Invest UP Strengthens Engagements with Japanese Stakeholders to Boost Investments in UP

In a significant step toward deepening economic cooperation with Japan, the Japan Desk of Invest UP, led by Additional Chief Executive Officer, Shri Shashank Chaudhary, held a strategic meeting with Shri R. Madhu Sudan, Deputy Chief of Mission, Embassy of India in Japan.

During the interaction, ACEO 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 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, aimed at strengthening bilateral industrial partnerships and facilitating investor requirements across emerging sectors.

The ACEO briefed the Embassy on the growing interest from Japanese companies in sectors such as Automobile and OEM Manufacturing, Electronics System Design and Manufacturing, Renewable Energy, Green Hydrogen, IT & ITeS, including Global Capability Centres and Pharmaceuticals. He also shared progress on the proposed 'Japanese City' in the Yamuna Expressway Industrial Development Authority (YEIDA) region, envisioned as a dedicated 500-acre industrial and residential hub offering world-class infrastructure and seamless services exclusively for Japanese investors.

Shri R. Madhu Sudan appreciated the structured 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.

The Deputy Chief of Mission lauded Invest UP's proactive approach and expressed confidence that these initiatives would significantly accelerate Japanese investments in Uttar Pradesh while further strengthening India-Japan economic relations.