

# UP showcases investment potential at Japan World Expo

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**LUCKNOW:** Invest UP showcased Uttar Pradesh's strong infrastructure, innovation-led growth, and skilled workforce at the ongoing World Expo 2025 in Osaka, Japan, positioning the state as a prime global investment destination.

At the India-Japan Partnership event, organised in collaboration with the Mayoral Alliance of Japan, the Invest UP team highlighted the state's development journey and investment opportunities, aiming to strengthen international partnerships and attract foreign direct investment to the state.

A key highlight of the session was a detailed presentation by the Consulate General of India, which outlined India's expanding economy, global leadership, and strategic partnerships—with Uttar Pradesh at the forefront of this transformation.

The session emphasised the deep-rooted cultural and historical ties between India and Japan, paving the way for stronger collaboration in technology, urban development, and trade.

Inspired by the successful Kashi-Kyoto twin city partnership, the Invest UP team and state leadership expressed a strong commitment to forging similar alliances with Japanese cities to promote economic and cultural exchange.

## Japan to set up CoE for green hydrogen in UP

**LUCKNOW:** A delegation from the UP government on a visit to Japan discussed partnerships to promote production of green hydrogen and energy innovation.

According to a release, the Japanese entrepreneurs agreed to set up a centre of excellence for green hydrogen in Uttar Pradesh.

The delegation explored cutting-edge technologies, including the next-generation hydrogen fuel cell vehicle, the Toyota Mirai, which runs by combining hydrogen and oxygen, emitting only water as a byproduct. This aligns perfectly with Uttar Pradesh's vision for a zero-emission transport policy.

The discussions also covered potential collaborations to promote green hydrogen production and energy innovation.

Those aware of the development said the



**UP officials at University of Yamanashi in Japan. SOURCED**

initiatives are expected to help Uttar Pradesh develop a robust ecosystem for clean energy.

UPNEDA director Inderjit Singh emphasised the need to deepen partnerships with global institutions to boost renewable energy generation in the state.

The delegation visited several advanced facilities in Japan's Yamanashi Prefecture, including the NESRAD Green Hydrogen Plant, the Suntory Hakushu Distillery and the Hydrogen Research Center.

The Uttar Pradesh Pavilion welcomed over 20 Japanese mayors with traditional Indian hospitality. The pavilion showcased the vibrant heritage of the state through the One District One Product (ODOP) initiative,

featuring exquisite Banarasi handloom sarees and stoles.

Tatsuo (Yasu) Yasunaga, chairman of the Board of Directors, MITSUI & CO., LTD., was warmly welcomed at the Uttar Pradesh Pavilion.