



COMPANY PROFILE 2026

FADY RAGHEB

ADVERTISEMENT SERVICES

Cinematic Production • Live Direction • Broadcast

UAE Production • Direction • Live Broadcast

24+
Years of Excellence

GCC-Wide
Regional Reach

Award-Winning
Recognized Director

Your Creative Vision. Our Production.

A production partner for marketing agencies, event producers and brand teams across the UAE.

Your client relationship. Our production expertise.

From a single campaign shoot to recurring client content, we turn your brief into a clear production plan and finished work.

01 Your brief, your client

We work alongside your agency team and respect your client relationship.

02 A clearly defined production scope

Direction, filming, live production and post-production are agreed around each project.

03 A practical way to collaborate

Share the brief, location, timing and intended deliverables. We shape the production approach with you.



ABOUT US

24+ Years of Cinematic Excellence

Founded by award-winning director Fady Ragheb, we are a Dubai-based creative production house with more than two decades of experience across Kuwait and the GCC. We craft cinematic event coverage, broadcast production, documentaries, and branded content with the precision, polish, and storytelling depth that top-tier brands expect – creating work that resonates with audiences and elevates every project.

24+

Years of Experience

GCC-Wide

Regional Reach

Award-Winning

Recognized Director



MEET THE DIRECTOR

Fady Ragheb

Award-Winning Director · Producer · Cinematographer

With a foundation in Electrical & Computer Engineering (Higher Technological Institute, 2004) and a passion for visual storytelling, Fady Ragheb has built a career that bridges technical precision and cinematic artistry. Trained at the Kuwait Cinema Club under renowned artist Nasser Karmani, he has spent over two decades crafting stories that move audiences across the GCC and beyond.

- 1** — **2001:** Founded Fady Ragheb Advertisement Services
- 2** — **2005:** Joined Kuwait Ministry of Electricity & Water – led media unit
- 3** — **2013:** Joined Kuwait Cinema Club · Directed first film "Hekayet Watan"
- 4** — **2014:** "Balad Al Insaniya" – screened at Alexandria Film Festival, acquired by Kuwait TV
- 5** — **2018:** "Eyewitness" Documentary – 3 International Awards (NY Movie Awards, Florence Film Awards)
- 6** — **2021:** "The Award" – Won Swedish International Film Festival & Hollywood Gold Awards
- 7** — **2024:** Relocated to Dubai, UAE – Launched UAE operations, executed major events including Fujifilm Shurmooq branch opening, International Security Alliance Conference, Arab League Conference at Mohammed Bin Rashid Library, and documentary "Manarat Al Takharuj"

From Campaigns to Live Experiences.

Choose the production support your project needs. Scope and deliverables are defined together.

Events & Live Production

Multi-camera filming, live direction, recording and event films.

Brand & Corporate Films

Campaign films, product stories, company films and interviews.

Podcast Production

Visual podcast filming, direction and post-production.

Recurring Content

Planned filming sessions for ongoing agency and brand content.

Documentary Storytelling

Research-led visual storytelling, interviews and narrative editing.

AI Creative Production

AI-assisted or AI-generated concepts, with the production method clearly disclosed.

Content & Production

End-to-end creative production for brands, events, and media.



Brand & Commercial Production

Premium films, branded content, and campaign assets designed to elevate your brand and drive results.



Cinematic Photography & Videography

Editorial-quality coverage for corporate, lifestyle, and live experiences with a cinematic, story-led approach.



Podcast & Audio Branding

Full-service podcast production with refined sound design, editorial polish, and a distinctive audio identity.



Social Media Video Production

Short-form and long-form video content crafted for Instagram, TikTok, YouTube, and LinkedIn – optimized for engagement, reach, and brand impact.

Film & Post-Production

From raw footage to broadcast-ready masterpieces.



Live Event Direction & Broadcast

Precision-led multi-camera direction for conferences, ceremonies, and live broadcast moments. Seamless execution from cue to transmission.



Documentary & Narrative Films

Compelling storytelling shaped with cinematic depth and editorial clarity. Crafted to inform, move, and resonate.



Television & Digital Content

Concept-to-delivery production for television, streaming, and branded digital formats. Built to engage audiences across every screen.



Post-Production & Color Mastering

Refined editing, sound design, and color mastery that elevates every frame. Final polish designed for a premium broadcast finish.



EXPERIENCE

Trusted by Leading Organizations

Over two decades of high-profile productions across Kuwait, Dubai, and the GCC.

