
Sony Concludes Successful Participation at Doha Photography Festival 2025



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Doha, Qatar – November 24, 2025: Sony Middle East and Africa, represented by Modern Home in Qatar, successfully concluded its participation at the second edition of the Doha Photography

Festival, held from November 5 to 9, 2025. The event brought together photography professionals, enthusiasts, and creators from across the region, with Sony showcasing its latest Alpha range and reaffirming its commitment to supporting the region's creative community.

Throughout the five-day festival, Sony hosted a series of workshops led by established regional photographers, providing attendees with hands-on learning opportunities and access to the latest imaging technologies. Participants had the chance to experience a wide range of Alpha cameras at the Sony booth, including the ILCE-7RM5, ILCE-7M4, A7CM2, ILCE-6400K, and ILME-FX2, designed to meet diverse content creation needs. They also received an exclusive 15% discount on select Alpha products valid until November 21, 2025.

The sessions featured acclaimed photographers such as Saleh Bahlis, Aseel Nasser, Abdullah AlMushaifri, Ezz Mansour, and Kerolos Mechail, each sharing their expertise and creative insights with audiences. The workshops drew strong participation, further reinforcing Sony's role in nurturing a vibrant community of visual storytellers across the region.

Reflecting on Sony's participation, **Jobin Joejoe, Managing Director, Sony Middle East and**

Africa, said, *"Being part of the Doha Photography Festival gave us the opportunity to connect directly with creators, understand their evolving needs, and celebrate the region's growing creative spirit. It was encouraging to see such strong engagement with our Alpha workshops, and we remain committed to empowering this community with the tools and platforms they need to tell their stories."*

The spirit of Kando, which means creating emotional connections through the power of creativity and technology, was evident throughout Sony's presence at the festival. The company remains committed to advancing the region's creator economy by nurturing emerging talents, enabling access to innovation, and creating opportunities for creators to learn, collaborate, and share their work.

Discover the latest photography events, hands-on workshops, and exclusive brand experiences by registering on Alpha Universe today: [Sony|Alpha Universe|Middle East and Africa](#)