

DAĞITIM YERLERİNE



Tarih : 07/08/2026
Sayı : 6450225777-E.1189
Konu : Suriye 360 Gıda Fuarı'na Davet

İlgi : 28/07/2026 tarihli ve E-31213352-724.01-8241822 sayılı yazı

İlgide kayıtlı Sanayi ve Teknoloji Bakanlığı Sanayi Bölgeleri Genel Müdürlüğü tarafından Kuruluşumuza iletilen "Suriye 360 Gıda Fuarı" konulu yazı ekte yer almaktadır.

Bilgilerinize ve katılımcılarınıza duyurulmasını rica ederiz.

Saygılarımızla,

e-imzalıdır

Şükran ERDOĞAN
Genel Sekreter V.

e-imzalıdır

Mete ÇAĞLAYAN
Yönetim Kurulu Başkan Yardımcısı

Ek :

- 1- Yazı (1 Sayfa)
- 2- Fuar Broşürü (13 Sayfa)

Dağıtım:

İŞLETMEDEKİ ORGANİZE SANAYİ
BÖLGESİ MÜDÜRLÜKLERİ

Bu belge, güvenli elektronik imza ile imzalanmıştır.

Evrak Doğrulama: <https://ebys.osbuk.org/enVision.Sorgula/BelgeDogrulama.aspx?eD=BSC33V8E2N&eS=1189> Pin
Kodu: 47652

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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

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

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

Mustafa Kemal Mahallesi Dumlupınar Bulvarı Eskişehir Yolu 2151.Cadde No:154 06510 Çankaya /ANKARA

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UNDER THE PATRONAGE
OF THE MINISTRY OF
ECONOMY AND INDUSTRY

**360 FOOD[®]
SYRIA**

1-3 OCT 2026

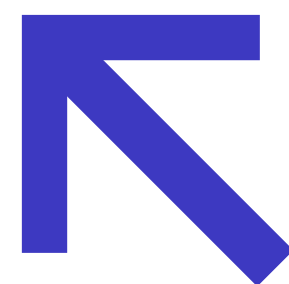
EMPOWERING
SYRIA'S FOOD INDUSTRY

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

24,000 SQM

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

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.



Visitor profile

15,000+



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

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.



SECTORS ON DISPLAY

OCT 2026

360 FOOD SYRIA®

DAMASCUS INTERNATIONAL
FAIRGROUNDS, SYRIA

FOOD & BEVERAGES

Meeting the region's surging demand for affordable, high-quality food.

DAIRY | OILS | SNACKS | BEVERAGES
| GRAINS | MEAT & POULTRY | BAKERY
| ORGANIC PRODUCTS

FOOD TECHNOLOGY

Driving modernisation across the food value chain.

PROCESSING MACHINERY | PACKAGING INNOVATIONS | SC SOLUTIONS | INGREDIENTS | FOOD SAFETY & QC | COLD CHAIN & REFRIGERATION | AUTOMATION & ROBOTICS | LABELLING & TRACEABILITY | WASTE MANAGEMENT & RECYCLING



HORECA

Fuelling the rapid growth of hospitality and dining.

KITCHEN & CATERING EQUIPMENT | TABLEWARE | CAFÉ SOLUTIONS | BAKERY & PASTRY EQUIPMENT | COFFEE & BEVERAGE SYSTEMS | REFRIGERATION & STORAGE | PROFESSIONAL UNIFORMS & SUPPLIES

COLD CHAIN & LOGISTICS

Ensuring safe, efficient delivery from producer to consumer.

REFRIGERATION | STORAGE | DISTRIBUTION SYSTEMS | TRANSPORT SOLUTIONS | COLD ROOMS & FREEZERS | MONITORING & TRACKING SYSTEMS | WAREHOUSING & HANDLING EQUIPMENT | INTEGRATED LOGISTICS SERVICES

AGRICULTURE AND INGREDIENTS

Strengthening upstream production and resilience.

SEEDS | FERTILISERS | RAW MATERIALS | FLAVOURINGS & ADDITIVES | ANIMAL FEED & NUTRITION | SPICES & HERBS | DRIED FRUITS & NUTS | NATURAL EXTRACTS & COLOURINGS | FUNCTIONAL INGREDIENTS

SUSTAINABILITY & INNOVATION

Shaping the industry's green transition.

