



طَيَّارَة للمعارض
والمؤتمرات الدولية

TAYARA

For International Exhibitions & Conferences

A Strategic Platform for Reconstruction & Sustainable Growth

SYRIA SPECIALISED EXHIBITIONS



From the heart of Damascus, and from a land steadily regaining its strength and confidence, **Tayara International Fairs** emerges with an ambitious vision focused on reconnecting the Syrian economy with global markets and attracting Arab and international investments to participate in a new phase of reconstruction and sustainable development.

Since its establishment in **1995**, the company has operated in line with international organizational standards, positioning itself as an effective bridge between the public and private sectors, as well as between local expertise and global companies. This has been achieved through a series of specialized exhibitions that highlight the true potential of the Syrian market and its promising opportunities.

In **2026**, Tayara International Fairs launches its most comprehensive cycle of integrated specialized exhibitions, built around **three key economic pillars** that together shape the future of Syria's productive economy.



OUR WORKS

Key Exhibitions Organized

TAYARA
For International Exhibitions & Conferences

Over the Years



1995 – 1999
SIFA
The Syrian International Fairs Company



2004
SIMA
BUILD EXPO



2011
ELECTRA
TECH
The 2nd International Exhibition
For Electricity & Industrial Automation



2019
SYRIAENERGY
Industrial Electricity, Automation, Power
المعرض الصناعي الأتمتة والطاقة



2000
SYRIA FOOD



2001 – 2006
SIMA
INDUSTRIAL EXPO
معرض سيمما الصناعي الدولي
The International Industrial Exhibition



2014 – 2018
TECHNO BUILD
المعرض الدولي الرابع لتكنولوجيا البناء



2019
ALL-ENERGY
International Exhibition
For ENERGY & H.V.A.C



2000
SYRIA PLASTIC



2008-2011
watex
The International Exhibition for Water Technology



2019
SINEX
SYRIAINDUSTRIAL EXPO
The Syrian International
Exhibition for Machines
Industrial Equipment & Raw Materials



SYRIAMEP
The Syrian International Exhibition
for ElectroMechanic, HVAC & Plumbing



2004
الأيام التجارية المغربية



2008 – 2011
CLIMATECH
Middle East



2019
MEBuildSHOW
The Syrian International Exhibition for
Building, Construction & Infrastructures

25
YEARS
ANNIVERSARY
25 Years of Exhibitions
1995 - 2020

A Pioneer in Organizing
Exhibitions and Conferences
Since 1995

The Launch of Syria's Specialized Exhibitions – Since 2019





VISION

To be Syria's leading platform with regional and international presence in specialized economic exhibitions and conferences, serving as a strategic bridge between the Syrian economy and global markets by enabling high-quality investments, fostering cross-border partnerships, and supporting reconstruction and sustainable development in line with international best practices.

MISSION

At **Tayara International Fairs & Conferences**, we create high-impact specialized exhibition platforms that unite core economic sectors—construction, energy, industry, and enabling technologies—into a professional business ecosystem. Our mission is to connect investors, companies, and institutions with tangible opportunities, support Syria's reconstruction and economic growth, and catalyze investment projects that strengthen the national economy while expanding regional and international collaboration.

”

“



850+

Exhibition and Event

نظمت مؤسسة طيارة معارض
وفعاليات الأعمال

450+

Company Trusted

شركة مشاركة منحتنا ثقتها





TAYARA International Fairs' Strategic Position

Over the past 30 years since its establishment, TAYARA International Exhibitions & Conferences has successfully cemented its position as a trusted partner in the development of specialized exhibitions in Syria. The company has adopted an integrated exhibition model that combines trade showcases, investment dialogues, and specialized conferences within platforms designed to generate economic value and transform market opportunities into actionable projects.

Tayara International Exhibitions & Conferences stands out for its ability to combine deep insights into the local market with an extensive regional and international network. This makes its flagship project, **Specialized Syrian Exhibitions**, a strategic entry point for global companies seeking expansion and an effective gateway for investment in Syria's key economic sectors.



- **Direct links with decision-makers and influencers**
- **Integrated exhibitions with business events and investment dialogues**
- **Comitment to international professional standards**

Our Value Proposition



- **Over 25 years of specialized experience in economic exhibitions**
- **Deep understanding of the Syrian market and regulatory environment**
- **Strong regional and international business network**



طَيَّارَة للمعارض
والمؤتمرات الدولية
TAYARA
For International Exhibitions & Conferences



Your strategic entry point to Syria's emerging market

2026 – 7 – 11 May

A new phase of rebuilding Syria is underway—one driven by effective investment, international collaboration, and technology transfer across the construction, industry, and energy sectors.

In this context, **Tayara Exhibitions 2026** is launching as a specialized international platform designed to connect global and regional companies with tangible opportunities in Syria's promising market.

This major event will take place at the Damascus Exhibition City from **7 May 2026**, spanning **five days**, bringing together leaders from the construction, industry, and energy sectors, along with investment partners from around the world. The exhibition provides an integrated business environment that facilitates direct connections and opens doors to collaboration and real projects on the ground.



Core Focus Sectors
القطاعات المحورية

معارض سورية التخصصية

One Hub, One Path Forward

منصة واحدة... رؤية موحدة

Connecting Markets... Empowering Investment... Building the Future

Industry & Manufacturing

SINEX
SYRIA INDUSTRIAL EXPO

CONNECTING
VISION WITH
OPPORTUNITY

7 MAY
2026

**TECHNO
BUILD**

Energy (Conventional & Renewable)

SYRIA 7.MAY
Energy

**SYRIA
ENERGY**

SYRIA SPECIALISED EXHIBITIONS



WHY SSE



Main Exhibitions and Strategic Platforms

TAYARA's main exhibitions are designed as strategic economic platforms aligned with Syria's reconstruction and development priorities in the post-2026 phase.

