

Invest UP highlights UP's investor-friendly policies before global tech leaders

LUCKNOW : Invest UP on Friday hosted a high-impact Global Capability Centres (GCCs) conclave at the UPITS-2025 to highlight Uttar Pradesh as one of India's fastest-growing destinations for investment.

The event, held in collaboration with Dun & Bradstreet India, took place at a New Delhi hotel.

The event brought together global leaders from companies including Adobe, Capgemini, Circle K, Interra IT, Simpler IT, and Mercer India, along with senior policymakers, to discuss opportunities within the state's growing technology and innovation ecosystem. The summit included panel discussions on 'The Tech-Driven Engines of Reinvention', 'Empowering the Next Wave of GCCs', and 'Strategic Risk Management in GCCs'.

On the occasion, Invest UP CEO Vijay Kiran Anand emphasised the growing shift of GCCs toward Tier-2 and Tier-3 cities. He highlighted the state's extensive expressway network, expanding air connectivity and

dedicated freight corridors as enablers for cost-efficient operations and decentralisation.

During one-on-one meetings, several GCC participants expressed strong interest, attracted by the incentives under the UP GCC Policy and the state's robust talent pool, infrastructure, and proactive governance.

Invest UP engages 30 Russian firms

Invest UP on Friday engaged 30 Russian companies representing a wide spectrum of sectors to explore trade and investment opportunities, forge strategic partnerships, and deepen bilateral cooperation at the ongoing UPITS -2025 in Greater Noida.

The session was chaired by ACS Alok Kumar and co-chaired by Shashank Chaudhary, additional CEO, Invest UP.

Russian investors expressed keen interest in the state's expanding industrial base, proactive governance, and sector-specific incentives, said Invest UP.