

Biz boost: UP to host 200 CEOs from Japan

Pre-Visit Meeting Held In Lucknow

TIMES NEWS NETWORK

Lucknow: The UP govt will host more than 200 CEOs from Japan and Yamanashi Prefecture from Aug 19-23 as part of a major investment outreach aimed at translating chief minister Yogi Adityanath's recent Japan visit into business partnerships.

Ahead of the visit, a 12-member delegation from Yamanashi Prefecture, led by adviser Narendra Upadhyay, met officials at Invest UP in Lucknow on Wednesday to finalise the itinerary and engagement plan.

The meeting was chaired by infrastructure and industrial development commissioner Deepak Kumar and attended by Invest UP CEO Vijay Kiran Anand and additional CEO Shashank Chaudhary.



Industrial development commissioner Deepak Kumar with head of the Japanese delegation Katsuya Hada

The visiting CEOs are expected to hold a series of govt-to-business (G2B) and business-to-business (B2B) meetings with senior state officials and industry representatives.

Discussions will focus on investment opportunities in manufacturing, green hydrogen, renewable energy, automobiles, food processing, global capability centres (GCCs), skill development and manpower exchange.

Officials said the visit is expected to result in fresh memorandums of under-

standing, letters of comfort and land allotments for proposed investment projects in the state.

The Japanese delegation also met tourism and culture minister Jaiveer Singh to discuss expanding cooperation in tourism and cultural exchanges.

Talks covered tourism infrastructure, connectivity, heritage conservation and investment opportunities in the hospitality and wellness sectors as UP seeks to deepen its economic and cultural ties with Japan.