

From MoUs to Factories : UP & Japan Enter a New "CO-CREATION" ERA

AUGUST 18, 2026 | NEW DELHI

The UP-Japan Investment Meet 2026 brought together over 200 Japanese business leaders, CEOs, industry representatives, and policymakers for a multi-city program focused on strengthening investment, industrial, and technology partnerships between Uttar Pradesh and Japan.

Led by Hon'ble Governor of Yamanashi Prefecture, Japan, Shri Kotaro Nagasaki, the delegation arrived in New Delhi on August 18 and was received by Hon'ble Minister of Finance & Parliamentary Affairs, Government of Uttar Pradesh, Shri Suresh Khanna, and ACEO, Invest UP, Smt. Prema Sharma.

The Hon'ble Governor was subsequently welcomed at Hotel Taj Palace by Hon'ble Minister of State for Industrial Development and Parliamentary Affairs, Shri Jaswant Singh Saini, and Additional Chief Secretary, Industrial Development Department, Uttar Pradesh, Shri Alok Kumar. The program featured high-level government and industry engagements, investment discussions, project groundbreaking ceremonies, business networking, technology and skill development initiatives, and cultural exchanges across **New Delhi, Lucknow, Agra, Greater Noida, and Varanasi**.



AI BHASHINI INTEGRATION

Invest UP deployed GoI's AI-driven Bhashini platform. Through 'Shrutlekh', real-time speech-to-text instantly translated Hon'ble Chief Minister Yogi Adityanath's Hindi address into Japanese for delegates.

HIGH-LEVEL GOVERNMENT & INDUSTRY ENGAGEMENT

AUGUST 19, 2026 | NEW DELHI

The formal engagement brought together 200+ Japanese delegates, including CEOs, business leaders, and industry representatives, for discussions on investment and industrial collaboration in Uttar Pradesh.

Hon'ble Minister of Commerce & Industry, Government of India, Shri Piyush Goyal, and Hon'ble Chief Minister of Uttar Pradesh, Yogi Adityanath, welcomed Hon'ble Governor of Yamanashi Prefecture, Japan, Shri Kotaro Nagasaki, and the 200+ visiting delegation.

The Hon'ble Minister of Finance & Parliamentary Affairs, Government of Uttar Pradesh, Shri Suresh Khanna, highlighted opportunities across green hydrogen, automotive, technology, innovation, and healthcare, while emphasising the state's

infrastructure, connectivity, skilled workforce, law-and-order environment, and investor-friendly policies.

The Hon'ble Minister of Agriculture & Farmers Welfare, Government of India, Shri Shivraj Singh Chouhan, described Japan as a long-term development partner for Uttar Pradesh and called for greater cooperation in technology, manufacturing, and agriculture.

Hon'ble Minister of Electronics and Information Technology, Government of India,



Shri Ashwini Vaishnaw, highlighted opportunities for Japanese companies in railways, defence, electronics, semiconductors, and agriculture, identifying infrastructure, manufacturing, innovation, and ease of doing business as key pillars of growth.

ONE-TO-ONE INVESTMENT DISCUSSIONS

Hon'ble Chief Minister of Uttar Pradesh, Yogi Adityanath, held focused discussions with leading Japanese companies, including DENSO, Escorts Kubota, L&T Semiconductors, Motherson, Spark Minda, and Lohum, exploring opportunities in skill development, supply chains, R&D, innovation, and advanced technologies, along with new investments and business expansion.



Emphasising Japan's evolving role in Uttar Pradesh, the Hon'ble Chief Minister stated, **"Japan is no longer merely an investor in Uttar Pradesh but a co-creator,"** and **"UP plus Japan means a global manufacturing powerhouse."**



STRENGTHENING REGIONAL TIES THROUGH INVESTMENT & CULTURAL EXCHANGE

INDUSTRIAL & TOURISM ENGAGEMENT

AUGUST 20–21, 2026 | AGRA

A 240-member delegation from Yamanashi Prefecture, Japan, led by Hon'ble Governor of Yamanashi Prefecture, Japan, Shri Kotaro Nagasaki and Hon'ble Deputy Governor, Japan, Shri Junichi Ishidera, visited Agra to explore the city's economic and cultural ecosystem. The delegation also visited the **Taj Mahal**, offering an opportunity to experience Uttar



Pradesh's iconic World Heritage asset and highlighting the state's strong tourism and cultural potential.



