

US Delegation Visits Invest UP Pavilion, Explores Investment Opportunities in Uttar Pradesh

Greater Noida/Lucknow, September 25, 2025: Uttar Pradesh showcased its growing industrial strength and global appeal at the flagship **UP International Trade Show (UPITS)**, organized at the Greater Noida Expo Mart. The event brought together over **550 buyers from 80 countries** and **2,250 exhibitors from 75 districts**, presenting the state's industrial growth, revived traditional enterprises, cultural heritage, and social diversity. **Hon'ble Chief Minister Yogi Adityanath** welcomed Russia as the partner country and more than **532 foreign buyers**, underscoring UPITS as a step toward building a **"New UP of New India"** and a **"Viksit UP of Viksit Bharat."**

Hon'ble Industrial Development Minister, Shri Nand Gopal Gupta 'Nandi' visited the Invest UP Pavilion, where he met investors and highlighted Uttar Pradesh's conducive environment, robust incentives, and investor-friendly policies ensuring safe and profitable investments.

Invest UP CEO, Shri Vijay Kiran Anand and **Additional CEO, Shri Shashank Chaudhry** held a focused meeting with the **U.S. delegation**, presenting the state's progressive policies, reforms, and customized facilitation measures. Discussions centered on opportunities in tourism, hospitality, industrial growth, renewable energy, wellness, and infrastructure. Special focus was placed on **Ayodhya, Varanasi, and the Buddhist Circuit** as high-potential hubs. The delegation was also briefed on the transformative impact of the upcoming **Noida International Airport**.

At the grand inauguration attended by **Hon'ble Prime Minister, Shri Narendra Modi**, Hon'ble CM welcomed the PM's first visit post the next-gen GST rollout in UP, calling it a "Diwali gift." He emphasized UP's strengths in apparel, textiles, leather, handicrafts, and carpets, noting GST reforms have boosted markets and empowered **ODOP entrepreneurs**.

Highlighting schemes like **Startup India, CM Yuva Udyami, and Vishwakarma Yojana**, Hon'ble CM reaffirmed support for **96 lakh MSMEs**, 60 GI-tagged sectors, and UP's rise as a global hub for IT and semiconductors—poised to be the growth engine of **Viksit Bharat**.
