Under the Patronage of the Syrian Ministry of Health

SYRIAN **MEDICARE** 2022

The 17th Int'l Medical **Exhibition & Conference**

1 - 5 JUNE

Fairground - Damascus - Syria















Accompanied by: **Medicare Scientific Conference**

www.syrianmedicare.com





The Syrian Arab Republic:

Lies at the eastern end of the Mediterranean Sea. Turkey is on the north, Iraq on the east and southeast, Jordan on the south, Palestine on the southeast, and Lebanon on the west.

- **Population:** 22.500.000 Inhabitants (2013 census)

- **Area:** 185.180 km2

Language: Arabic as native, English & French are widely spoken as well
 Capital: Damascus, the Oldest City in the World, 4.000.000 Inhabitants

Weather Information: In June between 25 - 35° c
 Main Airport: Damascus, Aleppo, and Lattakia
 Office Hours: 08:00 - 15:00 (Government)

- **Day off:** Friday & Saturday

- **Shopping Hours:** 09:00 – 14:30 & 16:30 till 22:00 in June

Passport and Visa Requirements:

For participants from some countries a visa to Syria may be required. We suggest you contact the Syrian Diplomatic Mission in your country.

Public Transportation Information:

- Public transport is available in buses and minibuses throughout the city
- The average rate of local taxi is shown on the numerator usually starts 50 s.p.
- The yellow color is the official color of taxis in Syria

Credit Cards: Accepted in the congress hotels and at some shops

Rent a Car Agencies: Available at the airport

Rental Car Agencies: Trans Tour in the airports & main hotels

Official Currency: Syrian Pounds:

SYP $2512 \neq 1$ \$ US (Approx) SYP $2866 \neq 1$ € Euro (Approx)

Time: GMT +2 H. in Winter

GMT +3 H. from April 1st, to September 31st

(For further information, please visit: www.syriatourism.org)





16 Years of Continuous Success

Syrian Medicare 2022 ?.

After 16th years of continues success, Syrian Medicare chain has become a Medicare distinct to meet and achieve the increasing demands and requirements, by highlighting the latest recent developments in medical science in various fields, the event is also considered an effective marketing by meeting the relevant specialized customer directly (Exporters, Importers, Doctors, Decision Makers, Businessmen, and all relevant medical personnel), Syrian Medicare is recommended to visit by all private and public medical and pharmaceutical sectors in the Arab and foreign countries.

Syrian Medicare chain before the crisis in figures:

Syrian Medicare chain has not only been able to introduce new leading medical equipment companies for the Syrian and regional medical markets, but also the show used to insure the attending of the most Ideal and professional medical visitors.

In the light of the great success of Syrian Medicare 2010 which was considered the biggest Medical Annual event, the exhibition has covered over 8.000 sqm in space area and hosted more than 415 international companies and brand names from 40 countries through 145 exhibitor companies, as well as 50 international direct participation companies from 12 countries not represented by any local agent and searching for real local partners in the Syrian market coming from (Belgium, Taiwan, Egypt, China, Turkey, Italy, Germany, Pakistan, Austria, India, Jordan and Lebanon), in addition to the participation of several official national pavilions from: (Belgian national participation for the second time, the Egyptian national Pavilion and the Taiwanese pavilion).

Syrian Medicare 2010 has attracted many medical specialist and international delegation from:

- Official Delegations: 2
(Spanish delegation in cooperation with FENIN Association)
(Tunisian delegation)

Syrian Medicare Chain 2022:

Due to the end of the Syrian crisis and the need of the local market and hospitals for medical and pharmaceutical equipment demands, The upcoming 17th edition of Syrian Medicare 2022 will witness a major leap in the region through the participation of many Arab and foreign countries and local medical and pharmaceutical companies,



