

**Invest UP Drives Global Investment Conversations on Day Two of IIA**

**Expo**

**Invest UP Strengthens International Connect at IIA Tourism & Hospitality**

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**Varanasi, 19 December 2025:** Day Two of the IIA International Tourism and Hospitality Expo at Hotel Taj Ganges, Varanasi, witnessed high-energy engagement and meaningful interactions, with the Invest UP stall continuing to draw strong interest from domestic and international stakeholders. Investors, industry representatives, foreign delegates and policymakers visited the stall to explore Uttar Pradesh's evolving investment ecosystem, seek information on sectoral opportunities and engage in detailed discussions with the Invest UP team on policy support, facilitation mechanisms and collaboration avenues.

A key highlight of the day was a dedicated interactive session with foreign delegates, reinforcing Uttar Pradesh's growing global outreach. The session saw participation from Mr. Jiro Kodera, Economic Counsellor - Japan; H.E. Mr. Dharamkumar Seeraj, High Commissioner - Guyana; Mr. Khathutshelo Thagwana, First Secretary - South Africa; Mr. Christian Didier Yiodoua Zingue Ouattara, Minister Counsellor - Burkina Faso; Mr. Anuruddha Kshatriya, GM - Investment Promotion, Invest UP; along with dignitaries from IIA and senior government officials. Discussions focused on strengthening bilateral cooperation, joint ventures and long-term partnerships across sectors including food processing, agriculture, energy, infrastructure, STEM, healthcare, sports and tourism.

During the session, Mr. Anuruddha Kshatriya highlighted Invest UP's role as a knowledge partner and facilitator, outlining the state's progressive policy framework and robust MSME ecosystem. He shared insights on potential joint venture opportunities, particularly with Japanese companies, noting that JETRO has prepared a structured list of firms interested in collaboration. He invited continued dialogue, institutional engagement with partner countries and MoU Signing, aligning such collaborations with the Viksit Uttar Pradesh 2047 vision. The session concluded with an interactive question-and-answer segment, where participant queries were addressed in detail, reflecting strong interest in structured international cooperation.

Throughout the day, foreign delegates visiting the Invest UP stall expressed keen interest in Uttar Pradesh's development trajectory and investment readiness, while also highlighting infrastructure strengths and upcoming projects in their respective countries. Invitations were extended for reciprocal visits to deepen engagement and explore collaboration opportunities. Invest UP proposed exploring joint ventures and Memorandums of Understanding to facilitate structured B2B engagements with Japan, South Africa and Guyana, further strengthening international business linkages.

During the IIA Expo, the Indian Industries Association (IIA) felicitated Invest UP in recognition of its active and impactful participation in the event and its continued efforts towards strengthening Uttar Pradesh's industrial and investment ecosystem.