Each exhibition goes beyond showcasing products to become a hub for investment, technology transfer, and sectoral collaboration. Guided by a unified vision, TAYARA presents specialized exhibitions that integrate key economic sectors—construction, energy, industry, and automation—reflecting the close interconnection of modern reconstruction projects. This integrated approach provides participants access to the full value chain, from planning and financing to execution and operations.

Our main platforms feature:

- Specialized exhibition zones for targeted sectors
- High-level conferences addressing market trends and regulatory developments
- Investment forums and project presentations
- Direct engagement with companies and government entities

These platforms establish TAYARA exhibitions as catalysts for partnerships and drivers of economic activation.



Why Specialized Syrian Exhibitions?

- ✓ Build strong collaboration channels between global companies and key Syrian institutions
- ✓ Enhance the presence of modern expertise and technologies in reconstruction and renewable energy projects
- ✓ Create a sustainable business environment that ensures long-term investment returns
- ✓ Introduce advanced global expertise and technologies in construction, manufacturing, and renewable energy projects
- ✓ Enable companies to play a significant role in national projects with high impact



WHY SSE



Why Syria – Why Now?

As Syria enters the post-2026 phase with lifted sanctions, it opens a new investment cycle marked by market reopening, system normalization, and accelerated reconstruction. Years of suppressed demand in infrastructure, energy, industry, and production are now transforming into actionable projects and viable investment opportunities.

This phase offers investors a rare first-mover advantage: access to an emerging market, a skilled workforce, an established industrial base, and renewed regional and international trade integration. The focus is now on modernization, efficiency, and sustainable growth in line with global standards.

Early engagement enables companies to secure strategic positions, build long-term partnerships, and shape the future market. Through its integrated exhibition platforms, **TAYARA** provides a trusted gateway for international investors to connect with decision-makers, evaluate opportunities, and turn market entry into tangible impact.



Connecting Markets. Enabling Investment. Building the Future

“Because we believe that investing in Syria today...is an investment in opportunity, determination, and the future.”

Syria's Investment & Project Opportunities

40%

Energy rehabilitation

15000 Mmegawatts

Energy Project

60%

Water Sector

82\$+ Billion\$

Infrastructure

27%

Residential areas are destroyed

59\$+ Billion\$

Re Construction

40mt

Demolition debris

75\$+ Billion\$

Building
Residential Projects



During 2024-2025



Local, Regional, and
International Companies



Countries Represented
by Exhibitors



Specialized,
professional visitors
across all sectors

8000+

Visitor
Specialised in
business

Tayara International Exhibitions & Conferences extends a formal invitation to global companies, investment bodies, and industrial and technology institutions to participate in this premier economic event. It serves as a strategic platform for entering the Syrian market and contributing to shaping its future growth.



www.TAYARAFAIR.com

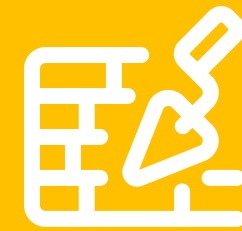
منصة واحدة... رؤية موحدة

A New Era of Growth Begins in Damascus



Flagship Exhibitions & Strategic Platforms

01 Syrian International Construction Exhibition



TECHNOBUILD

A New Era of Growth Begins in Damascus
Join the Movement. Build the Future

[READ MORE >](#)

02 Energy, Electricity & Industrial Automation Exhibition

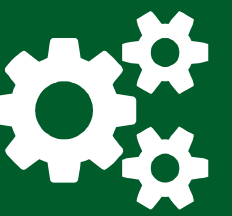


SYRIA ENERGY

Renew the Energy. Renew the Nation

[READ MORE >](#)

03 Syrian International Industrial Exhibition



SINEX

Driving Syria's Industrial Comeback

[READ MORE >](#)



Core Focus Sectors



Industry, Packaging,
and Production
Supplies

Leading the Syrian Industrial
Renaissance

TAYARA



Syrian International Industrial Exhibition

SINEX is Syria's premier exhibition for industrial development, manufacturing systems, and production technologies, offering a gateway for global partners into a fast-growing industrial market.

As Syria moves toward economic recovery, SINEX unites manufacturers, technology providers, investors, and suppliers to revitalize local production, modernize factories, and expand key industrial sectors.

The exhibition highlights opportunities in machinery, production lines, automation, raw materials, and industrial partnerships—creating a professional environment for real investment, technology transfer, and long-term growth.

Syria's industrial sector is entering a pivotal revival, with thousands of factories resuming operations and renewed momentum in major industrial cities like Adra, Homsia, Sheikh Najjar, and Deir ez-Zor.

