

# Syrian International Marketing Association



# SIMA

[WWW.SIMAFAIRS.COM](http://WWW.SIMAFAIRS.COM)

The Syrian International Marketing Association **SIMA**, was established *Since 1995* and positioned itself in the Syrian market as a pioneer company in organizing & equipping exhibitions inside and outside Syria. SIMA had the biggest share in equipping International & Local Exhibitions

*Since 1995, SIMA organized, annually, the following specialized Exhibitions:*

## **SIMA Industrial Expo is organized annually at Damascus International Fairground**

### **SIMA Industrial Expo 2009 in Brief:**

**SIMA Industrial 2009** attracted exhibitors from several Arab and foreign countries. Extended more than 28.000sqm by increasing percentage of 30 % of growth total space area and witnessed the participation of more than 350 local, regional, and international companies representing 1116 local & international agencies from 41 countries in addition to a major official national participation from ( Turkey – China - Iran).

**SIMA Industrial Expo 2009** was reflected through the visit of thousands of Arab and foreign businessmen, as the number of registered visitors exceeded **27636** recorded one.

### **Including the following specialties:**

#### **1- Filling & Packing:**

- Filling & Packing Machines.
- Food Processing Machines & Production Lines.
- Printing Machines & Materials
- Paper & Carton Manufacturing Machines.
- Printing, Coding & Labeling Machines.
- Electronic & Mechanical Scales.
- Packing Materials & Techniques.
- Plastic & Paper Bags.

#### **2- Industrial Machineries:**

- Lathe, Drilling, CNC Machines.
- Welding & Cutting Techniques & Machines.
- Metal Coating & Electrostatic Equipment.
- Wood Working Machines & its Accessories.
- Pumps, Motors & Generators.
- Hand & Power Tools.
- Gear Boxes, Reducers & Transmission.
- Metallic Construction.

#### **3- Plastic Techniques & Machines:**

- Injection Molding Machines
- Blow Molding Machines
- Woven Bags Machines
- Film Blowing Machines
- Recycling Machines
- Rubber Processing Machines
- Chemicals & Raw materials Additives
- Plastic & Rubber Products

#### **4- Industrial Techniques**

- Pneumatic " Compressors & Air Control
- Hydraulic Systems
- Conveys & Bearing
- Water & Steam Technologies
- Measurement instrumentation
- Industrial Automation
- Industrial Gas & oils
- Firefighting & Safety Equipment

#### **5- Agriculture Machinery**

- Agricultural Machines & Tools.
- Modern Irrigation Systems.
- Plastic Sheets.
- Sorting & Preparing Equipment.
- Olive Machines & Equipment.

#### **6- Industrial Services**

- Industrial Complexes
- Insurance & Banking Services
- Consultants Offices & Industrial Engineering Services
- Periodical Specialized Magazines & Journals

### Visitor profile based on Specialization

Description	%	No
Executive & Product Managers	28%	7738
Electrical Engineers	23%	6356
Mechanical Engineers	17%	4698
Decision Makers & Producers	13%	3595
Industrial services	07%	1958
Others	07%	1922
Consultants	02%	527
Oil & Gas	02%	565
Diplomatist	01%	279
TOTAL	100%	27636

### Visitor profile based on Nationality

Nationality	%	No
Syrian	74 %	20452
Arab countries	19 %	5247
Asia	04 %	1105
Africa	02 %	554
Europe	0.8 %	221
Others	0.2 %	57
Total	100%	27636



## *International Exhibition For Electrical & Industrial Automation*

local, Arabic and foreign companies participated from the following specialties:

- Transmission lines, distribution network and cables
- Industrial Automation Solutions
- Hi-tech products
- Generating Sets
- New & Renewable Energy
- Solar Energy
- Power station & Electric towers
- Electrical Board Switchers & Circuit Breakers
- Programmable logic controls (PLC's)
- Uninterrupted Power Systems, Charges & Batteries.
- Electrical Fuses, Unites, Transformers & Regulators
- Industrial equipment and accessories
- Thunder protection equipment and valves
- Test and measurement equipment / System / Monitoring
- Lighting equipment & Accessories.
- Electronic engineering & consultant

**ELECTRATECH 2010 was organized concurrently with:**

**SIMA INDUSTRIAL EXPO 2010**

*The 16<sup>th</sup> International Industrial Exhibition*

**ELECTRATECH 2009 in Figures :**

The Exhibition was held concurrently with the 15<sup>th</sup> annual session of SIMA Industrial Expo 2009. It extended over 4000sqm in space area by 35% increasing space area and attracted more than 44% out of 27636 total both fairs specialized visitors, Electratech 2009 has witnessed participation from many local & international leading companies, the world most important brand name has exhibited in this fair through its local agent in Syria, in addition to other direct participation from many international companies such: France – Macedonia – Egypt – Italy – Germany, Turkey, China & India.

