



T.C.
SANAYİ VE TEKNOLOJİ BAKANLIĞI
Avrupa Birliği ve Dış İlişkiler Genel Müdürlüğü

Sayı : E-69015201-724.01-8231127
Konu : Suriye 360 Gıda Fuarı'na Davet

27/07/2026

DAĞITIM YERLERİNE

İlgi : Dışişleri Bakanlığının 21.07.2026 tarihli ve E-48475493-000-30714678 sayılı yazısı.

İlgide mezkur yazıda, 1-3 Ekim 2026 tarihlerinde Şam'da 360 Food Syria Gıda Fuarı düzenleneceği bildirilmektedir.

Fuara ilişkin genel nitelikte bir davet iletilmekte olup, konu hakkında bilgi almak için Suriye'de organizasyondan sorumlu olan İVEX Fuar Yönetimi Şirketinden Reşit Hüseyin ile +963 945 266 995 numaralı telefondan doğrudan temas kurulabilmektedir.

Fuara ilişkin tanıtım broşürü ayrıca ekte istifadelerinize takdim kılınmaktadır.

Söz konusu fuara katılımlarında Genel Müdürlüklerince fayda görülen firmalara fuarın bildirilmesi hususunda gereğini saygılarımla arz ederim.

Ahmet Halit HATİP
Genel Müdür

Ek: Fuar Broşürü

Dağıtım:
Sanayi Genel Müdürlüğüne
Sanayi Bölgeleri Genel Müdürlüğüne

Bu belge güvenli elektronik imza ile imzalanmıştır.

Belge Doğrulama Kodu:2CCDEF3D-DA17-4F8E-B4DA-EC7C8B0B3F2C

Belge Doğrulama Adresi:<https://www.turkiye.gov.tr/stb-ebys>

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UNDER THE PATRONAGE
OF THE MINISTRY OF
ECONOMY AND INDUSTRY

360 FOOD SYRIA®

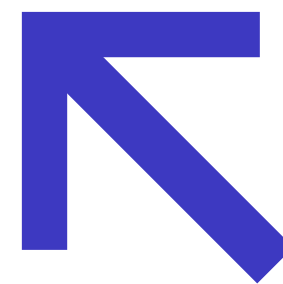
1-3 OCT 2026

EMPOWERING
SYRIA'S FOOD INDUSTRY

DAMASCUS
INTERNATIONAL
FAIRGROUNDS,
SYRIA

THE COUNTRY'S FIRST INTERNATIONAL SHOWCASE FOR FOOD, BEVERAGES, HOSPITALITY, AND FOOD TECHNOLOGY.

It positions Syria as a re-emerging gateway market, **empowering the national food industry and connecting producers with global buyers, government bodies, NGOs, and investors** to forge partnerships and unlock new business opportunities.



WHY SYRIA

WHY NOW?



GOVERNMENT PRIORITISATION

Food and agribusiness identified as a national recovery priority

Strong demand for processed foods, beverages, and dairy, opening immediate market opportunities

Food is central to household spending: 50– 60% of expenditure directed to food and beverages

UNTAPPED MARKET POTENTIAL

Limited international exhibitions to date, creating first-mover advantage for brands.

POPULATION OF
22M,
with over half in urban centres driving concentrated consumer demand





SHOW MOHS HIGHLIGHTS

450+ Exhibitors

Leading Syrian producers and international brands showcasing food, beverages, hospitality, and technology.

HIGH-LEVEL CONFERENCE

Insightful sessions on food security, innovation, and investment shaping the future of the sector.

GASTRONOMY ZONE

Live experiences with celebrity chefs celebrating Syrian and global cuisine.

SYRIAN & INTERNATIONAL PARTICIPATION

A powerful mix of local champions and global players under one roof.

24,000 SQM

A large-scale showcase designed for business, networking, and product launches.