Opportunities include:

- Industrial machinery and production lines
- Automation, control systems, and smart manufacturing
- Raw materials and industrial supplies
- Engineering and chemical industries
- Metal and food industries
- Packaging, processing, and material handling technologies
- Factory rehabilitation and joint-venture project opportunities

Industry, Packaging, and
Production Supplies



منصة استراتيجية للنمو الصناعي ودخول السوق الفعلي

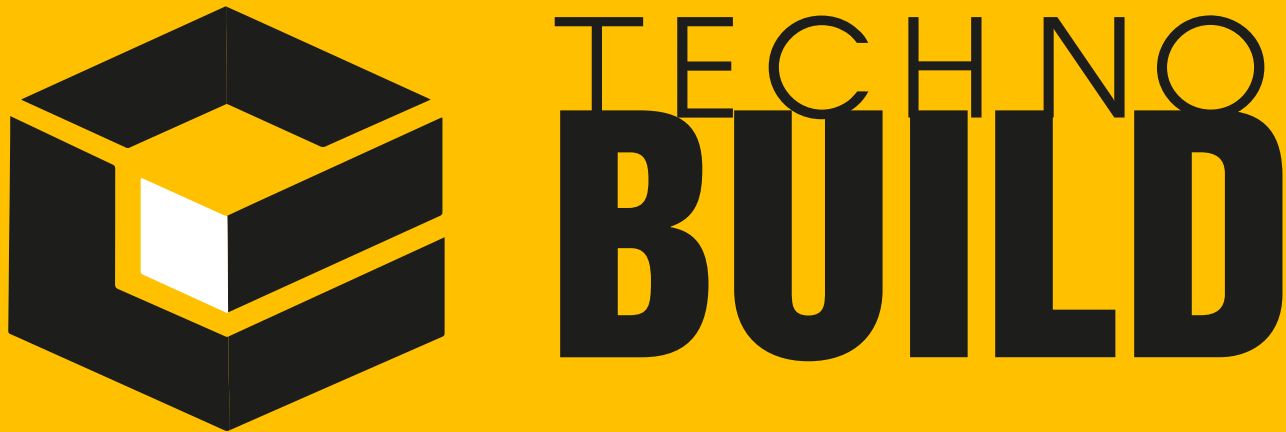




CONNECTING
VISION WITH
OPPORTUNITY

7 MAY
2026

Core Focus Sectors



Construction, Building,
and Infrastructure

Connecting Global Partners
with High-Value Opportunities



Syrian International Construction Exhibition

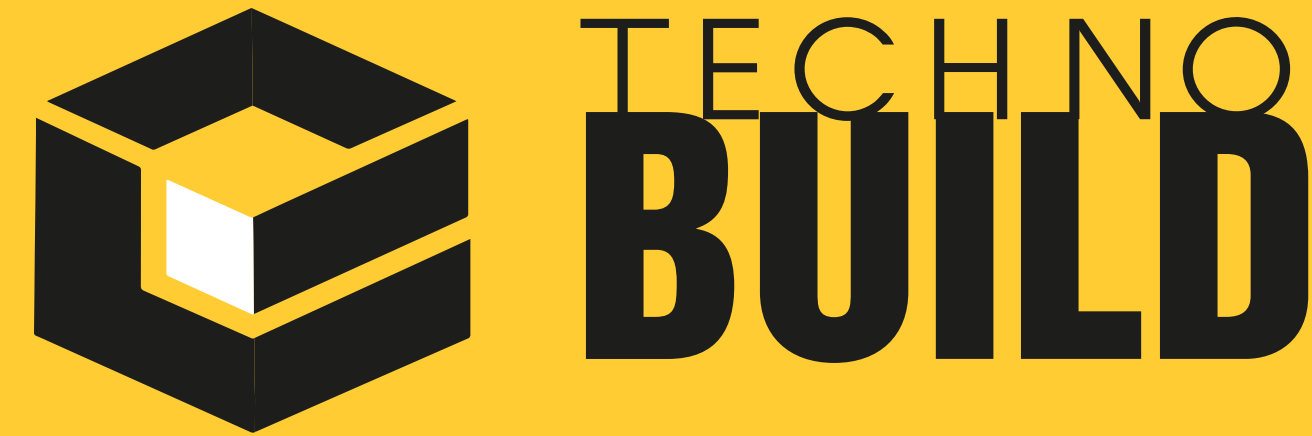
TechnoBUILD Exhibition leverages this momentum: As the leading event in construction and industry, it serves as a pivotal platform for global and regional investors, as well as specialized companies, to engage directly in a Syrian market undergoing significant transformation.

Trade with Syria is showing remarkable recovery; for example, Jordan's exports to Syria rose by 40% in the first half of 2025, with a clear focus on building materials, iron, and marble.

Estimates for Syria's total reconstruction costs run into hundreds of billions of dollars—creating vast opportunities for companies seeking growth in rebuilding markets.



Construction, Building, and Infrastructure



حيث تلتقي الرؤية العالمية بالمرحلة الاقتصادية
الجديدة في سورية

Opportunities include:

- Building materials and construction systems
- Heavy machinery and construction equipment
- Infrastructure and civil engineering solutions
- Smart urban development and city technologies
- Engineering, architecture, and general contracting services
- Heating and cooling systems
- Prefabricated and modular construction, and industrial facility structures





SYRIA^{7.MAY}
Energy

Core Focus Sectors



**Energy, Power &
Industrial Automation**

Unlocking High-Value Opportunities
in Renewable Energy

TAYARA



Energy, Electricity & Industrial Automation Exhibition

Organized by Tayara International Exhibitions, SYRIA ENERGY 2026 is the leading platform for energy, electricity, and industrial automation in a market entering a critical phase of reconstruction and modernization.

With growing demand for reliable energy, renewable solutions, grid rehabilitation, and advanced automation systems, Syria is opening doors to strategic investments that can drive long-term transformation.

Aligned with the Industrial and Construction Exhibitions, **Syria Energy 2026** completes the vision for integrated economic renewal—offering a unified platform where energy powers industry and lights the way for the future of construction.