Medicare Chain 2022 is Accompanied By : Medicare Scientific Conference

Due to its huge success in bringing never-before met exhibiting medical, healthcare and pharmaceutical companies. And to the great success that previous conferences has witnessed among **Syrian Medicare** past sessions, the conference is simultaneously integrated into **Syrian Medicare Chains 2022** in collaboration & coordination with the Syrian Ministry of Health, Ministry of Higher Education, in addition to the collaboration and coordination of The Scientific Council for Pharmaceutical Industries, the University of Damascus, the Syrian Commission for Medical Specialties, the Syndicates of Physicians, Pharmacists and Dentists in Syria Syrian Medical Association in organizing **Syrian Medicare scientific conference.**

The scientific conference will be covering the most updated topics by several specialists and researchers locally & internationally concerning the medical and pharmaceutical sector. Elite physicians and professors are participating,

Key persons from all medical sectors in Syria such as hospital directors, pharmaceutical factories, laboratories equipment and medical equipment companies will be participating in addition to ensuring a good turnout of high diversified quality visitors.

Additional details will be presented by the show management upon request.



A promising Step Towards future investing Project

Syrian Health Sector Facts:

The Health sector in the Syrian Arab Republic is divided between several sides:

- 1- The Ministry of Health included 2053 health units (1864 units are related directly to MOH and the remaining is related to private sites), as primary health care centers, emergency medical points and specialized medical centers and comprehensive clinics, in addition of 100 Hospitals with 76 general hospitals, and 33 General Assemblies of Hospitals, until the end of 2019
- 2- The Ministry of Higher Education with 14 educational hospitals).
- **3- The Ministries of Defense** and interior by military medical services and its medical providers (dispensaries and hospitals).
- **4- Community centers**, medical clinics And **391** accredited private hospitals.

The above sides provide the health services to all citizens of the country without exception, with high response, speed and quality required, making the available efforts to promote and provide the health services in the normal circumstances and at any emergency situations on any place of Syria under the supervision of ministry of health which provided nearly 53 million medical services during 2019.



The Syrian Health sector damages during the Syrian crisis:

As in all sectors, the health sector in Syria has been heavily affected, especially in ministry of health which suffered damage to approximately 685 health units between partial and total damage or were not known data because of its security situation during the crisis, in addition of 46 hospitals were exposed

to mentioned structural damage (10 fully and 36 partially damage hospitals in 2019), as well as the hospitals of Ministry of Higher Education such as Al Kindi Hospital in Aleppo Governorate. in addition of the damage of some pharmaceutical factories in different regions, resulted in out of service or working in alternative locations.

The Government of the Syrian Arab Republic has developed its methodological plans for the rehabilitation of the medical centers and hospitals affected by the crisis due to the global war on Syria in its ninth year, in addition to the provision of medical equipment to ensure the continuation of its works according to the priorities, based on well-considered criteria. And the adoption of emergency reconstruction plans; support the funds of investments plans, as well as plans for international cooperation with friendly countries and relevant international organizations, especially in light of the unilateral economic siege imposed on Syria.





Investment In The Health Sector For Post-Crisis Syria & Among Corona Disease (Covid-19)

At the end of the global war on the country, and the return of security, the Government of the Syrian Arab Republic is fully aware of where it is going through the ratification of the comprehensive national program for post-crisis Syria, which carries the vision, objectives, aspirations, programs and projects promising for Syria to move qualitatively Relief phase to recovery and recovery, to sustainability in order to achieve the complementary situation in the economic health sector through the process of reconstruction and restoration of infrastructure and the provision of medical equipment necessary for the continuity and sustainability of the health. Which encourages in the next stages for the optimal investments in health economic sector field at all levels, in light of the following:

- 1 The needs to rehabilitate the destroyed health facilities and complete the requirements of performing its work in the best form by providing with the various medical equipment and supplies, especially after the great destruction caused by the crisis.
- 2 The qualitative expansion in the geography of the health sector in most of the governorates of the Syrian Arab Republic and the opening of new medical centers and hospitals such as:
 - General Authority of Shahba Hospital in Al-Suwayda Governorate.
 - General Authority of Children's Hospital in Tartous Governorate.
 - Damascus Oncology Hospital Project in Damascus Governorate (Doumar Area).
 - Project of the physical treatment building and the center of artificial limbs in the Ibn Al-Nafis complex – Damascus Governorate.
 - Martyr Dr. Ibrahim Naama Hospital in Lattakia Governorate (Jabla city).
 - General assembly of Homs National Hospital in Homs Governorate.
 - The Stem Cell Center in the General Authority of Children's University Hospital in Damascus.
 - The General Authority of the Eye Surgical Hospital in Aleppo after its rehabilitation.
 - Martyr Zahi Azrak Hospital In Allepo after its rehabilitation
 - Opening health centers in the Syrian governorates after rehabilitating them.

