

UP ramps up Japan outreach to boost investor confidence

TIMES NEWS NETWORK

Lucknow: A delegation from Invest UP, led by additional chief executive officer Shashank Chaudhary, held a strategic meeting with R Madhu Sudan, deputy chief of mission at the Indian embassy in Japan. The discussion focused on strengthening Japanese investor confidence and accelerating sector-specific collaborations.

During the interaction, Chaudhary detailed the ongoing outreach of the Japan desk of Invest UP, which engaged closely with key Japanese govt and industry bodies. These include the Yamanashi Prefectural Govt, JETRO (Japan external trade organisation), ICCJ (Indian Commerce and Culture in Japan/Indo-Japanese chambers) and KPIA (Kansai Pharmaceutical Industry Association), among others. Officials said the coordinated efforts aimed at deepening industrial partnerships and facilitating investment across emerging sectors in UP.

Invest UP briefed the embassy on rising interest from Japanese companies in areas such as automobile and OEM manufacturing, electronics system design and manufacturing, renewable energy, green



Additional chief executive officer Shashank Chaudhary with R Madhu Sudan (R), deputy chief of mission at the Indian embassy in Japan

hydrogen, IT and ITeS—including Global Capability Centres—and pharmaceuticals. Chaudhary also updated the embassy on the progress of the proposed 'Japanese City' project in the YEIDA region. Envisioned as a 500-acre dedicated industrial and residential zone, the project aims to provide world-class infrastructure and single-window services for Japanese investors.

Deputy chief of mission, R Madhu Sudan offered strategic guidance on strengthening ties with Japanese stakeholders. He stressed the importance of consistent follow-ups and seamless facilitation to maintain momentum in investment promotion.

He lauded Invest UP's proactive approach and expressed confidence that the initiatives would help fast-track Japanese investments in UP.