

WALID KUNAFA
LUX MEDIA PRODUCTION

WALID SHALIWA

SENSATION TO HOSPITALITY LEADER WITH MR. KUNAFA & LUX MEDIA PRODUCTION

Walid Shaliwa, known as MR. KUNAFA on social media, is a prominent figure in the world of hospitality, business, and social media influence. He is the founder of Walid Mr Kunafa, a brand synonymous with Turkish sweets, particularly the iconic Kunafa. As a successful businessman, he owns Lux Media Production, a thriving company specializing in social media, events, and party management in both Dubai and Egypt. With a charismatic presence online and over two decades of experience in the industry, Walid has become a celebrated influencer, entrepreneur, and visionary.

Born to an Egyptian father and a Turkish mother, Walid's multicultural heritage has played a significant role in shaping his unique approach to business and cuisine. His expertise in Turkish sweets, such as Baklawa, Kunafa, Turkish Delight, Terlisha, and Turkish chocolate dragees, has earned him recognition in Dubai's competitive hospitality market. As the General Manager of MR. KUNAFA Sweets Preparing, Walid oversees the creation of some of the most delectable Turkish desserts, establishing the brand as a leader in the industry.

Walid's professional journey is both inspiring and diverse. His career began in 2006 in Italy, where he gained invaluable experience working in upscale restaurants. His passion for the hospitality industry was ignited early in life, and it only grew stronger with time. After moving to Dubai in 2010, he quickly made a name for himself by launching and managing various high-profile restaurant projects. Some of the notable establishments under his belt include Stefanos Restaurant, Zahr El-Laymoun, Emirgan Sutis, and the Taiba Management Group, which operates over 16 international restaurants. Walid also played a key role in launching the renowned DoubleTree Hotel from New York, further solidifying his reputation as a dynamic business leader.

In addition to his business ventures, Walid's expertise extends to social media, where he has cultivated a strong following as MR. KUNAFA. His influence on platforms like TikTok has helped promote not only his brand but also the authentic flavors of Turkish cuisine. As a digital entrepreneur, he understands the importance of merging traditional culinary practices with modern marketing strategies to reach a global audience.

During a candid discussion about his professional journey, Walid shared insights into his philosophy and vision for the future. “My journey, although lengthy, has been rooted in a commitment to excellence. It was ambition and the relentless pursuit of knowledge that guided me.” He emphasized the importance of innovation in the hospitality industry, stating, “Continuous innovation is essential. While I specialize in delicious and authentic Turkish cuisine, I believe in adapting to new experiences constantly.”

Walid's vision for the future includes expanding MR. KUNAFA into international markets, bringing his beloved Turkish sweets to a wider audience. He is dedicated to introducing innovative concepts to the global restaurant scene and continually elevating the standards of the hospitality industry in Dubai.

On the personal front, Walid is married to Samira Mojtaba Hosseini, the CEO and founder of SAMIRAMIS Fashion. Samira, a renowned fashion designer from the royal Kordkoy Gorgan region of Iran, is celebrated for her ability to blend tradition with modernity. Together, Walid and Samira are a power couple, each excelling in their respective fields, and continually pushing boundaries in their industries. From his social media presence to his business acumen, Walid Shaliwa's journey as MR. KUNAFA continues to inspire many, showcasing his dedication to quality, innovation, and success. For more details visit our website : www.Samiramisfashion.com