- 3 The increase in the number of health services, which amounted, for example, to nearly 53 million services in 2019, provided only by the Ministry of Health in all its facilities.
- 4- The need to be open to modern facilities, equipment and treatments related to the great medical scientific development that the world has witnessed during the past years, in many specific medical specialties (microscopic surgery plastic surgery tumor surgery and its various treatments genetics, stem cells, organ transplantation, etc.), in The availability of qualified medical personnel.
- 5 The increase in the number of health services, which amounted, for example, to nearly 53 million services in 2019, provided only by the Ministry of Health in all its facilities.

The completion of the rehabilitation of medical facilities, equipped with the best equipment required, the various medical supplies and qualified medical staff to provide with the best medical services, is a major goal of the Syrian government in order to ensure that the health sector in Syria will maintain its reputation and emulate the advanced countries in medical field at all levels and specializations.

The Corona disease pandemic crisis has cast a bad shadow on medical work all over the world, especially in the Syrian Arab Republic, due to the difficulty in obtaining supplies to confront the disease in light of the possibility of its unexpected spread or the event of mixed cases that require medical care in the hospital with the increased need for equipments, Specialized devices such as:

- Mechanical ventilation (ventilators)
- Intensive care requirements such as the specialized patient beds, cardiac monitoring devices (monitors), electric shock devices.etc.
- The radiography devices such as CT and special multi-slice devices.
- Specialized laboratory-specific diagnostic methods (PCR devices) with the laboratory work reagents for various qualitative analyzes.
- The requirements of individual protection mean and protection means for medical personnel.
- Specific medicines such as anti-viral drugs.
- Home treatment management devices in the early stages of disease, such as oxygen generation devices and oxygen cylinders.

In addition to the need for specialized hospitals for medical isolation of different epidemiological cases,



Types or specialized medical conditions for emergency diseases such as pneumonia, Infectious respiratory diseases, hepatitis diseases and gastrointestinal infections that require specialized medical care in terms of isolation and specialization in providing treatment.

All these needs raise the size and requirements of the competitive market in terms of quality and prices in relation to the needs for medical work requirements in the Syrian Arab Republic, and the possibilities available for investment on All levels to ensure the provision of all individual diagnostic and therapeutic means (oxygen cylinders, oxygen saturation meters), or public in various medical centers and hospitals, especially in light of the economic blockade imposed on the Syrian Arab Republic, taking into consideration the various facilities provided by the Syrian government to all Investors, according to the laws regulating this matter. The completion of the rehabilitation of medical facilities, equipped with the best equipment required, the various medical supplies and qualified medical staff to provide with the best medical services, is a major goal of the Syrian government in order to ensure that the health sector in Syria will maintain its reputation and emulate the advanced countries in medical field at all levels and specializations.

In light of the new investment law in Syria No. 18 of 2021, which will carry promising opportunities as an economic gateway to Syria with the aim of establishing large industrial and productive projects, and in a manner that ensures the achievement of an investment environment conducive to attracting investors and foreign capital while protecting local capital, in a manner that provides them with an encouraging and appropriate environment to establish Investments, and in a manner that grants justice in granting investment opportunities, preventing monopoly, simplifying administrative procedures, preventing precautionary seizure of projects or imposing guards except by a judicial decision, in addition to unprecedented customs and tax exemptions for investment projects, through the abolition of customs and financial duties on imports of machinery, equipment, and production lines And service transportation for projects that have an investment license, and granting unprecedented exemptions ranging from 50 to 75% on profit tax for a wide range of industrial projects, the most important of which are projects in the technology industry, and the medical and pharmaceutical industry..