**ELECTRATECH 2009** has witnessed tremendous scientific program through the whole fair period, most leading companies in the field of industrial electric and Automation has presented its latest technologies and implantation procedures & services throughout the fair massive symposium program.

# CLIMATECH "2010"

The 3<sup>rd</sup> Int'l exhibition for H.V.A.C

15-19 April 2010

Damascus – International Fairground

Which is considered the pioneer show in the **Middle East** region to offer a comprehensive, technology spanning coverage for residential, commercial and industrial building sector.

Through its unifying concept, **CLIMATECH 2010** offers you a unique opportunity to reveal your innovations to all those involved in the market in one place & at the same time.

Many local, Arab, and foreign companies participated from the following specialties:

## Heating, Ventilation, Air Conditioning, And Cooling:

- Heating & Air Conditioning equipment by Hot air & Water
- Heating by Solar Systems.
- Burners, Boilers, and Radiators.
- Fan Coils and Heat Coil Exchangers, Chillers & Coolers.
- Steam Generation & Technology.
- Ventilation & Fan Systems.
- Air purification - Humidifying - Dehumidifying
- Air Ducts (fixed & flexible).
- Residential and central Air Conditioning.
- Thermal Isolation systems & isolated sandwich panels.
- Industrial Refrigeration.
- Refrigeration compressors and valves.
- Cooling towers and cooling boxes.
- Ice production machines.
- Control, automation & measurement systems.
- Fire systems (warning, protection...)
- Engineering offices (studies, consultation & applying).

## Water Technology & Water Treatment:

- Water Treatment, Purification & Desalination plants.
- Water Analysis Devices & testing Equipment.
- Water Meters.
- Water Purification Equipment.
- Water Storage Reservoirs.
- Water Coolers & Heaters.
- Water Well Drilling Equipment & Accessories.
- Irrigation systems.
- Sewage Pipes & fittings.
- Thermal Water Materials.
- Water Installation Networks.
- Water Pumps & Filters.
- Drainage Systems.
- Valves & Gauges & Accessories.

## CLIMATECH 2010 was held concurrently with:



## **The 3<sup>rd</sup> Int'l Exhibition for Water Technology**

### CLIMATECH 2009 in brief :

the event witnessed a noticeable increase by over 30 % in terms of space occupation and companies' participation and visitors, extended by over 6.500sqm with the participation of more than 120 local, regional, and international companies, 416 local & international agencies and trademarks from 35 countries was represented in addition to a major official national participation from Turkey, Number of registered visitors exceeded **10.000** recorded trade visitors

*"Syrian International Marketing Association – SIMA" is, also, the organizer of other important events inside and outside Syria to mention a few..*

<i>Name of Exhibition</i>	<i>Date</i>	<i>Location</i>	<i>Booth area</i>
SyriaFood 2000	Sept. 22-26/2000	Damascus	1480 m <sup>2</sup>
SyriaPlastic 2000	Nov. 08-12/2000	Damascus	1510 m <sup>2</sup>
Moroccan Commercial Days	Jul. 01-03/2002	Damascus	380 m <sup>2</sup>
Syrian Products Expo	Feb. 11-18/2002	Baghdad	1670 m <sup>2</sup>
ICF "Iraq Construction Fair"	Mar. 24-29/2002	Baghdad	440 m <sup>2</sup>

## **BUILDING-UP**

SIMA is one of very few fairs organization in the region who has its own equipment, installation, fittings, workshops, warehouses and engineers for building-up the International Pavilions in both: "Damascus International Fair" and International Exhibitions abroad:

### **A- Damascus International Fair :**

*Annually agenized By the Syrian Public Establishment for International Fairs & Exhibitions.*

- Over the years SIMA has been assigned by many international countries to undertake the construction & decoration work of their national participation which will be described as follows:

#### **International Pavilions at 56<sup>th</sup> Damascus International Fair (2009):**

- |          |             |              |                     |
|----------|-------------|--------------|---------------------|
| - Brazil | - Venezuela | - Bulgaria   | - Romania - Denmark |
| - Iraq   | - Pakistan  | - Belorussia | - Czech             |
| - Yemen  | - Lebanon   | - Egypt      | - Italy             |

#### **International Pavilions at 55<sup>th</sup> Damascus International Fair (2008):**

- |          |           |              |
|----------|-----------|--------------|
| - Brazil | - France  | - Romania    |
| - Italy  | - Denmark | - Kazakhstan |

