

UP pitches Korea City, semiconductor opportunities to South Korean investors

TIMES NEWS NETWORK

Lucknow: Uttar Pradesh on Tuesday pitched investment opportunities in semiconductors, electronics, automotive components and advanced manufacturing to a South Korean business delegation, highlighting its industrial policies, land availability and a proposed Korea City project to draw new investments.

Invest UP hosted South Korea-Uttar Pradesh Industry Roundtable in Greater Noida with participation from 18 companies. The visiting delegation is led by Seung-Ho Lee, chairperson of Korea World Class Enterprise Association (KWCEA) and Unitech Company Limited. The group is in the state from Oct 12 to 15 to evaluate investment prospects and assess the industrial ecosystem across key manufacturing clusters.

KWCEA represents over 400 Korean companies under South Korea's gov-



A South Korea delegation in Greater Noida

backed World Class Enterprise Programme. At the roundtable, Uttar Pradesh officials presented the state's electronics policy, foreign direct investment policy and industrial land bank, outlining site options and facilitation support for incoming firms. Yamuna Expressway Industrial Development Authority (YEIDA) also detailed the proposed Korea City project, positioning it as a dedicated platform to support Korean manufacturers and technology companies.

South Korean participants included

HANA Micron, Dongjin Semichem, Shilla Industrial and Unitech, spanning semiconductors, electronic materials, specialty chemicals, automotive components and mobility-related businesses. The state additionally highlighted its FDI and investment promotion framework for Fortune Global 500 and Fortune India 500 companies, and Uttar Pradesh Global Capability Centre Policy 2024, aimed at attracting global business operations alongside manufacturing.

The delegation is scheduled to visit HCLTech, Tata Consultancy Services, Samvardhana Motherson, Deki Electronics and Bharat Electronics Limited in Noida and Ghaziabad to review manufacturing capacities, technology capabilities and industrial infrastructure.

The roundtable was chaired by Jasjit Kaur, managing director of UP Electronics Corporation Limited, with Invest UP additional CEO Gazal Bhardwaj.