Why Exhibit at Syrian Medicare 2022?

Syrian Medicare event is the largest gathering of healthcare and trade professionals in the middle east region. The 17th edition will offer a unique platform for all medical and pharmaceutical traders and industries to gather under one umbrella in a potential market.

1. Sales and Lead Opportunities

Floors are buzzing with action as thousands of attendee's searches for solutions that meet their unique needs. With a careful marketing strategy, your brand can stand out from the rest and drive foot traffic into your exhibit.

2. Take Advantage of Face-to-Face Marketing offer unique opportunities to:

offer unique opportunities to:

- Successfully close sales and generate leads in a relaxed face-to-face environment.
- Personally, meet with existing customers to strengthen brand loyalty.
- Create lasting business relationships with other vendors and industry professionals.

3. Boost Brand Visibility

From small businesses to large corporations, **Syrian Medicare** provide unique opportunities to increase exposure and connect to consumers on a personal level.

4. Research Your Industry & Competition

At **Syrian Medicare**, businesses stand shoulder-to-shoulder with other big names within the medical & Pharmaceutical & health industry. Seize the opportunity to learn from your competition and network with professionals. Walk the floor to observe product displays, engagement tactics and sales pitches to take note of how you can improve at the next event.

5. Build Lasting Relationships within Your Industry

Every business relies on a community of other businesses to some capacity, **Syrian Medicare** bring related companies under one roof. If you take the opportunity to meet other industry professionals, then you will likely discover ways that your companies can benefit each other.





6. Showcase New Products & Services

Launching a new product at **Syrian Medicare** is the best way to maximize exposure and connect directly with consumers. Exhibits that incorporate creative product display solutions help set the stage to build face-to-face connections.

7. Listen to Customer Feedback

Syrian Medicare, present the unique opportunity to receive real-time feedback on your products and services. Understanding how customers interact with your brand provides valuable insight that will help your company improve and customized marketing efforts.

Good reasons to visit Syrian Medicare

- 1. Gain knowledge and exposure to new trends, products and resources that are available for your retail business or wholesale company.
- 2. Stimulate new ideas and creative ways to support your business despite the economy, past seasons and more. Where you will gain this knowledge is endless your competition at the show, your general experience at the show and even your participation at Syrian Medicare will make an impact.

3. Meet other retailers and vendors who you can lean on, gain from and possibly gain business.

4. Learn what your competition is up to without having to go to great lengths since their business information will be easily accessible.

Retsch

Global Experiences &

Resource

5. Expose yourself to the press attending the event so they know about your business – retail or wholesale.

6. Generate leads for strategic alliances and most importantly, potential customers.

7. Participate in educational seminars, networking events and surveys that

only take place at trade shows and will expose you to new people, new business and new ways of thinking for your business success.

- 8. Get answers right away, whether from a vendor or a retailer, since trade shows allow for immediate communication and easy, accessible outlets of exposure for both vendors and retailers.
- 9. Become educated on your industry so that you can better support your clients and customers by utilizing all the resources that Syrian Medicare event offer.

Government Patronage & Supports

Syrian Medicare 2022 is going to be held under the gracious patronage of the Syrian Ministry of Health participating effectively in the show by its active attendance, generous support and encouragement.

The show is also coordinated by the scientific council of pharmaceutical industries in addition to University of Damascus, Syrian Commission for Medical Specialties, Syndicates of Physicians, Pharmacists and Dentists in Syria, Syrian Medical Association & coordination and cooperation with a group of associations.





Prime Venue:

Syria Medicare 2021 will be held at Damascus Int'l Fair Venue (Airport Road), which is considered one of the most modern exhibition venues in the middle east, it occupies **1.2** million sq.m with in addition distributed tracts showrooms, the Fairground is closed by to the conference palace center.

facilities and services and green spaces in the following form:

- Building exhibition space: 63.000 Sq.m.
- open exhibition spaces: the convergence of 150.000 sq.m.
- Business Center Bank fire station three security buildings.
- business center Permanent 2725 sq.m + Permanent press 2725 sq.m center.
- 10 parking (for up to 1.800 cars) total area of 11,000 sq.m.
- Telecommunications services and monitoring: electronic monitoring system, WIFI internet services.





