

Uttar Pradesh-Germany Gateway to Take Up to 20 MSMEs and Startups to European Markets

UP-Germany Partnership Targets Global Opportunities in MSMEs, Startups, Investment and Technology

Lucknow, Sept 2: Uttar Pradesh on Tuesday moved to turn its Frankfurt partnership with Germany into a concrete global growth platform, launching a structured Indo-German Gateway to prepare up to 20 MSMEs and startups for entry into German and wider European markets. The initiative is expected to strengthen exports, investment, technology partnerships and supply-chain integration while positioning Uttar Pradesh as an increasingly competitive destination for global business.

A high-level German delegation comprising representatives of the German Indian Business Alliance (GIBA) and Innovation Hub RheinMain visited Lucknow to advance the implementation of the Memorandum of Understanding exchanged between Invest UP and GIBA in Frankfurt on February 23, 2026, in the presence of Deputy Chief Minister Shri Keshav Prasad Maurya.

The delegation reviewed progress under the Frankfurt MoU and explored its implementation across MSMEs, startups, innovation, manufacturing, IT and electronics, civil aviation and other emerging sectors.

The delegation comprised Raunheim Mayor David Rendel, Innovation Hub RheinMain CEO Stephan Wittekind, GIBA CEO Nirmal Raman Kannaiyan and GIBA Chairman Selvakumar Periasamy. The programme was discussed at Invest UP in the presence of Principal Secretary, MSME and Export Promotion, Shri Shashi Lal Bhushan, and Commissioner and Director of Industries, Shri K. V. Pandian.

Uttar Pradesh and the German Indian Business Alliance (GIBA) signed MoUs with the Directorate of Industries and Enterprise Promotion to expand global market access for MSMEs. The Indo-German Gateway Programme establishes a structured framework to help export-ready enterprises build a credible presence in Germany and Europe. An upcoming Indo-German MSME and Export Facilitation Desk will guide local units on investment, technology collaboration, and business opportunities. The partnership also supports modernising the Ghaziabad Common Facility Centre with German precision-engineering expertise. Joint workshops will cover EU trade rules, import standards, export documentation, and sustainability, aligning with state initiatives such as ODOP, MSME Policy 2022, and Market Development Assistance, while maximising opportunities from the proposed India-EU Free Trade Agreement.

Principal Secretary, MSME and Export Promotion, Shri Shashi Lal Bhushan, said 2026 was a landmark year, marking 75 years of India-Germany diplomatic relations and 25 years of their Strategic Partnership. Germany remains India's leading trading partner within the European Union, while more than 2,000 German companies operate in India, creating significant opportunities for enterprises from Uttar Pradesh.

“This MoU must now translate into practical business outcomes. Our focus is to prepare capable MSMEs and startups for international markets and build long-term commercial partnerships,” Shri Lal Bhushan said.

Under the proposed Indo-German GIFT Programme, a pilot cohort of 12 to 20 carefully selected enterprises will follow a structured 12-month pathway covering enterprise assessment, pre-entry preparation, German market validation, market establishment and post-entry support. Enterprises will be selected on the basis of export readiness, potential in European markets, financial capacity, management commitment and regulatory preparedness.

Mayor David Rendel stressed the importance of a clear institutional framework, with Innovation Hub RheinMain serving as the German landing platform, GIBA coordinating industry engagement and Invest UP providing government facilitation and investor support.

The German delegation also met Deputy Chief Minister Shri Keshav Prasad Maurya, who called for bilateral partnerships to translate into concrete projects, investments and measurable business outcomes. He highlighted Uttar Pradesh's extensive industrial land bank, more than 36 sectoral policies and investor-friendly ecosystem, and urged deeper engagement by German companies across priority sectors.

During its meeting with IT & Electronics Minister Shri Sunil Kumar Sharma, the German delegation explored opportunities in technology and manufacturing. The Minister highlighted Uttar Pradesh's rapid startup growth—from two incubators in 2017 to over 24,000 today—alongside expansion in electronics, medical devices, pharmaceuticals, and advanced manufacturing.

MSME Minister Shri Bhupendra Chaudhary highlighted the state's improving logistics network, investor incentives and the MSME Policy 2022. He assured the delegation of full government support through planned MSME parks and plotted factory infrastructure, along with transparent land allotment mechanisms through the GeM portal.

A separate meeting was held with Shri Nikhil Tikaram Funde, Special Secretary in the Chief Minister's Office and Director, Civil Aviation, where the German delegation engaged at Invest UP to explore aviation opportunities, future technology collaborations, and industry partnerships.
