

*(Press Release- Invest UP (Infrastructure & Industrial Dev. Dept., U.P.)*

## **CM Yogi Adityanath visits Invest UP pavilion at Gorakhpur Trade Show**

### **Invest UP stall emerges as the centre of attraction on GIDA Foundation Day**

**Gorakhpur, November 29:** The Invest UP pavilion emerged as the biggest highlight of the Gorakhpur Trade Show organised on the 36th Foundation Day of the Gorakhpur Industrial Development Authority (GIDA). Hon'ble Chief Minister Yogi Adityanath visited the stall and reviewed the display.

He was accompanied by Hon'ble Gorakhpur MP Shri Ravi Kishan Shukla, Hon'ble MSME Minister Shri Rakesh Sachan and Hon'ble Industrial Development Minister Shri Nand Gopal Gupta 'Nandi.'

Invest UP officials briefed the Chief Minister on state's 'Top Achiever' status in BRAP, the role of Udyami Mitras in investor facilitation, and the upcoming features of Nivesh Mitra 3.0.

Spread across 150 square metres, the Invest UP pavilion was the largest installation at the event and became the focal point for policymakers, investors, industrialists and youth. The dignitaries were briefed on the State's expanding investment ecosystem and ongoing reforms aimed at accelerating industrial growth under the leadership of Chief Minister Yogi Adityanath.

The pavilion showcased Uttar Pradesh's strengthening industrial landscape through detailed displays on major policy frameworks. The Uttar Pradesh Industrial Investment & Employment Promotion Policy 2022 was prominently featured, highlighting incentives such as capital subsidies, SGST reimbursement, land aggregation support and export promotion boosters. The UP Semiconductor Policy 2024 attracted strong interest with benefits including interest subsidies, land support, electricity duty exemption and R&D reimbursements, reflecting the State's push to become a semiconductor manufacturing hub.

A special section presented Uttar Pradesh as a "Gateway to Global Capability Centres (GCCs)", with a visual map of GCC growth hotspots. Noida was showcased as the Global GCC Hub, while Lucknow was positioned as an emerging mid-tier centre. Meerut, Agra, Kanpur, Varanasi, Gorakhpur and Prayagraj were highlighted as satellite and outsourcing destinations. QR-enabled panels enabled visitors to access GCC policy and opportunities instantly.

The pavilion also displayed sector-wise information on key sunrise industries such as defence & aerospace, logistics, renewable energy, startups, IT & ITeS, electric vehicles, handloom & textiles, agro & allied sectors, pharmaceuticals, education & skill development and electronic manufacturing—underscoring the wide range of investment opportunities across the State.

Throughout the day, entrepreneurs, investors and visitors engaged with Invest UP officials to explore sectoral opportunities, policy benefits and project prospects. Visitors also sought information about the Nivesh Mitra single-window system.