Energy, Power & Industrial
Automation



تزويد أمة تُعاد بناؤها بالطاقة للمستقبل



Opportunities include:

- Solar energy
- Wind energy
- Conventional power generation
- Batteries and inverters
- Integrated systems
- Transmission and distribution networks
- Smart meters
- PLC and SCADA control systems
- Industrial automation





Integrated Exhibition Model



SYRIA
SPECIALISED
EXHIBITION 2026



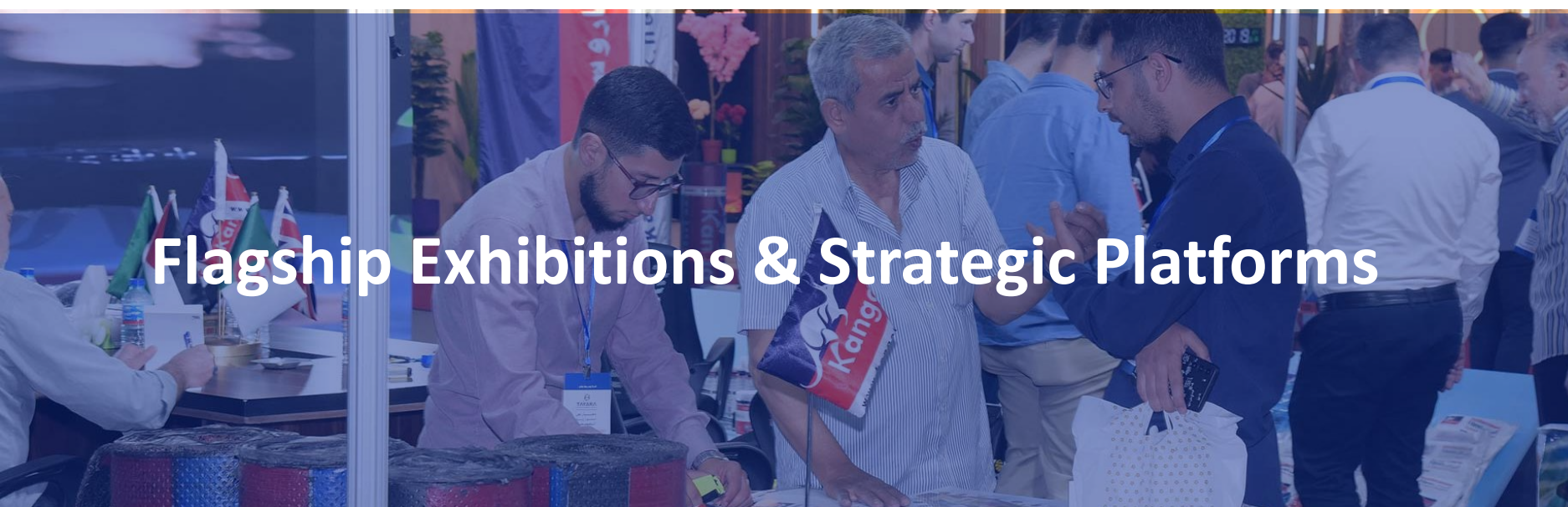
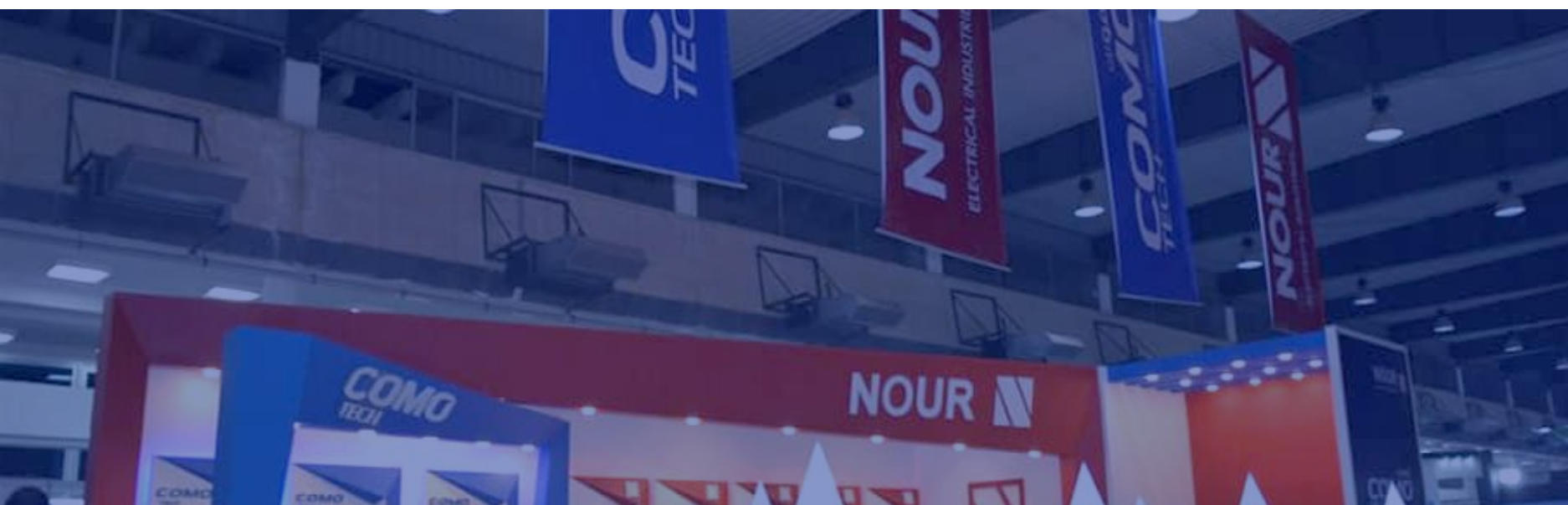
Domestically (Syrian Market):

- Construction and contracting companies
- Factories and raw material suppliers
- Electricity and energy companies
- Industrial and commercial chambers
- Universities and research centers
- Local business leaders and industrialists
- Engineers and contractors

Internationally (Arab and Global Markets):

- Global construction companies
- Industrial companies and manufacturers
- Energy and renewable energy companies
- Investors and investment funds
- European and Asian suppliers of production lines
- International trade agencies

START PROJECT TODAY



Flagship Exhibitions & Strategic Platforms



TAYARA’s main exhibitions are designed as strategic economic platforms aligned with Syria’s post-2026 reconstruction and development priorities. Each exhibition goes beyond product showcasing to serve as a hub for investment, technology transfer, and cross-sector collaboration.