Visitor profile

15,000+

TRADE
VISITORS
EXPECTED

Actively sourcing products,
partners, and technologies

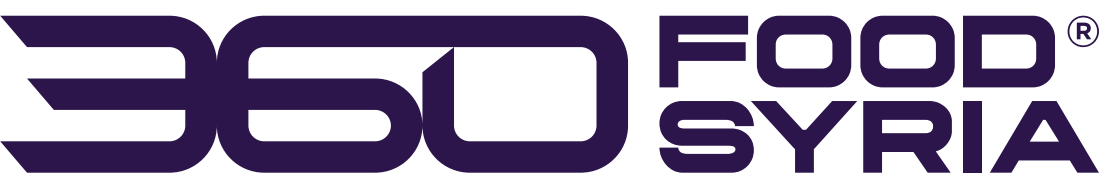
25%
Hotels, Restaurants
& Catering Buyers
Purchasing directly for one
of the region's fastest-

20%
Retail Chains & Supermarkets
Securing listings for high-volume
consumer markets.

40%
Importers & Distributors
Driving new supply chains and
sourcing products for national
distribution.

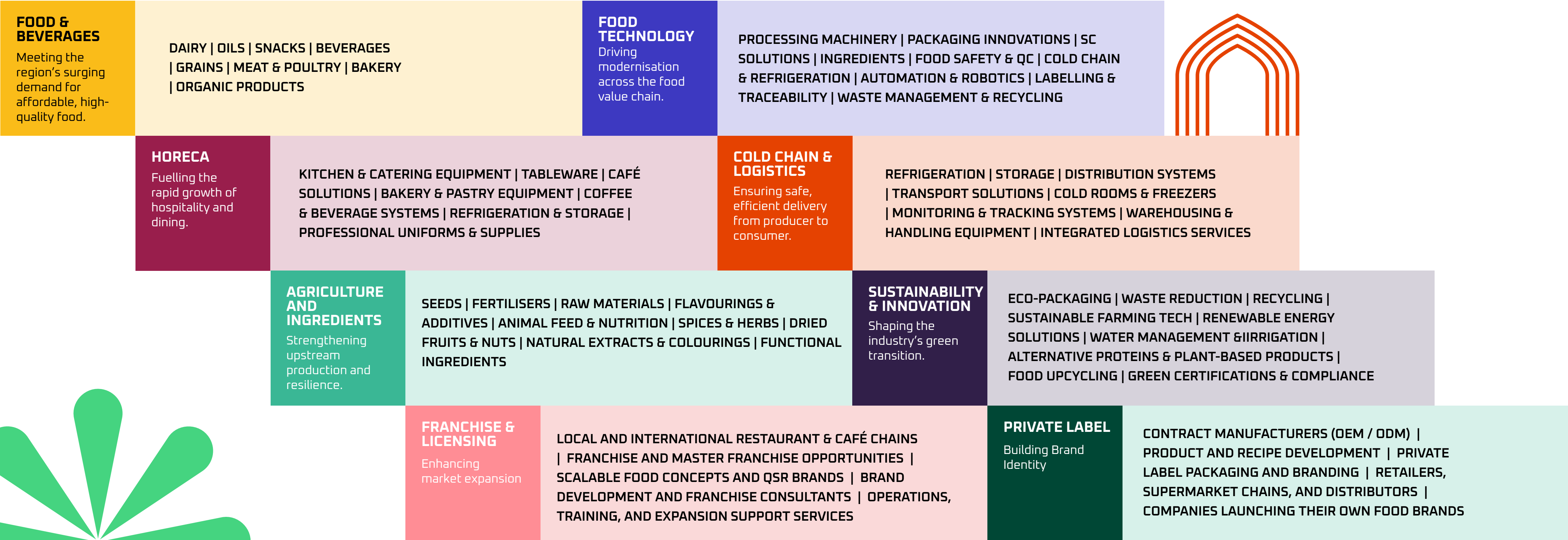
15%
Manufacturers,
Government
Buyers & NGOs
Seeking suppliers,
technology, and
partnerships to scale
Syria's food
economy.

