

Invest UP Showcases Uttar Pradesh's Industrial Edge at North India's Biggest Safety Expo

- ***Uttar Pradesh Unveils Strategic Industrial Vision; Invest UP ACEO Highlights State's Readiness with a Robust Ecosystem***

Noida/Lucknow, July 10, 2025:

Invest UP participated in North India's largest exhibition and conference on Industrial Safety (HSE), Fire Safety, and Disaster Response, organized by PHDCCI at India Expo Centre & Mart, Greater Noida, on July 10–11. The two-day event brought together key stakeholders from government, industry, and technology to discuss advancements in safety standards and industrial preparedness.

Representing the state, **Shri Shashank Chaudhary, Additional CEO, Invest UP**, delivered a compelling presentation during the inaugural session, highlighting Uttar Pradesh's rapidly evolving industrial landscape. He highlighted the state's transformation into a dynamic industrial hub—synonymous with expressways, the upcoming Jewar Airport (Asia's largest), and a robust multi-modal transport network including the rapid rail corridor.

"Today, when we talk about UP, we talk about opportunity," Shri Chaudhary stated, underscoring the state's accelerated infrastructure growth, strong policy framework, and business-friendly reforms. With land allotments worth over ₹10 lakh crore already facilitated through GBC-ready projects, the state is actively positioning itself for the growth of new-age industries.

He further emphasized that Uttar Pradesh hosts India's largest working-age population, empowered by premier institutions like IITs and IIMs, alongside an extensive network of technical and vocational institutes that continuously supply skilled manpower.

Showcasing UP's policy-driven growth model, he spotlighted the flagship '**Nivesh Mitra**' single-window clearance system, which ensures fast approvals and investor support through dedicated **Udyami Mitras**. With over **33 sector-specific policies** in place, the state offers competitive capital subsidies, operational facilitation, and industry-ready infrastructure.

An Invest UP pavilion was also set up, attracting a high footfall of visitors and investors. Udyami Mitras and Invest UP officials addressed numerous investment-related queries, reflecting strong interest in the state's offerings.

Uttar Pradesh's active participation in this event reaffirmed its commitment to industrial safety, infrastructure resilience, and its positioning as a leading destination for both domestic and global investments.