ECO-PACKAGING | WASTE REDUCTION | RECYCLING | SUSTAINABLE FARMING TECH | RENEWABLE ENERGY SOLUTIONS | WATER MANAGEMENT & IRRIGATION | ALTERNATIVE PROTEINS & PLANT-BASED PRODUCTS | FOOD UPCYCLING | GREEN CERTIFICATIONS & COMPLIANCE

FRANCHISE & LICENSING

Enhancing market expansion

LOCAL AND INTERNATIONAL RESTAURANT & CAFÉ CHAINS | FRANCHISE AND MASTER FRANCHISE OPPORTUNITIES | SCALABLE FOOD CONCEPTS AND QSR BRANDS | BRAND DEVELOPMENT AND FRANCHISE CONSULTANTS | OPERATIONS, TRAINING, AND EXPANSION SUPPORT SERVICES

PRIVATE LABEL

Building Brand Identity

CONTRACT MANUFACTURERS (OEM / ODM) | PRODUCT AND RECIPE DEVELOPMENT | PRIVATE LABEL PACKAGING AND BRANDING | RETAILERS, SUPERMARKET CHAINS, AND DISTRIBUTORS | COMPANIES LAUNCHING THEIR OWN FOOD BRANDS





CONFERENCE PROGRAMME





**NATIONAL FOOD
SECURITY STRATEGY**

Securing resilience in
Syria's food future.



**FOOD SAFETY &
STANDARDS FORUM**

Building trust through
safety and compliance.



**FOOD INDUSTRY
INNOVATION &
TECHNOLOGY**

Modernising Syria's
food economy



**BUILDING FOOD
INFRASTRUCTURE
& LOGISTICS**

Fixing the missing links
in Syria's food chain



**PUBLIC-PRIVATE
DIALOGUE & RECOVERY
PARTNERSHIPS**

Policies & collaborations
for a food-secure future



**FINANCING &
INVESTMENT
OPPORTUNITIES**

Unlocking capital for
Syria's food economy



**HORECA & TOURISM
REVIVAL**

Rebuilding hospitality
through food



**EXPORT POTENTIAL &
MARKET ACCESS**

Positioning Syria as a
reemerging trade gateway



**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.



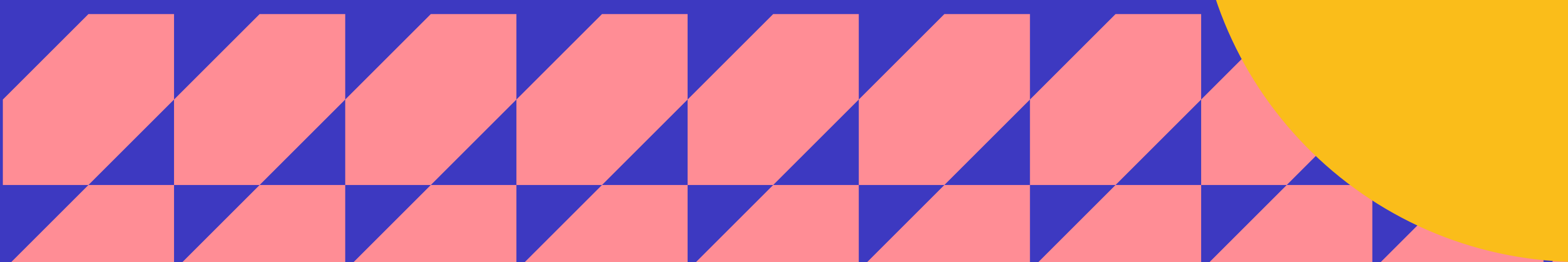
WOMEN IN FOOD & AGRIBUSINESS FORUM

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.