OCT 2026



DAMASCUS INTERNATIONAL
FAIRGROUNDS, SYRIA

SECTORS ON DISPLAY





CONFERENCE PROGRAMME





CONTENT STREAMS



STREAM

NATIONAL FOOD SECURITY STRATEGY

Securing resilience in
Syria's food future.

STREAM

FOOD SAFETY & STANDARDS FORUM

Building trust through
safety and compliance.

STREAM

FOOD INDUSTRY INNOVATION & TECHNOLOGY

Modernising Syria's
food economy

STREAM

BUILDING FOOD INFRASTRUCTURE & LOGISTICS

Fixing the missing links
in Syria's food chain

STREAM

PUBLIC-PRIVATE DIALOGUE & RECOVERY PARTNERSHIPS

Policies & collaborations
for a food-secure future

STREAM

FINANCING & INVESTMENT OPPORTUNITIES

Unlocking capital for
Syria's food economy

STREAM

HORECA & TOURISM REVIVAL

Rebuilding hospitality
through food

STREAM

EXPORT POTENTIAL & MARKET ACCESS

Positioning Syria as a
reemerging trade gateway

STREAM

SHAPING THE NEXT DECADE OF SYRIA'S FOOD INDUSTRY

Positioning Syria as
a reemerging trade
gateway

SPECIAL SIDE FORUMS

Parallel forums spotlight the ideas, people, and partnerships redefining Syria's food economy.

STARTUP & INNOVATION LAB

A launchpad for food-tech entrepreneurs showcasing solutions in processing, packaging, and agri-tech.



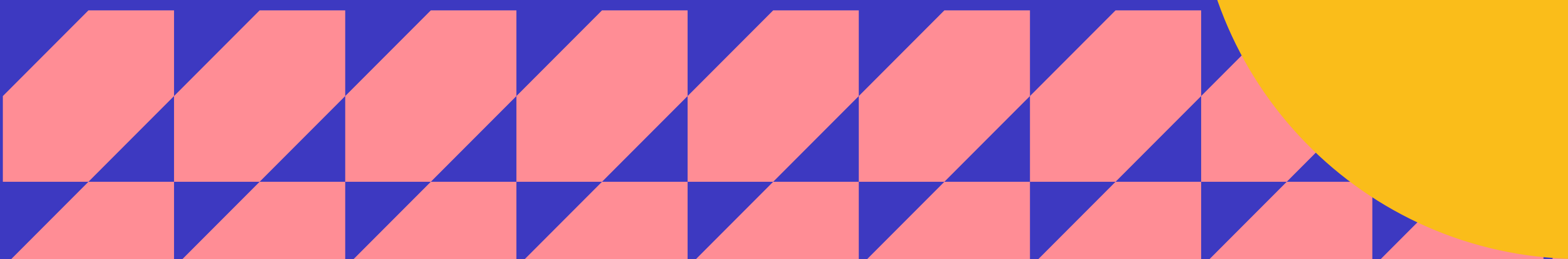
WOMEN IN FOOD & AGRIBUSINESS FORUM

Celebrating female leaders driving investment, supply chains, and community resilience.



DONOR & NGO ROUNDTABLE

A high-level dialogue aligning humanitarian resources with private-sector opportunity to accelerate food security.





KEY THEMES AT 360 FOOD SYRIA 2026

FLAVOURS OF THE WORLD

GASTRONOMY ZONE

A live theatre of flavour where Syria's culinary heritage meets global gastronomy. Star chefs from Damascus to Dubai command the stage with signature creations, reimagining traditional dishes through contemporary techniques. Alongside live cooking shows, the zone unveils the latest hospitality concepts shaping hotels, restaurants, and catering across the region. Designed as a high-energy networking hub, it connects chefs, hoteliers, brands, and media in a celebration of food as both culture and commerce.