Excellent Know-How Marketing Skills

Promotional Campaign:

The organizers offer an intensive planned promotional & advertising campaign to attract the attention of the medical professionals and related bodies. The campaign will cover the following advertisement tools:

- 1- TV Advertisement
- 2- Radio Advertisement
- **3-** Newspapers publications
- **4-** publications in Specialized Medical Magazine (Local + International)
- 5- Street Banners. (Flex & Electro)
- **6-** Direct Invitations.
- 7- Special invitations given to exhibitors to be sent to their clients.
- **8-** Intensive mailing campaign is dedicated to embassies and the commercial attaché and foreign trade missions in addition to direct invitations to all doctors and managers of public and private hospitals in Syria and to major traders, businessmen, owners of medical equipment companies, pharmaceutical & laboratories and all medical personnel.
- **9-** All Type of up to date medical search engines & social media channels.

Your Trustworthy Guide to
Challenging Medical Equipment &
Pharmaceutical Markets



Exhibits Profile

Exposing to the World-leading Medical Technologies



- Surgery tools
- Medical Treatment Equipment
- Diagnostic equipment
- Cardiology equipment
- Disposables
- X-rays units
- Anesthetic instrument

- Sterilizing systems
- Optical & hearing tools
- Eye care instrument & tools
- Water distillation system
- Sport & fitness instrument & tools
- Communication system
- Implementation of medical researches

PharmaTech PharmaTech

- National pharmaceutical industry Products
- Medicine manufacturing and controlling equipment.
- Medical Herbs
- Natural cosmetic materials & disinfectant.
- Toxin, drugs, antiseptic
- Healthy food & Diet food

- Raw materials for Medical Industries
- Anti-allergy materials
- Anti Biotic & Painkillers & Vitamins
- Automation companies
- Magazines and medical researches
- Medical books

HospTech

- Surgery equipment & tools.
- Hospital equipment
- Accident, Emergency Equipment & Aambulances
- Operation Rooms & Intensive Care Units.
- Medical technology
- Medicines and hospital pharmacy
- Clinics Equipment
- Cardiology equipment Nursing & Monitoring
- Automation Companies for Hospitals

- Health Insurance Companies
- Catering and Kitchen Equipment
- Building Technology Services
- Communication and Information Technology.
- Diagnostic, Disinfection and Disposal Systems.
- Electro medical Equipment
- Hospitals Furniture and Equipment & Medical Consumables
- Ophthalmic Supplies
- Rehabilitation Equipment / Orthopedic Supplies

LabTech

- Laboratory Instrument & Automation
- Laboratory Furniture
- Optical Electronic Devices
- Laboratory pumps & Reagents
- Clinical Chemistry Hematology
- Immunology
- Molecular Diagnostics

- Laboratory Applications
- Biotechnology software & Computer systems
- laboratory Cooling & Heating Systems
- Spectral Devices
- Scales and measuring devices
- Genetic
- Diagnostic Kits

Dental

- Dental clinic furniture
- Dental laboratories
- Autoclaves & analgesics
- Cosmetic restoration
- Orthodontic tools
- Endodontic instrument & supplies
- Electro surgical equipment

- Lights operating
- Disposable products
- Emergency kits
- Flossing materials
- Implants and accessories
- Mobile dental units & X rays
- Laser, sterilizing systems, dental filling.



Shell Scheme:

The shell scheme provides you a well equipped stand with a very wide variety of sizes to mach your demands.

It is equipped with rear and dividing panels, fascia board bearing your company name and stand No.

Each Stand Module Comprises of:

- Rear and dividing white wall panels set in aluminum frame (2.5 m long x 1.00 m wide).
- Fascia 30 cm High
- Lighting (2 spotlights, 300 w each) every 9-12 sqm and one 220 volts electrical socket.

