

Roadshows in US, UK, Europe in offing

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Lucknow: The Uttar Pradesh govt is all set to roll out an aggressive global outreach to position itself as a strong and reliable alternative for international investors.

“Anchored around the ‘China+1’ strategy, Invest UP is set to conduct high-level roadshows and business roundtables across the US, UK, and Europe to attract companies seeking to diversify their supply chains away from China,” said an official spokesperson on Friday.

As part of the strategy, business to govt meetings will be held in key global cities, including New York, San Francisco, Los Angeles, London, Paris, Frankfurt, Milan, Amsterdam, and Birmingham.

“These events are being organised in collaboration with Indian embassies and leading industry bodies, including the USIBC, CII, and FIC-

CI,” the spokesperson said.

Officials concerned pointed out that in the US, dialogues will be held with companies such as Google, Amazon Web Services, Microsoft Azure, Oracle, Equinix, Skechers, Mattel, Ralph Lauren, and Coach. In Europe and the UK, efforts will focus on attracting global giants like BMW, Bosch, BASF, Prada, Versace, Lego, Unilever, and GSK.

In the context of shifting geopolitical dynamics and evolving global supply chains, Uttar Pradesh is emerging as a viable alternative to nations like Vietnam and Bangladesh. With world-class infrastructure, targeted sectoral incentives, and India’s largest consumer base, the state offers an unmatched investment proposition.

Chief secretary Manoj Kumar Singh emphasised that UP is not just inviting investment, but building sustainable, employment-driven value chains.