

## **Invest UP Strengthens Strategic Engagement with Indian Embassy in Germany to Accelerate Foreign Direct Investment (FDI) Inflows**

**Lucknow, September 16, 2025:** In a concerted effort to enhance capital inflows, industrial linkages, and technology transfer, **Invest UP** the state's nodal investment promotion and facilitation agency convened a focused interaction through its Germany Desk, in collaboration with the **Embassy of India in Berlin**. The meeting was chaired by **Shri Shashank Chaudhary, Additional CEO, Invest UP** along with Germany Desk Officials.

**Mr. Deepak Singh Randhawa, Second Secretary** at the Indian Mission in Germany, reaffirmed the Mission's commitment to extending full support to Invest UP's upcoming investment roadshows and B2B engagement programs. He emphasized the importance of building synergies with German industry associations, chambers of commerce, and SME clusters to maximize outreach and catalyze trade and investment flows from Germany into Uttar Pradesh.

Highlighting the state's strong economic fundamentals, Mr. Chaudhary emphasized Uttar Pradesh's robust logistics ecosystem—featuring the highest number of expressways and international airports—alongside an investor-centric regulatory framework and competitive market advantages. He elaborated on the state's flagship **Uttar Pradesh Fortune Global, India-500 Investment Promotion Policy 2023, Global Capability Centres Policy and Electronics Manufacturing Policy** which offers globally benchmarked incentives. UP's FDI Policy offers up to 75% upfront land subsidy, capital expenditure support, and fiscal incentives, making it the most competitive FDI regime in India.

The dialogue also underscored the importance of Ease of Doing Business, the potential for industrial diversification, supply chain integration, and value addition across priority sectors such as Automotive & Mobility, Defense & Aerospace, MedTech, Biotechnology, Green Hydrogen and Renewable Energy. Mr. Chaudhary stressed the need to leverage Indo-German bilateral trade corridors through business roundtables, trade fair participation, and structured investment dialogues, thereby positioning Uttar Pradesh as a regional manufacturing hub within the global value chain.

Both sides agreed to institutionalize a framework for sustained economic diplomacy through virtual investor interactions, sectoral delegation exchanges, and co-branding initiatives at international investment platforms. Invest UP will provide the Embassy with sector-specific investment dossiers, GIS-based land bank details, and customized policy briefs to enable data-driven investor outreach in the German market.

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