Stand Shell Scheme / Minimum Space 9 sqm Including:

- One counter or a table
- Two chairs Floor covering One ashtray -
- A waste bin General cleaning & security
- Fascia bearing your Co. name (English & Arabic) and your stand number

Extra Equipment:

All required extra are available upon request. (For further information, please contact the organizer)

Designing Services:

Skillful and talented engineers and technicians are available upon request.

(For further information, please contact the organizer)

Media Services Fees:

- DVD film covering the inauguration and general exhibition activities € 100

Stand Participation Fees:

- € 300 sqm (SPACE + SHELL SCHEME)
 Minimum Space 9 sqm.
 (as per the stand module specifications and for the whole duration of the exhibition)
 Including inclusion of editorial not exceeding
 100 words for each company at the show catalogue with CD and media campaign.
- € 280 sqm. (SPACE ONLY)
 (minimum 21 square meters)
 Including inclusion of editorial not exceeding 100 words for each company at the show catalogue with CD and media campaign.



Advertisement Fees in the Show Catalogue:

- Inside back cover / colored
 Inside full page / colored
 € 800
 € 400
- (only for exhibitors)
 Inside full page / colored (for all except for exhibitors)

Technical Qualifications:

- Page size 14 cm width x 21 cm length
- 300 pixels / inch
- For booking, please contact the organizers

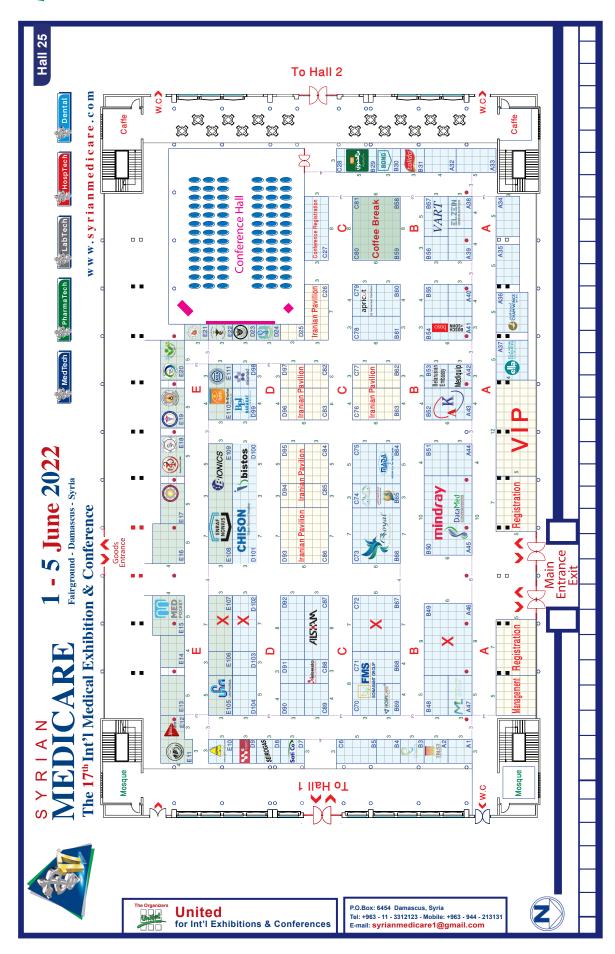
Exhibition Setup & Move out:

- May 30 31 /2022 are dedicated to arranging your stalls from 9:00 A.M Till 9:00 P.M
- June 6th of June 2022 is dedicated to evacuating your stalls from 10:00 A.M Till 4:00 P.M

NOTE: When opening the doors, the exhibits are the responsibility of the exhibitors.