THE BUDDHIST THREAD

DEEPENING BONDS THROUGH SHARED HERITAGE

Beyond commerce, the summit leaned on the civilizational kinship between UP and Japan. The Japanese delegation visited Buddhist heritage sites in Sarnath and Namohat in Varanasi. **"Economic investments build the physical framework of growth, but cultural ties form its soul,"** Hon'ble Chief Minister, Yogi Adityanath, observed, pointing to Lord Buddha's message of peace and harmony as a shared foundation for tourism, culture, and economic collaboration between UP and Japanese prefectures.



U.P.–JAPAN MOUs & TARGETS

INITIATIVE / PROJECT	KEY PARTICIPANTS / LOCATION	OUTCOME & TARGET IMPACT
Escorts Kubota Manufacturing Plant	YEIDA Sector 10 (200 acres)	₹2,029 crore investment; 3,800+ jobs
Minda Corp. Auto-component Hubs	YEIDA Sectors 10 and 24	₹1,166 crore investment; 6,440+ jobs
Integrated 500-acre Proposed "Japan City"	"YEIDA, near Jewar Airport	Dedicated OEM and supplier plug-and-play hub
Yamanashi MSME Investment Fund	Yamanashi Government / Invest UP	₹600 crore dedicated capital for Japanese MSMEs
Green Hydrogen CoE and pilot hub	IIT Kanpur, IIT BHU, Yamanashi Hydro Company	Joint R&D and zero-emission tech commercialisation
Fast-track facilitation cell	Invest UP HQ, Lucknow	Dedicated 'Yamanashi Desk' and 90-day review cycle

JAPAN–INDIA BUSINESS NETWORKING EVENT

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Held at Indira Gandhi Pratishthan in partnership with Yamanashi Prefecture, focusing on food processing, value addition, and international market access. The Hon'ble Deputy Chief Minister, Uttar Pradesh, Shri Keshav Prasad Maurya, highlighted UP's goal of becoming a global food-processing hub via Japanese technology.



WOMEN'S POWER LINE YOUTH CONNECT

The Hon'ble minister for Women Welfare, Child Development & Nutrition, Uttar Pradesh, Smt Baby Rani Maurya, hosted Chikako Nagasaki, spouse of the Hon'ble Governor of Yamanashi Prefecture, at the **Women Power Line 1090 Centre**. The visit showcased Uttar Pradesh's 24x7 technology-driven grievance redressal, emergency response network, and integrated counselling system dedicated to women's safety.



Hon'ble Chief Minister, Uttar Pradesh, Yogi Adityanath, interacted with visiting Japanese students, focusing on cultural exchange, educational collaboration, and youth connection. Students of **Atal Awasiya Vidyalaya** also warmly welcomed the young Japanese delegates, strengthening people-to-people ties between Uttar Pradesh and Japan.

VARANASI

On arrival in Varanasi, the delegation was received with a traditional ceremonial welcome at Hotel Taj Ganges, including tilak, Banarasi stoles, and floral greetings.

Shri Kotaro Nagasaki,
Hon'ble Governor of Yamanashi
Prefecture, Japan



💡 Uttar Pradesh's transformation under Chief Minister Yogi Adityanath is remarkable. The speed of infrastructure development and proactive policy support make UP the most attractive destination for Japanese MSMEs and industrial leaders. Our Rs. 600 crore fund is a concrete commitment to build long-term, sustainable economic roots in this state. 💡

POLICY & INNOVATION

DRIVING UP'S GROWTH

UP Cabinet Approves Startup Policy 2026 & Uttar Pradesh Startup Mission

The Uttar Pradesh Cabinet of Ministers, chaired by **Hon'ble Chief Minister Yogi Adityanath**, approved the **Uttar Pradesh Startup Policy 2026** and the establishment of the **Uttar Pradesh Startup Mission** to strengthen the state's innovation and entrepreneurship ecosystem.