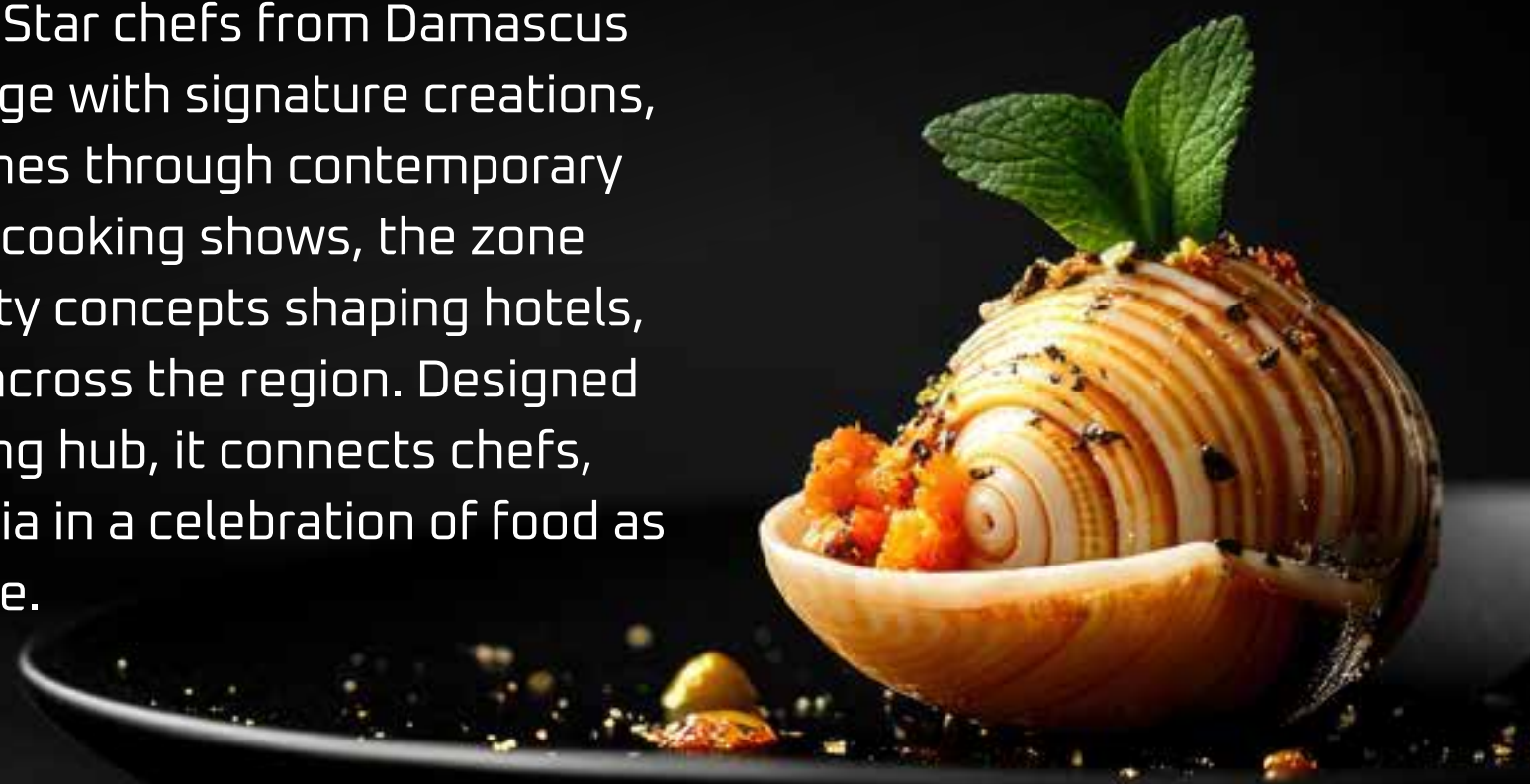
KEY THEMES AT 360 FOOD SYRIA 2026

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.

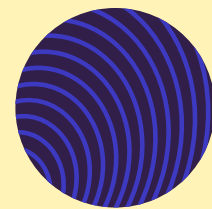




KEY THEMES AT 360 FOOD SYRIA 2026



GAIN FIRST-MOVER
ADVANTAGE IN
A RE-EMERGING
MARKET



CONNECT WITH
GOVERNMENTS,
NGOS, AND
INVESTORS



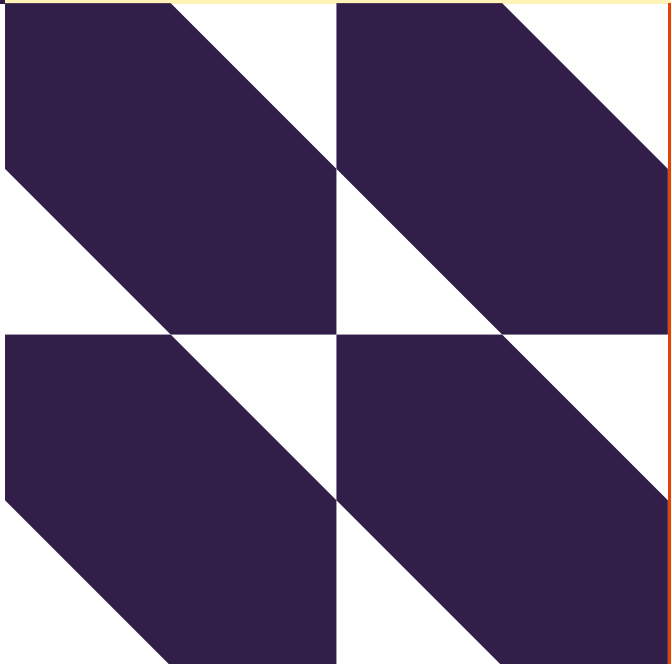
MEET QUALIFIED
BUYERS &
ESTABLISH
DISTRIBUTION
CHANNELS



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

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SYRIA

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