**International Pavilions at 54<sup>th</sup> Damascus International Fair (2007):**

- Brazil
- Denmark
- Egypt
- Republic of Belarus
- France

**International Pavilions at 53<sup>rd</sup> Damascus International Fair (2006):**

- Brazil
- Denmark
- Egypt
- China
- France
- South Korea

**International Pavilions at 52<sup>nd</sup> Damascus International Fair (2005):**

- Brazil
- Egypt
- France
- South Korea

**International Pavilions at 51<sup>st</sup> Damascus International Fair (2004):**

- United Russia
- Portugal
- Brazil
- Romania
- Egypt
- Italy

**International Pavilions at 50<sup>th</sup> Damascus International Fair (2003):**

- United Russia
- Ukraine
- Poland
- Brazil
- Portugal
- Belarus
- Jordan
- Romania
- Italy
- Czech Republic

**N.B.:** in addition to the construction works of United Russia Pavilion, SIMA has organized their participation in the Fair.

**International Pavilions at 49<sup>th</sup> Damascus International Fair (2002):**

- Turkey
- Ukraine
- Philippine
- Brazil
- Spain
- Greece
- Jordan
- Palestine
- Iran
- United Russia

**International Pavilions at 48<sup>th</sup> Damascus International Fair (2001):**

- Turkey
- United Russia
- Brazil
- Ukraine
- Jordan
- Spain
- Palestine

**International Pavilions at 47<sup>th</sup> Damascus International Fair (2000):**

- Turkey
- Ukraine
- Brazil
- Spain
- Jordan
- United Russia

## **B - SYRIAN EXHIBITIONS:**

- Among many local fairs equipping companies in Syria, SIMA has the biggest chair in the market in equipping and building up many local fairs and exhibition in Syria in addition to our reach experience in organizing local and international conferences:

### ***In 2009***

	<b>Name of Exhibition</b>	<b>Booth Area</b>	<b>Date</b>	<b>Venue</b>
1	- Al Basel Cardiac Surgery Fair	250 m <sup>2</sup>	01 Jan	Al Basel Hospital Damascus
2	The 19 <sup>th</sup> Exhibition for fashion show " MOTEX"	10000 m <sup>2</sup>	19- 22 February	Int'l Fairground Damascus
3	- The Specialized Exhibition for Universities and Intermediate Institutes	450 m <sup>2</sup>	03-05 March	Dedeman Hotel Damascus
4	- Universities Exhibition	850 m <sup>2</sup>	03-05 March	Int'l Fairground Damascus
5	- Fashion Expo ( Men Fashion )	450 m <sup>2</sup>	20-21 March	Dedeman Hotel Damascus
6	- CLIMATECH " The 2 <sup>nd</sup> International exhibition for H.V.A.C	5000 m <sup>2</sup>	25-29 March	Int'l Fairground Damascus
7	- WATEX " The 2 <sup>nd</sup> International Exhibition for Water Technology	2500 m <sup>2</sup>	25-29 March	Int'l Fairground Damascus
8	- Fashion Expo ( Kids Fashion )	450 m <sup>2</sup>	27-29 March	Dedeman Hotel Damascus
9	- Fashion Expo ( Women Fashion )	450 m <sup>2</sup>	27-29 March	Dedeman Hotel Damascus
10	- Fashion Expo (Women Expo)	400 m <sup>2</sup>	27-29 March	Four Seasons Hotel Damascus
11	- Expo Men	400 m <sup>2</sup>	03-05 April	Four Season Hotel Damascus
12	- Expo Men	450 m <sup>2</sup>	03-05 April	Dedeman Hotel Damascus
13	- National Command Festival – 7 <sup>th</sup> of April	600 m <sup>2</sup>	07 April	National Command Bldg – Damascus
14	- The Specialized exhibition for information Technology & Telecommunication	700 m <sup>2</sup>	14-18 April	Lattakia
15	- Tourisms Exhibition	450 m <sup>2</sup>	02-03 May	Dedeman Hotel Damascus
16	- Tartous Festival	800 m <sup>2</sup>	05 May	Tartous
17	- Pharmaceutical union exhibition	300 m <sup>2</sup>	07- 08 May	Safir Homs Hotel Homs
18	- Red Crescent Fair	120 m <sup>2</sup>	08-09 May	Al Athem Palace Damascus
19	- Hunbil Stand at Buildex Exhibition	320 m <sup>2</sup>	12-16 May	Int'l Fairground Damascus
20	- The Specialized exhibition for information Technology & Telecommunication	600 m <sup>2</sup>	18-20 March	Homs
21	- ELECTRATECH" the 5 <sup>th</sup> int'l exhibition for industrial electric & automation	8000 m <sup>2</sup>	27-31 May	Int'l Fairground Damascus
22	SIMA Industrial Expo "the 14 <sup>th</sup> International Industrial exhibition"	20000 m <sup>2</sup>	27-31 May	Int'l Fairground Damascus



