
UTTAR PRADESH CM to hardsell 'Brand UP' on foreign shores

VIRENDRA SINGH RAWAT

Lucknow, 6 October

Ahead of the Uttar Pradesh global investor summit 2023, Chief Minister Yogi Adityanath will lead from the state in wooing investors for 'Brand UP' in four countries, including the US.

The government is aiming to attract private sector investment of ₹10 trillion during the proposed three-day investor summit on February 10-12 next year in Lucknow.

In the run-up to the event, the Cabinet, including the CM, will hold meetings in domestic and international cities.

The UP government has identified two dozen cities globally, including Thailand, Russia, and Mauritius, for roadshows from next month.

UP Deputy Chief Ministers Keshav Prasad Maurya and Brajesh Pathak will lead high-level delegations to some of the most prominent global business hubs, including Paris, London, San Francisco, Toronto, Rio de Janeiro, etc.