The policy introduces a **₹1,000 crore Startup Fund**, a **₹400 crore Startup corpus fund**, seed funding of up to **₹15 lakh**, prototype assistance of up to **₹10 lakh**, matching grants of up to **₹5 crore**, and dedicated incentives for **deep-tech startups and R&D**. It also provides

enhanced support for incubators and Centres of Excellence.

The **Uttar Pradesh Startup Mission** will serve as the state's nodal implementation agency, overseeing grants and incentives, incubator and Centre of Excellence coordination, the state

JULY 7, 2026 | LUCKNOW

startup portal, and ecosystem performance. **Hon'ble Minister of State for Information Technology and Electronics, Uttar Pradesh, Shri Sunil Kumar Sharma**, highlighted the enhanced financial support available to startups under the new policy.



Two U-Hubs to Build Uttar Pradesh's Deep-Tech Ecosystem

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Uttar Pradesh is establishing **two U-Hubs in Lucknow and Noida** to position the state as a major destination for deep-tech innovation and technology-led entrepreneurship.

Approved with an initial allocation of **₹100 crore for 2026-27**, the initiative will bring together **startups, research institutions, industry, investors, and policymakers**, with capabilities spanning **artificial intelligence, quantum computing, semiconductors, robotics, and advanced biotechnology**.

The **Noida U-Hub** will focus on **quantum and advanced**

computing, semiconductor design and OSAT, physical AI, robotics, defence technology, and advanced biotechnology, while the **Lucknow U-Hub** will focus on **Applied AI for GovTech, industrial and healthcare applications, AI-enabled diagnostics, and agribiotechnology**.

Shri Alok Kumar, Principal Secretary, IT & Electronics, Uttar Pradesh, stated that U-Hub is being designed as an ecosystem connecting **research, entrepreneurship, investment, and industry**, helping technologies move from prototyping to commercialisation and scale.

UTTAR PRADESH DATA CENTRE POLICY 2026

₹2 Lakh Crore Investment Target

JULY 8, 2026 | NEW DELHI

The Uttar Pradesh Cabinet approved the **Uttar Pradesh Data Centre Policy 2026**, replacing the earlier 2021 policy with a sharper focus on **AI-ready digital infrastructure, GPU-based infrastructure, energy efficiency, and sustainable operations**.

The policy targets **over ₹2 lakh crore in investment**, an additional **2 GW of data center capacity**, and around **50,000 employment opportunities**. It also provides additional incentives for **Tier/Rating-3 and Tier/Rating-4 Data Centers, AI Compute Booster, Green and Sustainable Operations**, and investments in

Bundelkhand and Poorvanchal.

The policy also allows customized incentive packages on a case-to-case basis for mega projects exceeding **500 MW**, depending on their strategic importance, investment size, and employment potential. Under the previous policy, projects worth around **₹21,343 crore**, with a combined capacity of **644 MW**, had already been approved across six data center parks and two standalone units, with seven projects operational.



CONNECTIVITY, INFRASTRUCTURE & EASE OF DOING BUSINESS

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Uttar Pradesh Fast-Tracks ₹15,400 Crore Expressway Expansion

The Government of Uttar Pradesh has allocated ₹15,400 crore in the Supplementary Budget 2026-27 to accelerate the development and expansion of key expressway projects across the state, with substantial allocations earmarked for land acquisition.

A major allocation of ₹6,500 crore has been made for land acquisition for the proposed Vindhya Expressway, which will connect the Ganga Expressway with Sonbhadra through Prayagraj, Mirzapur, Varanasi and Chandauli, strengthening

connectivity across eastern and southern Uttar Pradesh.

