

UP a global investor hub; 200+ firms in China+1 talks

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The UP government has launched an extensive campaign to position the state as a global investment hub, with a strong emphasis on attracting foreign capital. The state is implementing the China+1 strategy, engaging with over 200 international companies to date.

To turn these opportunities into reality, the government is collaborating closely with Indian embassies and various global institutions. As a result, investor confidence in Uttar Pradesh is steadily increasing, and the state



is rapidly emerging as a preferred destination for global investment.

Officials here on Wednesday said under this strategy, the focus is on companies from countries such as the United States, Japan, China, France, and Denmark. This includes more than 30 companies from the US, nearly 30 from Germany, 20 from Japan, 14 from China,

seven each from Switzerland and France, six from Denmark, and five from Spain—all of which are expressing interest in investing in the state, officials added. To streamline this process, the government plans to establish special country-specific teams and desks to convert these leads into concrete investments, with active support from Indian embassies abroad. As part of its investment promotion drive, the Uttar Pradesh government has already made significant progress. Taking an innovative approach to investor facilitation, the state has appointed account managers for 814 companies,

including Fortune 500 and India Next 500 firms. These cover diverse sectors, including shipping, telecom, petrochemicals, retail, insurance, and public sector banking. Prominent PSUs, such as Gujarat State Petronet and TN Newsprint, are also part of this mission. So far, 50 new MoUs have been signed through this initiative, while talks continue with 16 fresh leads and 282 potential investors. Several factors are driving foreign companies to invest in Uttar Pradesh. The most crucial is strong political leadership, with CM Yogi's decisive and stable governance inspiring confidence.