Guided by a unified vision, Tayara delivers specialized exhibitions that integrate core economic sectors—construction, energy, industry, and automation—reflecting the strong interconnection of modern reconstruction projects.

This integrated approach enables participants to access complete value chains, from planning and financing through to execution and operations.

Our main platforms feature:

- Specialized exhibition zones by sector
- High-level conferences addressing market trends and regulatory developments
- Investment forums and project presentations
- Direct engagement with companies and government entities

These platforms position Tayara exhibitions as catalysts for partnerships and key drivers of economic activation.





NUMBERS

All international pavilions and surrounding outdoor exhibition areas at the Exhibition City have been fully booked.
Below are the key figures we are targeting 2026:





Partners and Stakeholders

TAYARA collaborates with:

- Government ministries and public institutions
- Chambers of commerce and industry
- Sectoral unions and business councils
- Regional and international organizations
- Media partners and knowledge institutions

TAYARA



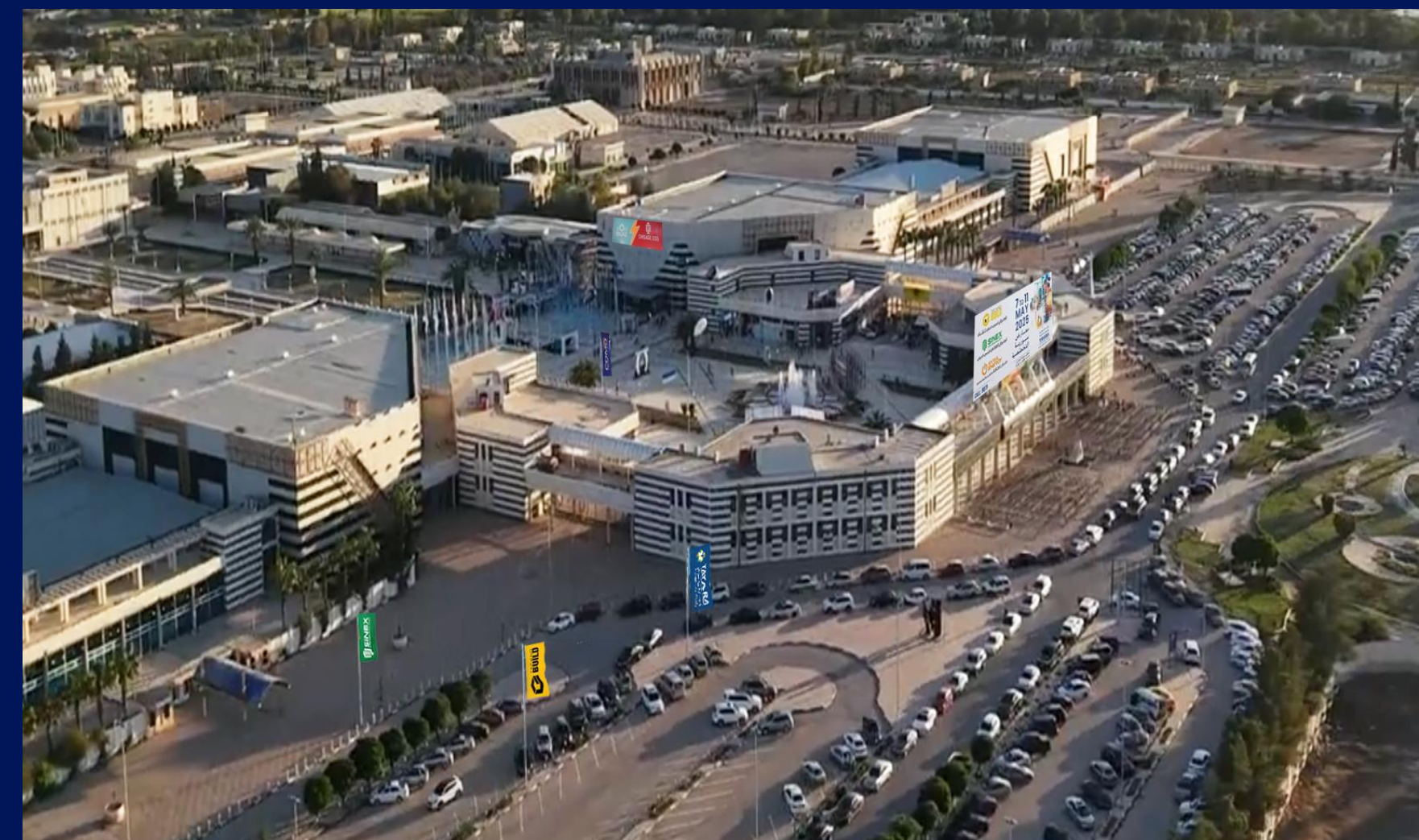


Commitment to Quality and Standards

We are committed to best professional practices inspired by leading international exhibition organizers, with a strong focus on:

- Transparency and governance
- Operational excellence
- Value creation for stakeholders
- Sustainability and long-term impact

TAYARA



Commitment to Quality & Standards



Investor & B2B Engagement Model

Investor & Company Engagement Model

Through its **Specialized Syrian Exhibitions**, Tayara provides global investors and companies with a structured engagement model designed to maximize clarity, efficiency, and return on participation.