23	- Foodexpo “the 7th international exhibition for food industries, packing & packaging”	7000 m <sup>2</sup>	16-20 June	Int’l Fairground Damascus
24	- SOS Exhibition	300 m <sup>2</sup>	17-19 June	Al Jahez Park Damascus
25	- Syrian Medicare Exhibition	3000 m <sup>2</sup>	18-21 June	Int’l Fairground Damascus
26	- The Specialized exhibition for information Technology & Telecommunication	700 m <sup>2</sup>	19-21 June	Dara’a
27	- Homs Building Exhibition	650 m <sup>2</sup>	June	Safir Homs Hotel
28	- Eng coast ( Building Exhibition	4000 m <sup>2</sup>	01-04 July	Lattakia
29	- Cosmetics Exhibition	550 m <sup>2</sup>	13-16 July	Damascus Gate Restaurant
30	- Al-Basel Exhibition for Innovation & Invention	3000 m <sup>2</sup>	15-20 July	Int’l Fairground Damascus
31	- The Specialized Exhibition for Universities and Intermediate Institutes	1200 m <sup>2</sup>	28-31 July	Int’l Fairground Damascus
32	- The 19 <sup>th</sup> Exhibition for fashion show " MOTEX"	10000 m <sup>2</sup>	30 July - 3 August	Int’l Fairground Damascus
33	- Expo Men (Men Fashion)	400 m <sup>2</sup>	31 July – 1 August	Four Seasons Hotel Damascus
34	- The Specialized Exhibition for Universities and Intermediate Institutes	350 m <sup>2</sup>	02-04 August	Sheraton Hotel Aleppo
35	- The Specialized Exhibition for Universities and Intermediate Institutes	650 m <sup>2</sup>	06-07 August	Safir Homs Hotel Homs
36	- The international Exhibition for real-estate investment “ Cit View”	5000 m <sup>2</sup>	11-15 August	Int’l Fairground Damascus
37	- Jordanian Fashion Fair	1200 m <sup>2</sup>	18-20 August	Royal Hotel Jordan
38	- Dentistry and orthodontics conference and Exhibition	400 m <sup>2</sup>	04-06 September	Ebla Sham Hotel Damascus
39	- Syrian Air show	4000 m <sup>2</sup>	28-30 September	Int’l Fairground Damascus
40	- Fashion Expo (Women Fashion)	450 m <sup>2</sup>	01-02 October	Dedeman Hotel Damascus
41	- Fashion Expo (Men Fashion)	450 m <sup>2</sup>	01-02 October	Dedeman Hotel Damascus
42	- Expo Men (Men Fashion)	400 m <sup>2</sup>	01-02 October	Four Season Hotel Damascus
43	- SIMA Industrial Exhibition	5000 m <sup>2</sup>	07-11 October	Al Yaman Land Aleppo
44	- The 19 <sup>th</sup> Exhibition for fashion show " MOTEX"	5500 m <sup>2</sup>	08-11 October	Int’l Fairground Damascus
45	- International Golan Forum	2000 m <sup>2</sup>	10-11 October	Qunaitra
46	- Damascus International Horse Fair	4500 m <sup>2</sup>	16-19 October	Int’l Fairground Damascus
47	- SEATEX “Syrian International Agricultural Exhibition	3000 m <sup>2</sup>	18-21 October	Int’l Fairground Damascus
48	- Modern Direction in dentistry plastic Surgery Convention	450 m <sup>2</sup>	26-27 October	Orient Club Damascus
49	- Media World	3000 m <sup>2</sup>	28 Oct 01 Nov	Int’l Fairground Damascus

50	- Homs Food Exhibition	550 m <sup>2</sup>	10-13 November	Safir Homs Hotel Homs
51	- 16 <sup>h</sup> November celebration	650 m <sup>2</sup>	16 November	National Command Bldg – Damascusu
52	- Informatics Exhibition	450 m <sup>2</sup>	17-19 November	Damascus
53	- Family & Beauty exhibition	900 m <sup>2</sup>	19-27 November	Sport City Damascus
54	- Damascus Int'l Airport Tent	60 m <sup>2</sup>	November	Damascus Int'l Airport
55	- Financial Investment Conference	450 m <sup>2</sup>	17-19 December	Dedeman Hotel Damascus
56	- Electric Power Station Opening Ceremony	250 m <sup>2</sup>	21 December	Damascus
57	- The Photo Exhibition	300 m <sup>2</sup>	20 December	Dar Al Ba'ath Damascus
58	- The Photo Exhibition	300 m <sup>2</sup>	20 December	Dar Al Assad Damascus

