



Mr Minhaj Kibriyah

Place of Residence: **London**

Sector: **Business and Media**

Atalented and creative director of one of UK's leading ethnic media agency, Medialink, Minhaj Kibriyah is a multi-skilled Asian business entrepreneur.

Minhaj's media career began as a junior designer at the Daily Jung newspaper. He quickly excelled and joined Britain's largest ethnic media company, Ethnic Media Group, as a Senior Production Designer.

After leaving Ethnic Media Group, Minhaj went into partnership with Mr Mujibul Islam to form Medialink in 1999. Since then Minhaj Kibriyah has been producing some of the most popular TV commercials that have been broadcasted on Europe's Asian satellite channels for which the company has won numerous awards for best TV commercial maker.

He also produced and directed the hugely successful tele-film 'Ononto Opekka', which was an international hit. The tele-film depicts a Bangladeshi visitor's arranged marriage to a British Bangladeshi girl. Soon afterwards he produced and starred in 'Shesh Hobena Kono Din', which was based on Bangladeshi politics in the UK. 'Shesh Hobena Kono Din' brought him best actor and best drama award.

Minhaj worked with the BBC to



deliver a multi million pound super-hit tele-film 'England Expects' which addressed the issue of tackling racism. The film had major riots scene orchestrated by Minhaj, it featured 100s of Asians youths and the BNP fighting. The film starred actors Steven Mackintosh of 'Lock, Stock and Two Smoking Barrels' fame, Keith Barron, Preeya Kalidas of Bombay Dreams' fame, Susan Vidler and Sadie Thompson and two actors which came through Medialink's training programme; Sadiqul Islam who played Rashel (main role) and Emran Hussain Ali who played Mohammed in the film.

Minhaj Kibriyah's creativity and dynamic vision has earned him a reputable position within the Asian Film and Media industry.

Minhaj's strengths lie in the fact that the he has a grass roots understanding of the diverse issues that ethnic communities face. He is keen to engage and encourage ethnic communities to participate in creative media and has demonstrated a successful record to date in doing so with many of the hard to reach communities.