

# Taiwan representative visits industrial city to explore investment options

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CICU president Upkar Singh with his Taiwanese counterpart in Ludhiana on Friday. Tribune photo

Following visit of high-powered delegation from Punjab, Taiwanese counterparts have started visiting the state to see the viability. Under this initiative, Joy Huang from Shuz Tung Machinery Industrial Company Limited visited the city. Shuz Tung Machinery Industrial Company Limited which deals in bike and wheel production and assembly solution, explored options and interacted with CICU president Upkar Singh.

Talking to The Tribune, Rajat Aggarwal, CEO, Invest Punjab, said the visit had started bearing good results as expected.

“This is the first visit from a Taiwanese company in Punjab. Recently, when we had visited them, it was made clear that Punjab is not just an agrarian state, but there are best business options available too. If all goes well, we hope that companies will start investing in the state, giving much boost to our own industry,” said Aggarwal.

CICU president Upkar Singh said this was the follow-up visit by Taiwanese. “The global investors and industrialists are unaware of the industrial momentum gathered by the state. Hence, it is imperative to establish the Brand Punjab in the minds of investors to enter their ‘zone of consideration’. Invest Punjab has been working systematically and diligently on the Taiwan market, and we expect good results in near future,” said the CICU president, Upkar Singh.

It may be mentioned here that Taiwan is proliferated with electronics, precision machinery, auto components and heavy machinery industries. Punjab, at the same time, lacks proficiency in these fields due to limited modernisation.

They require access to new technology and capital infusion, and the huge base of MSMEs in Punjab is ready to provide the ecosystem to help these Taiwanese companies thrive.

“These visits will bear fruits,” said Invest Punjab CEO Rajat Aggarwal.

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