

Invest UP's France desk, IFCCI discuss investments

Lucknow: In a high-priority virtual meeting with the Indo-French Chamber of Commerce and Industry (IFCCI), Invest UP's France Desk focused on expanding industrial linkages and attracting French investments in UP.

Head of Business Support Services at IFCCI, Guillaume Vigier, highlighted the potential of engaging over 850 French companies associated with Business France, an independent trade body, to catalyse investment flows into the state.

ACEO of Invest UP, Shashank Chaudhary, showcased UP's strong economic fundamentals that acted as a magnet for businesses.

Discussions emphasised the ease of doing business, industrial diversification, and opportunities across sectors. Both sides agreed to institutionalise economic diplomacy through virtual investor meets, sectoral exchanges, and co-branded outreach. Invest UP will share dossiers, and land bank data to engage with investors. TNN