



Saleh El Nawawy

Comedian, Content Creator & MC

1996 - Egyptian - United Arab Emirates

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Who is Saleh El Nawawy

Saleh El Nawawy is an Egyptian comedian, content creator, and MC based in Dubai, who has emerged as one of the most prominent comedic voices in the Middle East. Before dedicating himself to content creation, Saleh built a corporate career at Procter & Gamble from 2012 to 2018, rising to the position of Senior Key Account Manager. After leaving the corporate world, he worked as a photographer before his short comedy videos went viral on social media, marking a turning point that launched his professional comedy career. Saleh's content is characterized by its observational and sarcastic style, humorously tackling topics from daily life, marital relationships, cultural differences, and corporate challenges in a way that resonates with Arab culture. He performs live stand-up shows, including "حتوى صالح للاستخدام" (Content Valid for Usage) and "The Saleh Show Live," at major venues like the Zabeel Theatre and Roxy Cinemas in Dubai, in addition to international tours in European and Arab cities. Beyond the stage, he launched his own show, "El Nawawy Cafe," on the Aljazeera 360 platform and regularly collaborates with major brands such as Red Bull, Amazon, and TikTok.

Achievements of Saleh El Nawawy

In 2024, Saleh El Nawawy was named on the Forbes Middle East "30 Under 30" list, recognizing his impact in the Sports & Entertainment category. This accolade highlighted his rapid success and his ability to captivate a wide audience with his innovative comedic content. El Nawawy demonstrated significant box-office appeal by performing three sold-out stand-up shows at Roxy Cinemas, Dubai Hills, in August 2024. He has also embarked on successful international comedy tours, with performances in major cities such as London, Paris, and Berlin, as well as Arab capitals like Jeddah and Beirut, reflecting his growing regional and global popularity. In September 2024, Saleh announced the launch of his own show, "El Nawawy Cafe," on Aljazeera 360, a new regional streaming platform. This program marks a significant step in his career, expanding his work from short-form social media content to structured, long-form broadcast production. Leveraging his engaging persona and widespread popularity, Saleh has become a sought-after host and brand collaborator for major global companies. His portfolio of partnerships includes leading names like Red Bull, Dubai Fitness Challenge, Amazon, Unilever, and TikTok, underscoring brands' confidence in his ability to connect with audiences across the region.

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