

# Govt launches 'China+1' roadshow to attract diversified investments

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THE UTTAR Pradesh government is taking its investment pitch global, anchoring a 'China+1' strategy to position the state as a dependable alternative for companies seeking to diversify supply chains.

Under the banner of Invest UP, high-level roadshows and business roundtables will be held in New York, San Francisco, Los Angeles, London, Paris, Frankfurt, Milan, Amsterdam and Birmingham, in partnership with Indian embassies and industry bodies such as USIBC, CII and FICCI.

In the United States, discussions will target technology heavyweights like Google, Amazon Web Services, Microsoft Azure and Oracle, as well as datacenter operators Equinix and consumer brands including Skechers, Mattel, Ralph Lauren and Coach. In Europe and the UK, the outreach focuses on automotive and engineering leaders BMW, Bosch and BASF, luxury houses

Prada and Versace, and consumer staples firms such as Lego, Unilever and GSK.

Chief Secretary Manoj Kumar Singh said these engagements go beyond mere investment invitations, aiming to build sustainable, employment-driven value chains. Backed by over 33 sector-specific policies, streamlined approvals and the digital single-window platform Nivesh Mitra, UP recorded the highest number of new factory registrations in India in 2024-25, he noted.

Singh highlighted recent marquee investments: a ₹3,700 crore semiconductor and electronics facility by HCL-Foxconn OSAT; the establishment of a Prime Minister's MITRA mega textile park alongside ten mini clusters; the 2023 EV policy targeting 36 GWh of battery capacity by 2028; and the development of Noida-Greater Noida as a national hub for data centres and AI infrastructure. Together, these initiatives set Uttar Pradesh on course to become a global manufacturing and innovation powerhouse.