### *In 2008*

	<i>Name of Exhibition</i>	<i>Booth Area</i>	<i>Date</i>	<i>Venue</i>
1	- The Exhibition & Conference for education ( schools & universities )	500 m <sup>2</sup>	19- 21 February	Le Meridian Hotel Damascus
2	- The Exhibition & Conference for education ( schools & universities )	500 m <sup>2</sup>	24- 26 February	Al Shahbaa Hotel Aleppo
3	- The 17 <sup>th</sup> Exhibition for fashion show " MOTEX"	15.000 m <sup>2</sup>	28 Feb 02 March	Int'l Fairground Damascus
4	- Der ElZour Conference & Exhibition	15.000 m <sup>2</sup>	01-04 March	Al Furat Hotel Der ElZour
5	- The Exhibition & conference for Banking and financial markets	500 m <sup>2</sup>	10-11 March	Four Seasons Hotel Damascus
6	- Men Expo ( Men Fashion )	500 m <sup>2</sup>	04-06 April	Le Meridian Hotel Damascus
7	- Men Expo ( Men Fashion )	500 m <sup>2</sup>	04-06 April	Four Season Hotel Damascus
8	- Fashion Expo ( for women fashion )	500 m <sup>2</sup>	09-11 April	Le Meridian Hotel Damascus
9	- Bride Exhibition	700 m <sup>2</sup>	17-20 April	Meridian Hotel Damascus
10	- CLIMATECH “ The 1 <sup>st</sup> International exhibition for H.V.A.C	6000 m <sup>2</sup>	08-12 April	Int'l Fairground Damascus
11	- WATEX “ The 1 <sup>st</sup> International Exhibition for Water Technology	3500 m <sup>2</sup>	08-12 April	Int'l Fairground Damascus
12	- The 1 <sup>st</sup> International Exhibition for websites & Internet Technology	1200 m <sup>2</sup>	22–25 April	Int'l Fairground Damascus
13	- Veterinary medicine Exhibition	700 m <sup>2</sup>	23-25 April	medicine Faculty Hama City
16	- Pharmaceutical union exhibition	210 m <sup>2</sup>	23-25 April	Safeer Hotel Homs

15	- The Int'l Exhibition for Websites & networking technologies (WEBIT)	3000 m <sup>2</sup>	22-25 Apr	Int'l Fairground Damascus
18	- Ministry of Tourism Exhibition & Conference	700 m <sup>2</sup>	29-30 April	Le Meridian Hotel Damascus
9	- Bride Exhibition	700 m <sup>2</sup>	07-09 June	Meridian Hotel Damascus
19	- Tourisms Exhibition	300 m <sup>2</sup>	16-18 May	Palmyra
	- Businessmen Exhibition ( Syrfex )	400 m <sup>2</sup>	19-20 June	Le Meridian Hotel Aleppo
17	- Academia Syria Exhibition	210 m <sup>2</sup>	23-25 April	Safeer Hotel Homs
20	- SIMA Industrial Expo "the 14 <sup>th</sup> International Industrial exhibition"	10.000 m <sup>2</sup>	27-31 May	Int'l Fairground Damascus
21	- "ELECTRATECH" the 4 <sup>th</sup> int'l exhibition for industrial electric & automation	3000 m <sup>2</sup>	27-31 May	Int'l Fairground Damascus
25	- The 8 <sup>th</sup> Syrian Medicare 2008 Int'l Exhibition Medical and pharmaceutical	2000 m <sup>2</sup>	21-25 June	Int'l Fairground Damascus
43	- The 5 <sup>th</sup> Int'l Exhibition for Food industries, packing & packaging FOODexpo	7000 m <sup>2</sup>	11-15 June	Int'l Fairground Damascus
45	- Barbers' Exhibition	2000 m <sup>2</sup>	12-15 June	Int'l Fairground Damascus
38	- Businesswomen Exhibition	280 m <sup>2</sup>	01-03 September	Nobel Restaurant Damascus
28	- Eng coast ( the 6 <sup>th</sup> Building Exhibition)	1600 m <sup>2</sup>	02-04 July	Latakia
36	- Men Expo (Men Fashion)	400 m <sup>2</sup>	31-02 Jul – Aug	Le Meridian Hotel Damascus
31	- Fashion Expo (Women Fashion)	380 m <sup>2</sup>	26-28 July	Le Meridian Hotel Damascus
35	- Men Expo (Men Fashion )	450 m <sup>2</sup>	31-02 July - Aug	Four Season Hotel Damascus
44	- The 2 <sup>nd</sup> industrial conference	150 m <sup>2</sup>	28-29 October	Ebla Sham Hotel Damascus
26	- Homs Building Exhibition	800 m <sup>2</sup>	26-29 June	Safir Homs Hotel Homs
46	- Beauty Exhibition	150 m <sup>2</sup>	28-29 October	Le Meridian Hotel Damascus
47	- Family Exhibition	1500 m <sup>2</sup>	28-29 October	Damascus
23	- Homs Food Exhibition		10-13 November	Safir Homs Hotel Homs
32	- Universities Exhibition	1200 m <sup>2</sup>	01-04 August	Int'l Fairground Damascus
33	- Universities Exhibition	300 m <sup>2</sup>	07-09 August	Shaba Hotel Aleppo
37	- Back To School Exhibition	2000 m <sup>2</sup>	31-09 Aug - Sep	Int'l Fairground Damascus
	- Damascus International Horse Fair	m <sup>2</sup>	16-19 October	Int'l Fairground Damascus
14	- Dentistry and orthodontics exhibition	500 m <sup>2</sup>	18-20 April	Dentist faculty Hama City
48	- Syrian exporters Exhibition	150 m <sup>2</sup>	28-29	Four Seasons Hotel