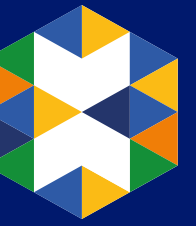
Our approach includes:

- Dedicated matchmaking services connecting investors with qualified local and regional partners
- Direct access to decision-makers across the public and private sectors
- Market intelligence delivered through conferences, seminars, and technical sessions
- Specialized investor support before, during, and after the exhibitions

By transforming exhibitions into managed business environments, TAYARA enables investors to move efficiently from market exploration to partnership formation and project launch—reducing entry risks and accelerating decision-making.



**SYRIA
SPECIALISED
EXHIBITION 2026**



Damascus international Fairground

SSE MAP

A STRATEGIC PLATFORM FOR RECONSTRUCTION & SUSTAINABLE GROWTH

ONE HUB, ONE PATH FORWARD



SYRIA
SPECIALISED
EXHIBITIONS
2026



7 to 11
May أيار

DAMASCUS
INT' FAIRGROUND



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Sales@tayarafair.com

info@tayarafair.com

QNB
Blue is Everywhere



Qatar National Bank is a Qatari multinational commercial bank headquartered in Doha, Qatar. It was founded in 1964 and currently has subsidiaries and associates in 31 countries on three continents. The bank's ownership is evenly divided between the Qatar Investment Authority and members of the public.

KFP
everlasting resource



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HILTI
Building Tools



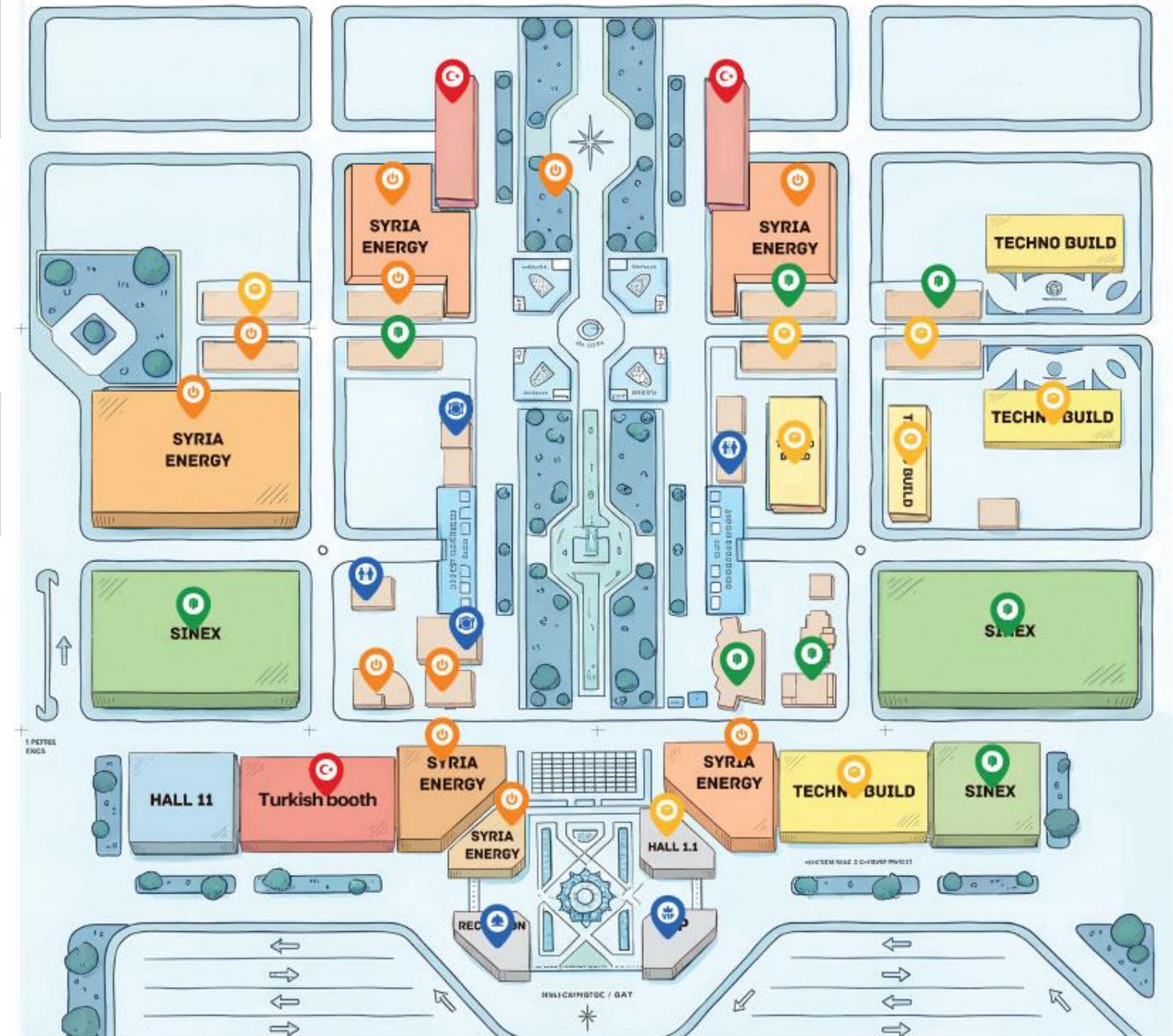
Hilti Corporation is a Liechtenstein multinational company that develops, manufactures, and markets products for the construction, building maintenance, energy and manufacturing industries, mainly to the professional end-user.

