

Invest UP Deepens Ties with German State of Bavaria via Germany Desk Initiative

Invest UP Opens Germany Desk, Eyes Partnerships for GIS 2025

Lucknow, 10 Sep, 2025: As part of its strategic foreign outreach, Invest UP has established a dedicated **Germany Desk** under its Country Desk initiative to foster targeted international partnerships. In a key milestone, the Desk held a virtual meeting with **Invest in Bavaria**—the official investment promotion agency of Bavaria, one of Germany's leading economic states.

The session was led by **Mr. Shashank Chaudhary, ACEO, Invest UP**, along with senior officials from Invest UP and the Country Desk. Representing Bavaria, Mr. John Kotwal and Mr. Srikant S. presented an overview of the region's dynamic investment ecosystem, which is home to over 130 Indian companies and ranks as the seventh-largest economy in the European Union.

The dialogue centered on building a collaborative framework in the lead-up to the Global Investors Summit 2025. Key sectors identified for partnership included Automotive & Mobility, Defence & Aerospace, Medical Technology, and Biotechnology.

Mr. Chaudhary highlighted Uttar Pradesh's progressive investment policies, particularly the FDI Policy offering a 75% upfront land subsidy—an unmatched incentive across India. He emphasized the importance of leveraging Indo-German ties through targeted business roundtable meetings, participation in German trade fairs, and structured outreach to position Uttar Pradesh as a preferred investment destination. German companies have been formally invited to join the Global Investors Summit 2025.

Both sides committed to sustained engagement through virtual interactions, delegation exchanges, and joint participation in global investment platforms. Invest UP will share tailored policy briefs, land bank data, and sector-specific opportunities with its Bavarian counterparts.
