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**Konu:** Suriyenin Yeniden İmarı Uluslararası Fuarı

Mersin, 20/08/2025

**Sayın Üyemiz,**

T.C. Ticaret Bakanlığı'ndan alınan yazıda, Dışişleri Bakanlığı'ndan alınan yazıya atıfla, "Suriye'nin Yeniden İmarı Uluslararası Fuarı"nın 29 Ekim-1 Kasım 2025 tarihlerinde Şam Uluslararası Fuar Merkezi'nde düzenleneceği, fuara çeşitli ülkelerden şirket temsilcileri ve yatırımcıların davet edildiği; fuarın koordinasyonundan Suriyeli yetkili Basil Al-Sayed'in (Telefon: +963 988 450 400) sorumlu olduğu belirtilmiştir. Fuara ilişkin sunum örneği Ek'te sunulmaktadır.

Bilgileri rica olunur.

**Dr. Canan AKTAN SARI**  
**Genel Sekreter V.**

**Ek**  
**1-Sunum**





# TOWARDS A SIGNIFICANT ECONOMIC LEAP

From October 29 to November 1





# Pivotal Sectors for Rebuilding

## Ministry of Energy

*Representing the Energy and Renewable Energy Sector*

## Ministry of Economy and Industry

*Representing the Industry and Production Lines Sector*

## Ministry of Public Works and Housing

*Representing the Construction, Infrastructure, and Real Estate Development Sector*



# IMAR

## The International Exhibition for the Rebuilding of Syria

Here opportunities are built, partnerships are made, and  
the future of the new Syria is written.







# The Exhibition's Message

**"IMAR" is not a traditional event, but an exhibition that draws the features of the initial phase of rebuilding Syria, and opens the door for real economic partnerships.**

In November 2025, a strategic gateway will open towards exceptional opportunities in the new Syria for:

- Local and international investors
- Decision-makers and government institutions
- Experts in infrastructure, energy, and water
- Technology companies, factories, and major strategic projects

**IMAR is not just an exhibition... It is the beginning of a story that will be written on the ground**



# The Exhibition's Goals

**We will not present solutions only ... We will draw a future for a new Syria**

"IMAR" will bring together investment opportunities and ambitious companies to be the cornerstone for building a promising economic future for Syria, through:

- Clearing the rubble and restoring infrastructure as the foundation for rebuilding.
- Turning destroyed areas into modern investment and urban zones.
- Planning for sustainable cities with public services and a healthy environment.
- Launching key projects in infrastructure, energy, and industry.
- Promoting long-term investment partnerships in high-potential sectors.
- Enabling direct communication between investors, officials, and institutions.
- Highlighting laws and regulations that encourage capital investment.
- Presenting Syria as a productive, export-ready economy — not as a country still struggling with humanitarian difficulties
- Focusing on comprehensive rebuilding that includes economic revival, especially in energy and industry.

**Together, we remove the rubble, build and rebuild cities, restore the infrastructure, and advance Syria towards a prosperous and sustainable future.**





# Pivotal Sectors for Rebuilding

Three sectors, thousands of opportunities

## Construction and Infrastructure

From housing to schools, to bridges to ports... Land is ready for life to return.

## Energy – Electricity, Solar Energy, and Future Solutions

Syria needs energy to bring its economy back to life... So, the path is open for those with vision.

## Industry – Production Lines, Operation, Export

No renaissance without production... and the revitalization of national industry is the beginning of self-reliance.

**Opportunities are here, and the decision for you to come and participate in shaping the future of Syria is yours!**







# High-Level Organization and Technology

**An Organization befitting a smart era... the future of Rebuilding starts here.**

For the first time in Syria, "IMAR" adopts a fully digital organization system:

- Pre-registration through website/application.
- Entry barcode via email or WhatsApp.
- Instant badge printing at the exhibition gate.
- Fast & smart entry using barcodes.
- Ability to save information on badges for easy communication between visitors and exhibitors.
- "Golf" cars for transporting visitors between halls with ease and comfort.

**"IMAR" your window to unparalleled investment opportunities.**





# The Scale of Challenges... and the Scale of Opportunities

- %40 of the population is in need of housing
- %68 of the infrastructure has been destroyed
- 10,000 schools were completely or partially damaged
- \$60 billion is the value of the real estate market during the rebuilding phase
- The initial cost of the infrastructure rebuilding is \$400 billion.

**"IMAR" invites you to witness and be part of the greatest launch...**







## High-Level Attendance and Influential Lectures

"IMAR" will host high-level figures, including ministers, ambassadors, economic planners, and policymakers, and It will be the hub for strategic seminars and lectures for everyone planning to take part in the rebuilding of Syria.

"IMAR" is a unique opportunity to open direct dialogues with responsible parties, and explore government trends and new initiatives supporting investment and production.

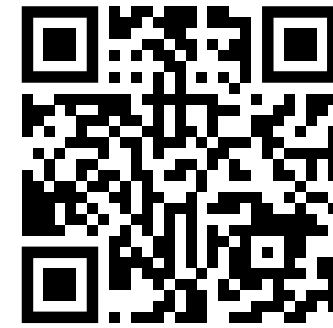
**Here, economic visionaries meet implementation partners on one ground.**





# Do not miss the opportunity and be the one who builds Syria

Scan the code and follow steps to build the future of Syria.



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**IMAR**  
INTERNATIONAL  
EXHIBITION FOR  
RE-BUILDING SYRIA

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