SDP : 14.01 - 01 - BASIN YAYIN (GENEL)
Evrak No : 78451300-14.01-40924
Evrak Tarihi : 10-08-2026

DAĞITIM YERLERİNE

OSBÜK
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ORGANİZE SANAYİ BÖLGELERİ ÜST KURULUŞU

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

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SDP : 14.01 - 01 - BASIN YAYIN (GENEL)
Evrak No : 78451300-14.01-40924
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T.C SANAYİ VE TEKNOLOJİ BAKANLIĞI
Avrupa Birliği ve Dış İlişkiler Genel Müdürlüğü
27/07/2026E-69015201-724.01-8231127

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

Sayı : E-69015201-724.01-8231127 27/07/2026
Konu : Suriye 360 Gıda Fuarı'na Davet

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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Mustafa Kemal Mahallesi Dumlupınar Bulvarı Eskişehir Yolu 2151.Cadde No:154 06510 Çankaya /ANKARA
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Kep:sanayiveteknolojibakanligi.avrupabirligi@hs01.kep.tr İnternet adresi: www.sanayi.gov.tr

UNDER THE PATRONAGE
OF THE MINISTRY OF
ECONOMY AND INDUSTRY

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Evrak No : 78451300-14.01-40[illegible]
Evrak Tarihi : 10-08-2026

360 FOOD® SYRIA

1-3 OCT 2026

DAMASCUS
INTERNATIONAL
FAIRGROUNDS,
SYRIA

EMPOWERING

SYRIA'S FOOD INDUSTRY

SDP : 14.01 - 01 - BASIN YAYIN (GENEL)
Evrak No : 78451300-14.01-40924
Evrak Tarihi : 10-08-2026

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.



SDP : 14.01 - 01 - BASIN YAYIN (GENEL)
Evrak No : 78451300-14.01-40924
Evrak Tarihi : 10-08-2026

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









SDF - 4.01 - 01 - BASIN (GENEL)
Evrak No : 78451300-10.01-10774
Evrak Tarihi : 10-08-2026

SHOW HIGHLIGHTS

450+ Exhibitors

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



24,000 SQM

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



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

SDP : 14.01 - 01 - BASIN YAYIN (GENEL)
Evrak No : 78451300-14.01-40924
Evrak Tarihi : 10-08-2026

15,000+



TRADE VISITORS EXPECTED

Actively sourcing products, partners, and technologies

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

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

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

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

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OCT 2026

360 FOOD SYRIA

DAMASCUS INTERNATIONAL FAIRGROUNDS, SYRIA

SECTORS ON DISPLAY

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 &IIRRIGATION | 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

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CONFERENCE PROGRAMME



360 FOOD SYRIA®

CONTENT STREAMS

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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 theideas, people, and partnerships redefining Syria’s food economy.

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Evrak No : 78451300-14.01.01-[illegible]
Evrak Tarihi : 10-08-2026

STARTUP & INNOVATION LAB

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



DONOR & NGO ROUNDTABLE

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



WOMEN IN FOOD & AGRIBUSINESS FORUM

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



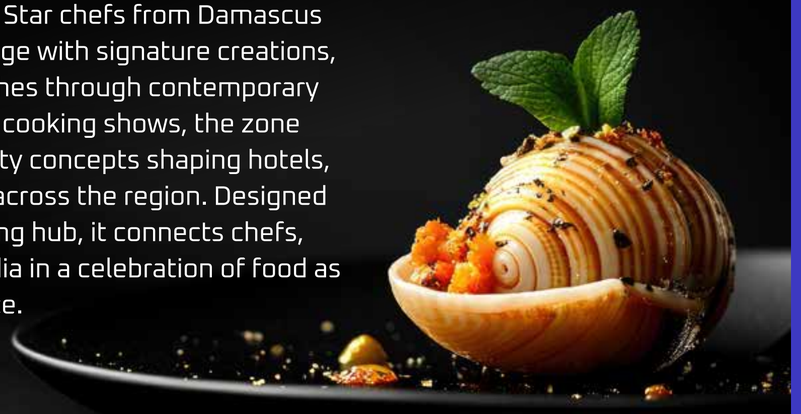
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Evrak No : 78451300-14.01-40924
Evrak Tarihi : 10-08-2026

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.



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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

STRENGHTEN YOUR BRAND VISIBILITY IN A HIGH-DEMAND MARKET

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PARTICIPATION PACKAGES

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.

ADDITIONAL COMMERCIAL OPPORTUNITIES

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.

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360 FOOD SYRIA®

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.

OCT 2026

DAMASCUS INTERNATIONAL FAIRGROUNDS, SYRIA

ORGANISED BY

evex
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