Kuwait National Elections 2024

Multi-camera live coverage
· Promo video · Full broadcast production

MBC Trending

Produced segment for national broadcast on MBC network

Alwan Ya Arab

Short documentary – Fady as Director of Photography & Editor

Fujifilm Shurmooq – Branch Opening Event

Full event production for the grand opening of Fujifilm Shurmooq branch in Dubai

Arab League Conference

Official conference production at Mohammed Bin Rashid Library, Dubai

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Gulf Medical Conference

Full event coverage · Highlight reels · Live streaming

Eyewitness – Documentary

Cinematic documentary on Al-Zour Station during the invasion

The Award – Documentary Film

Multi-award winning film on FilmFreeway

International Security Alliance Conference

Complete event coverage and production for the international security conference in Dubai

Manarat Al Takharrij – Documentary

Cinematic documentary film produced in the UAE, 2024

Watch Our Work.

Start with our services and showreel. Click any card to watch.



SERVICES VIDEO
Events & Live



OUR SHOWREEL
Company Showreel



SYSTEM EXPLAINER
Live Production



FILMING + LIVE
Fujifilm Middle East



CONFERENCE
Gulf Medical
Conference



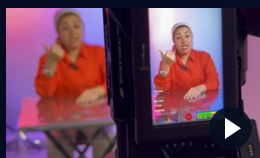
WITH EDUSTREAM
STEAM Champions



EVENT FILM
Chic Nonna, Dubai



FILMING + EDITING
Dina Khatoun
Podcast



BRAND CONTENT
Creative Reels



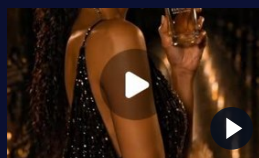
FADY RAGHEB
FILMING CREDIT
FILMING ONLY*
Rami Sabry



FADY RAGHEB
FILMING CREDIT
FILMING ONLY*
Mutref Al Mutref



DOCUMENTARY
Country of
Humanity



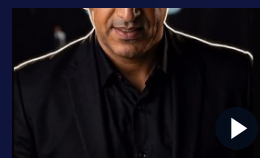
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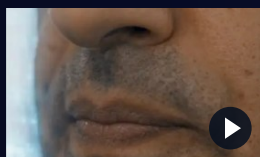
INDEPENDENT AI
The Place I Dream
Of



AI MAKING-OF
From Sketch to
Screen



REAL + AI
Real or AI?



INDEPENDENT AI**
Dubai 2040



TRAILER
Beacons of
Graduation

Behind every frame. A clear production role.

* Billboard Arabia concert coverage: filming by Fady Ragheb; editing by the publishing outlet.
AI projects are labelled. ** Dubai 2040 is an independent concept, not an official campaign.

Places. People. Stories.

Hospitality, events and original storytelling. Click any card to explore.



RESTAURANT • AJMAN

Sunrise Café & Restaurant



HOSPITALITY FILM

Ramee Dream Hotel



SPORTS + LIVE

Aquathlon Championship



EVENT + LIVE

Quantum Con, Kuwait



DOCUMENTARY DRAMA

The Award



DOCUMENTARY

Eyewitness



PROMOTIONAL FILMS

Falah Al-Subaie



CAMPAIGN EVENT

Kuwait Election Coverage

HOSPITALITY IN FOCUS

Sunrise Café & Restaurant

Ajman atmosphere, dining and live entertainment.
On-location filming by Fady Ragheb Production.

Ramee Dream Hotel

Celebrating the Spirit of the UAE.
Directed and edited by Fadi Ragheb, in collaboration with the hotel.

SELECTED PRODUCTION CREDITS

The Award: direction by Fadi Ragheb; cinematography by Ali Reda.
Eyewitness: direction by Fadi Ragheb; cinematography with Ahmed Al-Safar.

Campaign-related projects are presented as production credits.
Viewing links show the relevant project or film feature.

International Security Alliance Conference

Live direction and multi-camera production for a high-profile conference.

THE PRODUCTION NEED

Coordinate multi-camera coverage and live direction for conference proceedings.

THE EXECUTION

Real-time camera direction and switching, supported by a coordinated production workflow.

THE EXPERIENCE

A practical example of Fady Ragheb's conference and live-production work.

Each new project is planned around its venue, programme, recording needs and agreed deliverables.

Clear Scope. Strong Execution.

A simple working process that supports your creative and production team.

01

Understand the brief

Objectives, audience, venue and delivery requirements.

02

Build the production plan

Agree the filming approach, crew, technical needs and scope.

03

Produce & direct

Coordinate the shoot or live-production workflow.

04

Edit & deliver

Complete the agreed post-production and delivery formats.



Let's Create Something Extraordinary

Whether it's a live event, a documentary, a broadcast program, or a commercial – we're ready to bring your vision to life with cinematic precision.

📍 Based in Dubai · Serving the GCC

You Imagine ... We Create

Start Your Project Today

Let's build something extraordinary together.



Phone

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Location

Dubai, UAE



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fadiraghebproduction.com



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