

Invest UP reaches out to German firms to boost investment

Lucknow: In a concerted effort to boost capital inflows, strengthen industrial linkages, and facilitate 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.

Highlighting the state's strong economic fundamentals, Additional CEO Shashank Chaudhary emphasised Uttar Pradesh's robust logistics ecosystem, featuring highest number of expressways and international airports in the country, alongside an investor-friendly regulatory framework and competitive market advantages.

Second secretary, Indian Mission in Ger-

many, Deepak Singh Randhawa, said that building synergies with German industry associations, chambers of commerce, and SME clusters was important to maximise outreach and catalyse trade and investment flows from Germany into Uttar Pradesh.

Both sides agreed to institutionalise 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 customised policy briefs to enable data-driven investor outreach in the German market. TNN