switzerland, from Jan 20-24. The 12-member UP delegation is led by chief secretary Manoj Kumar Singh and includes secretary to the CM Amit Singh, INVEST UP additional CEO Prathmesh Kumar, and energy resource department director Anupam Shukla. Delegations from other states, including

Andhra Pradesh, Maharashtra, Telangana, Tamil Nadu, and Kerala, will also be present at the Forum.

For the second time, a UP Pavilion will be set up to showcase the state's development, investor-friendly policies, and provide visitors with the opportunity to interact directly with UP officials to discuss investment potential and viable sectors in the state. Singh told TOI that several meetings with industry leaders were already lined up, including with CEOs and senior officials from Nestle, Heineken, Budwei-

ser, UPL, Pepsi, Coke, and French defence company Dassault.

"The delegation will focus on UP's goal to become a USD1 trillion economy in the next five years and the major changes being implemented to meet this target. This includes the state's emphasis on developing tourism, infrastructure, airports, expressways, and sectoral policies to promote investment in sectors with major potential," said an official.

The 2024 Forum proved highly positive for the state, where an MoU worth Rs 4,000

crore was signed with the Hero Future Energies Group for investment in a renewable energy and clean technology project. The delegation also held meetings with officials from the Carlsberg Group, Budweiser, Capgemini, Web Werks, PepsiCo Foundation, Yara International, Bayer Crop Science, Lulu Group, Tillman Global Holdings, Climate Ai, Deloitte India, and the heads of International Trade and Investment Food and Water, and Health and Healthcare at the World Economic Forum.