			October	Damascus
49	- The Agricultural Exhibition	150 m <sup>2</sup>	28-29 October	Int'l Fairground Damascus
42	- Dentistry and orthodontics exhibition	500 m <sup>2</sup>	18-20 April	Orient Club Damascus
54	- Cleaning Exhibition	150 m <sup>2</sup>	28-29 October	Le Meridian Hotel Damascus
	- Media World	m <sup>2</sup>	28 Oct 01 Nov	Int'l Fairground Damascus
50	- Al Quds Capital of Arab Culture Festival	150 m <sup>2</sup>	28-29 October	Damascus
39	- Al Basel Cardiac Surgery Fair	m <sup>2</sup>	01 Jan	Al Basel Hospital Damascus
51	- Doctors Union Exhibition	150 m <sup>2</sup>	28-29 October	Damascus
52	- The Photo Exhibition		20 December	Dar Al Ba'ath Damascus
53	- The Photo Exhibition		20 December	Dar Al Assad Damascus
30	- Homs Auto Show	2000 m <sup>2</sup>	17-22 July	Homs City center
40	- The Specialized exhibition for information Technology & Telecommunication	m <sup>2</sup>	14-18 April	Damascus
3	- The 18 <sup>th</sup> Exhibition for fashion show " MOTEX"	15.000 m <sup>2</sup>	11-15 July	Int'l Fairground Damascus
41	- Dentistry and orthodontics conference and Exhibition	1200 m <sup>2</sup>	04-06 September	Ebla Sham Hotel Damascus
22	- The international Exhibition for real-estate investment	280 m <sup>2</sup>	05-06 June	Le Meridian Hotel Damascus
22	- The international Exhibition for real-estate investment	280 m <sup>2</sup>	05-06 June	Four Seasons Hotel Damascus

### *In 2007*

	<i>Name of Exhibition</i>	<i>Booth Area</i>	<i>Date</i>	<i>Venue</i>
1	- The Exhibition & Conference for education ( schools & universities )	500 m <sup>2</sup>	13- 15 February	Le Meridian Hotel Damascus
2	- The Exhibition & conference for Banking and financial markets	500 m <sup>2</sup>	21-23 March	Sheraton Hotel Damascus
3	- Kids fashion	500 m <sup>2</sup>	23-25 March	Le Meridian Hotel Damascus
4	- The 1 <sup>st</sup> International Exhibition for websites & Internet Technology	1200 m <sup>2</sup>	08 – 11 March	Int'l Fairground Damascus
5	- Fashion Expo ( for women fashion )	500 m <sup>2</sup>	30-01 March- Ap	Le Meridian Hotel Damascus
6	- Businessmen Exhibition ( Syrfex )	500 m <sup>2</sup>	02-04 April	Le Meridian Hotel Damascus
7	- The International Exhibition for investment and free zones ( WEBIT)	500 m <sup>2</sup>	15-16 April	Damascus