BARAKAT
insulation & construction



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The Map



TAYARA

For International Exhibitions & Conferences



Sponsorship Packages

الرعاية الاستراتيجية

"Your Partnership is an Investment in a Market Rebuilding Itself —
Join Us in Shaping the New Economic Landscape of Syria."



Technical Sessions



Main Exhibition
Sponsorship



Key Strategic Partner

Silver	Gold	Platinum	Type
Bigger than the ordinary spaces only indoor	Big Outdoor & indoor	Very Big Outdoor & indoor	Space
15 sec 3 times daily	15 sec 5 times daily	30 sec 10 times daily	Promotional Screen
no only Logo on the backdrop	Yes + Logo on the backdrop	Yes + Logo on the backdrop	A word in the opening ceremony
Limited	Partly	full	Screen appearance
5	10	20	VIP tickets
Optional	yes	yes	Interviews B2B
Half a page	1 page	2 pages	Featured in the Exhibition Guide
Company overview and stand location,	Company overview and stand location, with logo on the guide cover.	Company overview and stand location, with logo on the guide cover.	Exhibition map for visitors
Covers a single interactive activity by sector	Covers one or more sector-specific interactive activities.	For an entire pavilion or selected sector activities	Activity Sponsorship
3	0	10	Flags
Limited	Partly	Full	Appearance on Printable
Car parking for 2 cars	Car parking for 4 cars with a sign	Car parking for 6 cars with a sign	Car Parking



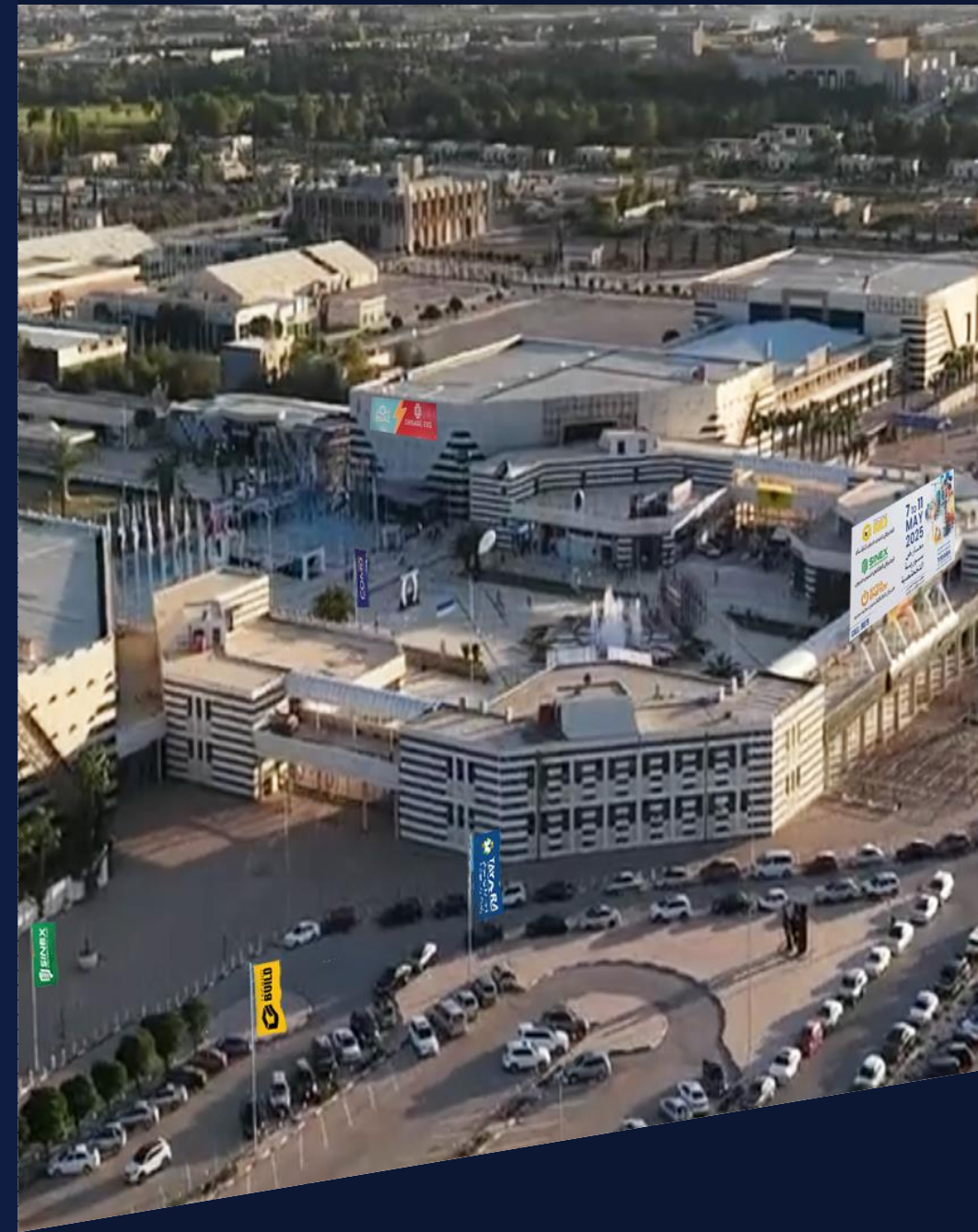
SYRIA
SPECIALISED
EXHIBITION 2026

Specialized Sponsorship Packages

For Each Sector Separately

1. Main Sponsor of Syria Energy
2. Main Sponsor of Techno Build
3. Main Sponsor of Sinex

Appears **only** in the materials of the exhibition being sponsored.