Another ₹5,700 crore has been earmarked for land acquisition for the extension of the Meerut-Prayagraj Ganga Expressway. The existing six-lane Ganga Expressway connects 12 districts, including Meerut, Hapur, Bulandshahar, Amroha, Sambhal, Badaun, Shahjahanpur, Hardoi, Unnao, Raebareli, Pratapgarh and Prayagraj.

In addition, ₹250 crore has been allocated for the proposed Noida International Airport-Ganga Expressway



Greenfield Expressway, further strengthening the state's

integrated high-speed road network.

LUCKNOW-KANPUR EXPRESSWAY Strengthens Connectivity & Logistics

JULY 14, 2026 | LUCKNOW



The 63-km, six-lane Lucknow-Kanpur Expressway, the state's longest elevated expressway, was inaugurated by Hon'ble Defence Minister of India, Shri Rajnath Singh, Hon'ble Union Minister for Road Transport and Highways, Shri Nitin Gadkari, Hon'ble Chief Minister of Uttar Pradesh, Yogi Adityanath, and Hon'ble Deputy Chief Minister of Uttar Pradesh, Shri Brajesh Pathak.

The expressway features

nearly 100+ AI-enabled surveillance cameras, AI-based speed enforcement, emergency call boxes every two kilometres, and two integrated 24x7 control rooms. Designed for speeds of up to 120 kmph, it is expected to reduce travel time between Lucknow and Kanpur to 35-45 minutes, giving new momentum to connectivity, logistics, and regional economic development.

Compliance Reduction & Deregulation 2.0 Strengthens Ease of Doing Business

JULY 17, 2026 | LUCKNOW



A high-level meeting on Compliance Reduction & Deregulation 2.0 was held at Invest UP under the chairmanship of Secretary, Ministry of Micro, Small and Medium Enterprises, Government of India, Shri Bharat Harbanslal Khara, in the presence of Additional Secretary, Cabinet Secretariat, Government of India, Shri Rahul Sharma, along with senior officials from the Ministry of MSME, DPIIT, NITI Aayog, Invest UP, and leading industry associations.

The meeting brought together senior officials from the Ministry of MSME, DPIIT, NITI Aayog, Invest UP and leading industry associations to review progress on priority reforms identified under the Government of India's Task Force on Compliance Reduction & Deregulation 2.0.

Deliberations focused on

simplifying regulations, reducing compliance burden and strengthening Ease of Doing Business in Uttar Pradesh. Key areas included fire safety, electricity distribution, land acquisition, building and construction, utilities, digitisation and streamlined industrial land use.

The meeting reaffirmed Uttar Pradesh's commitment to building a transparent, investor-friendly and business-ready ecosystem that supports industrial growth and strengthens the state's position as a preferred investment destination.

GLOBAL BUSINESS & INDUSTRIAL GROWTH

UP International Trade Show 2026 to Give MSMEs ₹25,000 Crore Business Push

JULY 4, 2026 | LUCKNOW

The 4th Uttar Pradesh International Trade Show (UPITS) 2026, scheduled for September 25–29 in Greater Noida, is set to provide a global business and marketing platform for nearly 9.6 million MSMEs across Uttar Pradesh. Under the theme "UP for Global Growth: Innovation, Manufacturing & Exports", the trade show aims to attract 550 international buyers from more than 80 countries and around 45,000 B2B buyers while facilitating over

5,000 MoUs.

UPITS 2026 is expected to generate around ₹5,000 crore in business enquiries and ₹20,000 crore in potential business, taking the total potential business opportunity to ₹25,000 crore. The event will focus on Make in UP, Export from UP, ODOP to Global Markets, MSME & Startup Empowerment, Sustainable Manufacturing, Digital Trade & E-Commerce, and Investment & Logistics Hub.