8	- Men Expo ( Men Fashion )	500 m <sup>2</sup>	06-08 April	Le Meridian Hotel Damascus
9	- Men Expo ( Men Fashion )	500 m <sup>2</sup>	06-08 April	Four Season Hotel Damascus
10	-Spring Festival	5000 m <sup>2</sup>	18 – 03 April - May	City Center Hama City
11	- Dentistry and orthodontics exhibition	500 m <sup>2</sup>	18-20 April	Dentist faculty Hama City
12	- Veterinary medicine Exhibition	700 m <sup>2</sup>	23 – 25 April	medicine Faculty Hama City
13	- Preponderant reunion ( Al fardouss Association )	130 m <sup>2</sup>	25-26 April	Al Basil School Damascus
14	- Ministry of Tourism Exhibition	700 m <sup>2</sup>	25 – 27 April	Ebla Sham Hotel Damascus
15	- Tourisms Exhibition	300 m <sup>2</sup>	03-07 May	Palmyra
16	- SIMA Industrial Expo “the 13 <sup>h</sup> International Industrial exhibition”	10.000 m <sup>2</sup>	25-29 May	Int’l Fairground Damascus
17	-“ ELECTRATECH” the 3 <sup>nd</sup> int’l exhibition for industrial electric & automation	3000 m <sup>2</sup>	25-29 May	Int’l Fairground Damascus
18	- The international Exhibition for real-estate investment	280 m <sup>2</sup>	05-06 June	Le Meridian Hotel Damascus
19	- Rural Development	160 m <sup>2</sup>	07-08 June	Latakia Ein Al Tina
20	- Der Azor Building Exhibition	700 m <sup>2</sup>	09-13 June	Der Azor
21	- The 7 <sup>th</sup> Syrian Medicare 2007 Int'l Exhibition Medical and pharmaceutical	2000 m <sup>2</sup>	21-25 June	Int’l Fairground Damascus
22	- Homs Building Exhibition	800 m <sup>2</sup>	26-29 June	Safir Homs Hotel Homs
23	- Electric & Power Exhibition & Conference	250 m <sup>2</sup>	27-29 June	Aleppo University Aleppo
24	- Eng coast ( the 5 <sup>th</sup> Building Exhibition)	1600 m <sup>2</sup>	23 – 25 July	Latakia
25	- The 16 <sup>th</sup> Exhibition for fashion show " MOTEX"	15.000 m <sup>2</sup>	11-15 July	Int’l Fairground Damascus
26	- Homs Auto Show	2000 m <sup>2</sup>	17-22 July	Homs City center
27	- Fashion Expo ( for women fashion )	380 m <sup>2</sup>	26-28 July	Le Meridian Hotel Damascus
28	- Universities Exhibition	1200 m <sup>2</sup>	01-04 August	Int’l Fairground Damascus
29	- Universities Exhibition	300 m <sup>2</sup>	07-09 August	Shaba Hotel Aleppo
30	- Kids fashion	330 m <sup>2</sup>	17-19 August	Le Meridian Hotel Damascus
31	- Men Expo ( Men Fashion )	450 m <sup>2</sup>	31-02 July - Aug	Four Season Hotel Damascus
32	- Men Expo ( Men Fashion )	400 m <sup>2</sup>	31-02 Jul – Aug	Le Meridian Hotel Damascus
33	- Back To School Exhibition	2000 m <sup>2</sup>	31-09 Aug - Sep	Int’l Fairground Damascus

34	- Businesswomen Exhibition	280 m <sup>2</sup>	01-03 September	Nobel Restaurant Damascus
35	- Pharmaceutical union exhibition	210 m <sup>2</sup>	03-05 September	Sheraton Hotel Damascus
36	- Water Technologies conference & Exhibition	290 m <sup>2</sup>	07-09 September	Al Baeis University Home
37	- Dentistry and orthodontics conference and Exhibition	1200 m <sup>2</sup>	04-06 September	Ebla Sham Hotel Damascus
38	- Pharmaceutical union exhibition	60 m <sup>2</sup>	04-09 September	Four Season Hotel Damascus
39	- Ministry of Health ( European Union ) Exhibition	150 m <sup>2</sup>	22-23 October	Dara
40	- Ministry of Health ( European Union ) Exhibition	150 m <sup>2</sup>	28-29 October	Damascus