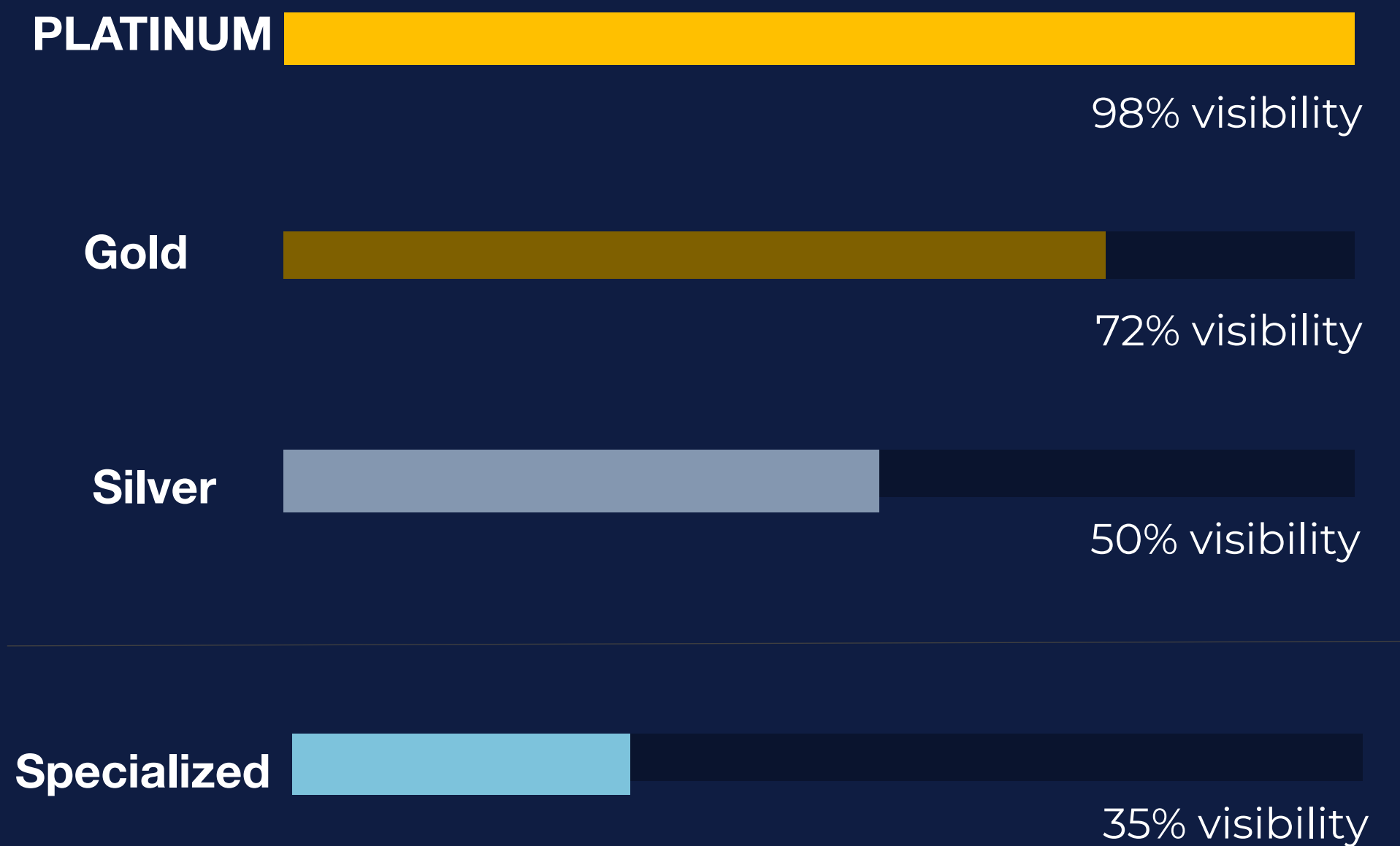
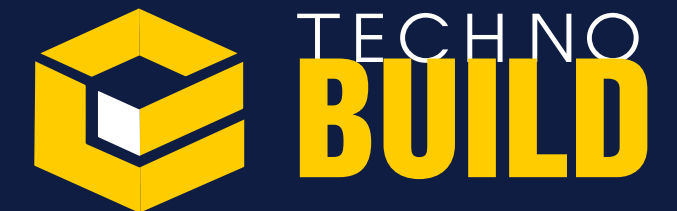


TAYARA
For International Exhibitions & Conferences

One Hub, One Path
Forward

باقات الرعاية الرسمية موحدة لمعارض سوريا التخصصية لعام ٢٠٢٦

Official Sponsorship Packages for 2026





Pioneers' Forum

Specialized Syrian Exhibitions

It's not just an exhibition... it's the true launchpad for investment, production, and real operations in the new Syria.

Contact us



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www.TAYARAFAIR.com

TECHNO BUILD

A New Era of Growth Begins in Damascus

TAYARA
معرض للمعارض والمؤتمرات الدولية

Saber
E.P.S. INDUSTRIES
شركة النعمان للصناعة والتجارة محدودة المسؤولية

Cc
NEW AGE

USA
Electrical
شركة النعمان للصناعة والتجارة محدودة المسؤولية

BARAKAT
Insulation & construction

عالم مواد البناء
WORLD BUILDING MATERIALS
لبنان - سوريا - مصر

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