

Invest UP Positions Uttar Pradesh as a High-Impact Investment Hub at IIA Expo

Invest UP Leads the Investment Dialogue at IIA Tourism and Hospitality Expo

Varanasi, 18 Dec, 2025: Invest UP marked a strong and impactful presence at the IIA International Tourism and Hospitality Expo held at Hotel Taj Ganges, Varanasi, from 18-19 December, 2025. The two-day expo brought together policymakers, industry leaders, investors and stakeholders from across the country, with the Invest UP stall emerging as a key centre for dialogue on investment opportunities, policy support and Uttar Pradesh's rapidly evolving business ecosystem. Senior officials and institutional representatives visited the stall and interacted with the Invest UP team to gain insights into the state's investment-led growth journey.

The expo featured an address by Hon'ble State Minister, Shri Ravindra Kumar Jaiswal, who highlighted the state government's sustained efforts to empower youth and promote entrepreneurship. He lauded the leadership of Hon'ble Prime Minister Shri Narendra Modi and Hon'ble Chief Minister Yogi Adityanath, for steering India's growth trajectory and described traders and entrepreneurs as the nation's economic freedom fighters. He welcomed visitors to explore the cultural richness, scenic beauty and spiritual heritage of Kashi and Uttar Pradesh, while outlining the transformative developments undertaken since 2017.

Another key highlight of the expo was the address by Shri Manoj Kumar Singh, CEO, State Transformation Commission, who outlined the Commission's commitment to Uttar Pradesh's holistic development. He emphasised the growing role of technology in governance and faster problem

resolution through sector-focused approaches. Highlighting Uttar Pradesh's leadership in tourism, he noted that the state ranks first in domestic tourist footfall and discussed how tourism can further drive investment and employment. Sharing insights on increasing foreign tourist arrivals, he also highlighted emerging opportunities in eco-tourism, wellness tourism, repeat tourism destinations and medical tourism.

Invest UP team addressed a dedicated session at the expo. The team highlighted how, under the guidance of Hon'ble Chief Minister Yogi Adityanath, Invest UP is continuously working to attract investments, promote exports and facilitate business establishment across sectors. The address covered key enablers such as infrastructure development, Noida International Airport, industrial corridors, rising FDI inflows. Detailed sector-specific and incentive-based policies, along with digital platforms like upcoming Nivesh Mitra 3.0 and Nivesh Sarathi, ease of doing business reforms, deregulation and decriminalization initiatives, global country desks and sectoral desks were also highlighted during the session.

During the expo senior officials from various department of UP, including Shri Manoj Kumar Singh visited the Invest UP stall. Appreciating the impactful work being done by Invest UP, he encouraged the team to continue driving innovation, collaboration and investor outreach, reinforcing the shared vision of building a strong, inclusive and growth-oriented Uttar Pradesh.

In another event, the Invest UP team participated in the International Mobility Conclave 2025, held at Hotel Hilton, Varanasi, on 18 December, reinforcing Uttar Pradesh's commitment to investment-led and employment-driven growth. During the conclave, the team welcomed the Hon'ble Minister of Labour &

Employment and Coordination Department, Shri Anil Rajbhar and engaged in a meaningful interaction on the State's evolving economic journey. The Hon'ble Minister was briefed on Invest UP's strategic initiatives to attract domestic and global investments, accelerate industrial expansion and generate large-scale employment opportunities across sectors. The discussion also underscored focused efforts on talent development, skilling and workforce readiness, aligning with Uttar Pradesh's vision of inclusive, sustainable and future-ready growth.