

# INVEST U.P. SEEKS JAPANESE INVESTMENTS IN STATE

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**LUCKNOW:** In a bid to strengthen economic cooperation with Japan, the 'Japan Desk' of Invest UP on Monday held a strategic meeting with the deputy chief of mission of the Embassy of India in Japan to invite Japanese entrepreneurs to invest in Uttar Pradesh.

Invest UP additional CEO Shashank Chaudhary, who led the delegation, interacted with R. Madhu Sudan, the deputy chief of mission.

During the interaction, Chaudhary outlined the ongoing outreach initiatives being undertaken to enhance investor confidence and position Uttar Pradesh as a preferred destination for Japanese industries.

He highlighted the dedicated Japan Desk's active collaboration with key Japanese institutions, including the Yamanashi Prefectural Government, JETRO (Japan External Trade Organization), ICCJ (Indian Commerce and Culture in Japan / Indo-Japanese Chambers), KPIA (Kansai Pharmaceutical Industry Associations) and others.

The additional CEO spoke about the growing interest of Japanese companies in sectors such as automobile and OEM manufacturing, electronics system design and manufacturing, renewable energy, green hydrogen, IT & ITeS and pharmaceuticals.

He also shared progress on the proposed 'Japanese City' in the Yamuna Expressway Industrial Development Authority (YEIDA) region.

It is envisioned as a dedicated 500-acre industrial and residential hub offering world-class infrastructure and seamless services exclusively for Japanese investors.

During the meeting, Madhu Sudan appreciated the efforts of Invest UP and shared strategic guidance for enhancing engagements with Japanese stakeholders.

He emphasised the importance of consistent follow-ups and sustained facilitation to maintain momentum in investment promotion.