UTTAR PRADESH TARGETS 10% OF INDIA'S NEW GLOBAL CAPABILITY CENTERS

JULY 27, 2026 | NOIDA

Uttar Pradesh strengthened its positioning as a destination for Global Capability Centres (GCCs) through a high-level industry engagement in Pune. CEO, State Transformation Commission, Government of

spoke model aimed at extending GCC opportunities to emerging cities. Head of GCC, Invest UP, Shri Arvind Kumar, highlighted continuous upskilling and reskilling to build talent aligned with evolving



Uttar Pradesh, Shri Manoj Kumar Singh, highlighted the state's evolving GCC policy landscape, improving business environment, and Noida's emergence as a global business and technology hub.

The engagement focused on domain-specific talent, leadership development, AI-ready skills, and ecosystem collaboration, with a hub-and-

GCC functions.

This was followed by the GCC Summit 2026 in Noida, where Uttar Pradesh unveiled a target of attracting 10% of all new GCCs established in India and announced a high-level GCC Advisory Board to strengthen collaboration among government, industry, academia, Invest UP, and development authorities.

CLEAN ENERGY & SUSTAINABLE GROWTH

COAL INDIA–UPRVUNL JOINT VENTURE TO ACCELERATE RENEWABLE ENERGY

JULY 3, 2026 | LUCKNOW

Coal India Limited (CIL) and Uttar Pradesh Rajya Vidyut Utpadan Nigam Limited (UPRVUNL) signed a Joint Venture Agreement to develop renewable energy projects across Uttar Pradesh, in the

presence of Managing Director, UPRVUNL, Shri Mayur Maheshwari, and Director (Business Development), Coal India Limited, Shri Asheesh Kumar.

The joint venture will

develop solar, floating solar, rooftop solar, wind, pumped storage, and other clean-energy projects, combining Coal India's expertise with UPRVUNL's understanding of the state's energy requirements.

The partnership is aimed at expanding clean-power capacity, supporting sustainable industrial growth, reducing carbon emissions, and strengthening energy security.



PODCAST SPOTLIGHT

From a Business Idea to a GLOBAL NATURAL-DYE ENTERPRISE in UTTAR PRADESH

The journey of AMA Herbal Group reflects how entrepreneurial vision, innovation, and an enabling business ecosystem can come together to create a globally competitive enterprise from Uttar Pradesh.



For **Dr Yawer Ali Shah, Co-Founder & CEO of AMA Herbal Group**, the opportunity emerged from the evolving global demand for sustainable alternatives to synthetic dyes. What began as an entrepreneurial insight grew into a business rooted in India's natural-dye heritage, with a strong focus on innovation, sustainability, and global markets. Today, AMA Herbal has established itself as a leading natural-dye enterprise, serving several prominent international denim brands.

Uttar Pradesh has played an important role in this growth journey. Lucknow offered access to research capabilities at the **National Botanical Research Institute (NBRI)**, institutional support for natural dyes, and a developing ecosystem of skilled talent and industry-academia collaboration. These advantages helped provide the foundation

for building a specialized business with international ambitions.

The transformation in Uttar Pradesh's ease of doing business has further strengthened this ecosystem. Dr. Shah's experience with **Nivesh Mitra** illustrates the impact of streamlined, time-bound, and faceless government services. During the COVID-19 pandemic, AMA Herbal received its hand sanitiser licence within a day, enabling the company to commence production within days.

Improved infrastructure and connectivity have added further efficiencies. Enhanced expressway networks, airport connectivity, and faster logistics have significantly reduced travel and movement times for the company, strengthening its ability to connect with suppliers, customers, and markets.

AMA Herbal's journey demonstrates the growing feasibility of building and scaling specialized, innovation-led businesses in Uttar Pradesh. With a large domestic market, expanding infrastructure, skilled manpower, and an increasingly facilitative business environment, the State is creating the conditions for enterprises to grow from local foundations to global markets.

Dr. Yawer Ali Shah
Co-Founder &
CEO of AMA
Herbal Group

**UP is the right
destination,
and this is the
right time**