HOSTED BUYERS & MATCHMAKING PROGRAMME

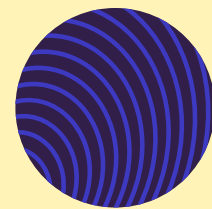
A deal-making engine at the heart of the event. This curated programme guarantees exhibitors face time with Syria's most influential buyers across retail, HORECA, manufacturing, and government procurement.

Powered by a smart matchmaking platform, it ensures every connection has commercial purpose. Delegations arrive with purchasing authority, and with pre-scheduled meetings, concierge-led introductions, and measurable ROI, this platform transforms participation into business.





GAIN FIRST-MOVER
ADVANTAGE IN
A RE-EMERGING
MARKET



CONNECT WITH
GOVERNMENTS,
NGOS, AND
INVESTORS



KEY THEMES AT 360 FOOD SYRIA 2026

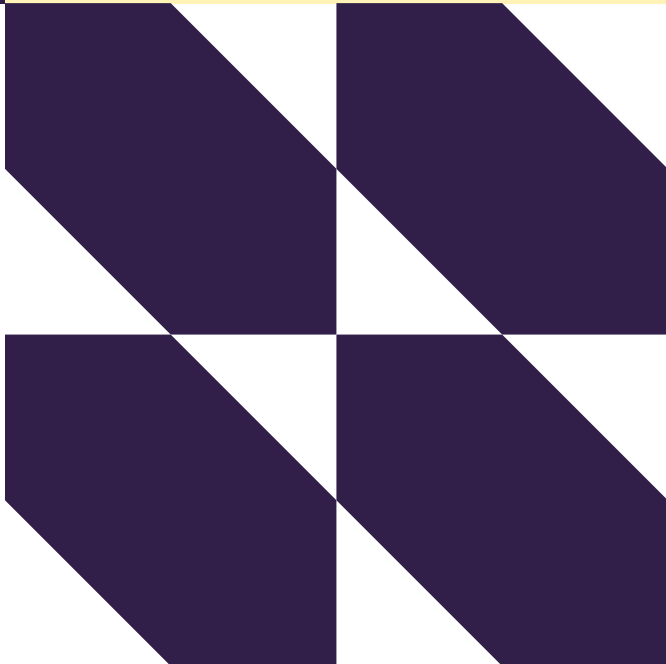
MEET QUALIFIED
BUYERS &
ESTABLISH
DISTRIBUTION
CHANNELS



SHOWCASE PRODUCTS
TO DECISION MAKERS
SHAPING SYRIA'S FOOD
FUTURE



STRENGTHEN YOUR
BRAND VISIBILITY
IN A HIGH-DEMAND
MARKET



PARTICIPATION PACKAGES

ADDITIONAL COMMERCIAL OPPORTUNITIES

PRIME EXHIBITION SPACE

USD 250 / sqm – Raw Space

Build your presence exactly as you envision, with full creative control. Position your brand at the heart of Syria’s re-emerging food economy.



TURNKEY SHELL SCHEME

USD 350 / sqm – Fully Equipped

Ready-to-go stand including walls, carpet, fascia, lighting, and power. Hassle-free setup so you can focus on business.

BECOME A SPONSOR

● STRATEGIC PARTNERSHIPS

Bespoke sponsorships tailored to position your brand as an industry leader across conference sessions, high-traffic zones, and feature activations.

● HIGH-IMPACT BRANDING ACTIVATIONS

Dominate visibility with on-site branding, feature zone takeovers, VIP hospitality, digital promotions, and targeted campaigns designed for maximum ROI.



BE PART OF THE TRANSFORMATION

Step into one of the world's last untapped food markets, where investment, trade, and innovation are converging to rebuild an entire industry.

ORGANISED BY



OCT
2026

DAMASCUS
INTERNATIONAL
FAIRGROUNDS,
SYRIA

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EVEX EVENT MANAGEMENT LLC
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