



Bluewater



Kamran Khan, CEO of Dubai based NIA, has urged hospitality industry leaders to accelerate efforts against the proliferation of single-use plastic bottles.

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## **Bluewater And Middle East Partner NIA Urge Hospitality Leaders to Combat Single-Use Plastic Bottles at The Responsible Hoteliers Summit in Dubai**

Dubai, UAE – October 3, 2024 – Kamran Khan, CEO of NIA, a leading distributor of HVAC solutions and living appliances across the Middle East, today delivered a passionate keynote address at the Responsible Hoteliers Summit in Dubai, urging industry leaders to accelerate efforts against the

proliferation of single-use plastic bottles.

Highlighting the staggering statistic that 600 billion single-use plastic bottles are sold globally each year, Kamran Khan emphasized the urgent need for collective responsibility in the hospitality sector. “With fewer than 15 percent of these bottles being recycled, the majority end up in landfills and our oceans,” he said. “It’s hardly surprising that microplastic particles are now present in the air we breathe, the food we eat, and the water we drink.”

During his address at the Responsible Hoteliers Summit, hosted at Anantara The Palm Dubai Resort, Kamran Khan raised alarm over the growing evidence that microplastics are infiltrating human organs, including the brain, and have been linked to a range of serious health issues, such as cancer, obesity, and hormone disruption. He urged his audience of hospitality leaders—key influencers and decision-makers in the region—to take decisive steps towards reducing plastic waste in their establishments.

“The time for discussion is over; we need to act now,” Kamran Khan asserted. “The hospitality industry has the power to set a precedent by adopting sustainable practices that eliminate single-use plastics and promote recycling.”

NIA, founded in 1980 with its headquarters in Dubai, United Arab Emirates, today represents world leading brands such as Sweden’s award-winning [Bluewater](#), a global innovator of advanced water purification and beverage solutions. Founded in 2013 in Stockholm, Bluewater has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award and has been recognized for its sustainability efforts by numerous other publications.

Kamran Khan concluded his speech with a call to action for all attendees to collaborate and innovate solutions that prioritize the health of our planet and its inhabitants. “Together, we can create a more sustainable future and protect our environment for generations to come,” he said.

For further information, please contact:

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Founded 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. [www.bluewatergroup.com](http://www.bluewatergroup.com)<sup>[IG1]</sup>

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