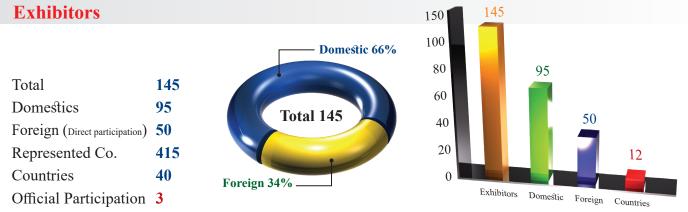








Statistics On The Last Session Medicare 2010 before the Syrian Crisis



(Belgian National Pavilion - Egyptian National Pavilion - Taiwan Pavilion)

Direct Participation Countries: 12

(Belgium, Taiwan, Egypt, China, Turkey, Italy, Germany, Pakistan, Austria, India, Jordan, Lebanon and Syria)

Domestic 91%

Visitors



(Italy, India, Tunis, KSA, Iraq, Iran, Cyprus, Lebanon, Egypt, Jordan, Libya, Canada, Pakistan, Sudan, Yemen, Turkey, UAE)

Official Delegations 2

(Spanish delegation - FENIN Association) - (Tunisian delegation)

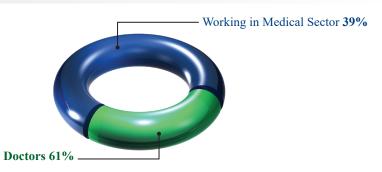
Professional Visitors

Total No. of:

Professional Visitors 4096 100 %

Specialist Doctors 2510 61 %

Working in Medical Sector 1586 39 %



Your Guide to Medical Equipment Markets & Pharmaceutical Industry

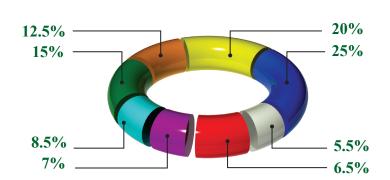
Professional 88%



High Qualified Exhibtor-Visitor Necessity

Distribution of exhibition visitors according to Profession

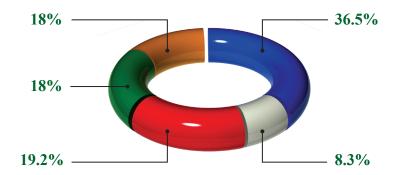
- Hospital Doctor
- Owner
- Sales/Marketing
- General Manager + CEO
- Governmental Employee
- Technician
- Pharmacist
- Administrative Board + Dept. Manager



Hospital, Pharmaceutical, laboratories Medical Industries In Their Best Standards

Distribution of exhibition visitors for medical services & equipment

- General Manager/Owner
- Lab Equipment
- Sales/Marketing
- Engineer + Medical Equip. Technician
- Businessman + Consultant



Are you interested in ...

- Promoting your business according to global levels and accurate strategies?
 - Interacting with trade and medical professionals face-to-face?
 - Knowing the Syrian Ministry of Health investing plans and projects?
 - Electing an agent for your company?
 - *Knowing the news of your competitors?*
 - Exploring promising medical markets in the region?
 - Knowing the importance of your business among other professionals?

If yes? You should be a part of the success.

Syrian Medicare Chain 2022 guarantees for you.

Do not Miss this Unique Marketing Chance Book your Space NOW



EVENT ID

Event Title: Syrian Medicare 2022

Exhibition Date: 1 - 5 June 2022

Official Inauguration: Wednesday 1st June 5:00 p.m

Venue: Fair Ground-Damascus-Syria

Visit Hours: From **4:30** p.m to **10:30** p.m

Entering The Exhibition: Free for Traders & Medical professionals Only



Official Medical Magazine & Web Media Partner















Are you interested in:

- Electing an agent for your company?
- Knowing the news of your competitors?
- Exploring promising medical markets in the region?
- Interacting with trade and medical professionals face-to-face?
- Knowing the Syrian Ministry of Health investing plans and projects?
- Knowing the importance of your business among other professionals?
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The Government Patronage



The Syrian Ministry of Health

Supported By

In Cooperation with























SYRIAN

MEDICARE 2022



The 17th Int'l Medical **Exhibition & Conference**

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Exhibition Date: 1 - 7 June 2022

Venue: Fairground - Airport Road - Damascus - Syria

Visit Hours: From **4:30** p.m to **10:30** p.m

Official Inauguration: Wednesday 1 June 5:00 p.m Entering The Exhibition: (Free for Traders & Medical professionals Only)

Official Medical Magazine & Web Media Partner













Media Partner



Official Carrier



Official Hotel





The Organizers



United

for Int'l Exhibitions & Conferences

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