

Investment Opportunities: NOC Approved Projects 2010

Project Title/ID:

Eco- Awareness & Educational Approach Using CO₂ Cleaning Technology

Project Type: Indirect

Sector: Environmental

Project Concept:

This project is aimed to encourage Eco-Educational, Eco-Awareness, Eco-Business, Practices and Activities in the State of Kuwait & nearby region with the implementation of eco-friendly CO₂ dry cleaning technology & services in existing & new dry cleaning centers. Conventional dry cleaning business has experienced & revealed very significant environmental, health and performance problems. The development of a breakthrough & environmentally sustainable alternative with the application of liquid CO₂, as dry cleaning solvent provides a safe, eco-friendly, non-toxic, economically competitive alternative to traditional cleaning solvents eliminating zoning restrictions, flammability risks and harmful threats to individuals and the environment. This project intends to provide total green laundry solution targeting customers from all walks of life & business sectors – government, private, corporate and consumer markets. In the process of implementing this project, an eco-educational and eco-awareness campaign will be conducted to achieve environmental education & awareness among the community. Such a campaign will broaden the community perspective about eco-concepts & its importance for Sustainable Future and to help the community to do their part for the environment.

Economic Benefits:

This breakthrough technology is poised to sweep the dry-cleaning industry on Global scale thus securing the future of dry cleaning business with Liquid CO₂ offering enormous benefits for the environment and the community. Also, simultaneously the objective of this project is to conduct a well recognized Eco-campaign, locally & internationally that is specialized in Environment preservation and community service – Resulting in Economic & Ecological Benefit.

- **Technology Transfer:** Promote Transfer of Advanced Technology with novel eco-concepts and Effective Operation by using the state-of-the-art supercritical CO₂ dry cleaning machines.
- **Creation of new high skill jobs for Kuwaitis:** Employing Kuwaiti nationals in Advanced Technology; thus encouraging the Community & providing an opportunity to the young talent with jobs to be skilled in Eco-Concepts with the application of NextGen Technologies for Healthy Living & Sustainable Future.
- **Training & Education of Kuwaitis:** Develop highly trained and competent personnel especially Kuwaiti nationals from Universities & Graduate Schools to operate this technology and machines. Also an eco-educational and eco-awareness campaign will be undertaken.
- **Environment:** This project shall mark an environmentally sustainable alternative replacing conventional dry cleaning business with enormous environmental benefits resulting from this project.

Estimated Investment

The funding request will be 6,433,926/- KD.

Approval date

May. 17th, 2010.

Sponsor's Contact

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