

# Invest UP opens Germany desk, eyes global ties

TIMES NEWS NETWORK

**Lucknow:** 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.

ACEO, Invest UP, Shashank Chaudhary interacted with the German side represented by John Kotwal and Srikant S. 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 and mobility, defence and aerospace, medical technology, and biotechnology. Chaudhary highlighted UP's progressive investment policies, particularly FDI policy offering a 75% upfront land subsidy.