### *In 2006*

<i>Name of Exhibition</i>	<i>Booth Area</i>	<i>Date</i>	<i>Venue</i>
- The Exhibition & Conference for education ( schools & universities )	500 m <sup>2</sup>	19- 21 February	Ebla Sham hotel Damascus
- Agency of combating Unemployment	600 m <sup>2</sup>	06-10 March	Safir Homs Hotel Homs
- BINTEX 2006 “ the International Exhibition for Islamic banking	500 m <sup>2</sup>	13-14 March	Le Meridian Hotel Damascus
- The Exhibition & conference for Banking and financial markets	500 m <sup>2</sup>	21-23 March	Le Meridian Hotel Damascus
- Kids fashion	500 m <sup>2</sup>	24-26 March	Le Meridian Hotel Damascus
- Fashion Expo ( for women fashion )	500 m <sup>2</sup>	26 – 28 March	Le Meridian Hotel Damascus
- ( Transtour ) the exhibition for shipping and forwarding	500 m <sup>2</sup>	03-05- April	Le Meridian Hotel Damascus
- Men Expo ( Men Fashion )	500 m <sup>2</sup>	07-09 April	Le Meridian Hotel Damascus
- Pharmaceutical union exhibition	500 m <sup>2</sup>	20- 22 April	Safir Homs Hotel Homs
- Exhibition & Conference of tourisms ( Ministry of tourism )	500 m <sup>2</sup>	26-29- April	Le Meridian Hotel Damascus
- SOS Exhibition	1000 m <sup>2</sup>	01-05 May	Al Jahez Park Damascus
- Tourisms Exhibition	500 m <sup>2</sup>	17-19 May	Le Meridian Hotel Damascus
- SIMA Industrial Expo “the 12 <sup>th</sup> International Industrial exhibition”	10.000 m <sup>2</sup>	27-31 May	Int’l Fairground Damascus
-“ ELECTRATECH” the 2 <sup>nd</sup> int’l exhibition for industrial electric & automation	3000 m <sup>2</sup>	27-31 May	Int’l Fairground Damascus
- Techno Stone “the 5 <sup>th</sup> International fair for marble -granite”	1200 m <sup>2</sup>	27-31 May	Int’l Fairground Damascus
- National Museum panting and portrait fair and national contest	700 m <sup>2</sup>	07-10 June	National Museum Damascus
- National Security fair & conference	170 m <sup>2</sup>	12-13 June	Nobel Palace Damascus

- The 6 <sup>th</sup> Syrian Medicare 2006	3200 m <sup>2</sup>	22-25 June	Int'l Fairground Damascus
- Eng coast ( Building Exhibition	1600 m <sup>2</sup>	05-08 July	Latakia
- Homs Building Exhibition	800 m <sup>2</sup>	16-19 July	Safir Homs Hotel Homs
- Mamoun Center ( schools –universities) exhibition	280 m <sup>2</sup>	15-16 July	Shahba Hotel Aleppo
- Mamoun Center ( schools –universities) exhibition	400 m <sup>2</sup>	20-21 July	Le Meridian Hotel Damascus
- Schools Expo	710 m <sup>2</sup>	03-07 August	Int'l Fairground Damascus
- Universities Expo	738 m <sup>2</sup>	11 – 14 August	Int'l Fairground Damascus
- Kids requirements exhibition	400 m <sup>2</sup>	28- 02 Aug - Sept	Homs City Center Homs
- the 1 <sup>st</sup> Pistachios fair	650 m <sup>2</sup>	06-10 September	Hama city center Zouk
- Fashion kids	400 m <sup>2</sup>	31- 02 Aug - Sept	Le Meridian Hotel Damascus
- Men Expo	400 m <sup>2</sup>	04-06 September	Le Meridian Hotel Damascus
- Men Expo	200 m <sup>2</sup>	04-06 September	Sheraton Hotel Damascus
- Women Expo	400 m <sup>2</sup>	08-10 September	Le Meridian Hotel Damascus
- Modern Direction in dentistry plastic Surgery Convention	400 m <sup>2</sup>	13-16 September	Le Meridian Hotel Damascus
- World Media fair	320 m <sup>2</sup>	17-20 September	Le Meridian Hotel Damascus
- Dentistry and orthodontics conference and exhibition	400 m <sup>2</sup>	07-08 November	4 Season Hotel Damascus
- Homs Food Expo	508 m <sup>2</sup>	14-17 November	Safir Homs Hotel Homs

### *In 2005*

<i>Name of Exhibition</i>	<i>Booth area</i>
- International Transport	465 m <sup>2</sup>
- BINTEX 2005 “ the International Exhibition for banking industry	420 m <sup>2</sup>
- Fashion kids	500 m <sup>2</sup>
- Women Expo	500 m <sup>2</sup>
- Men Expo	500 m <sup>2</sup>
- Techno Stone “the 4 <sup>th</sup> International fair for marble -granite”	1200 m <sup>2</sup>
- The 11 <sup>th</sup> SIMA Industrial Expo 2005	8750 m <sup>2</sup>
- ELECTRATECH 2005	2200 m <sup>2</sup>
- Food Expo 2005	1705 m <sup>2</sup>
- The 5 <sup>th</sup> Syrian Medicare 2005	3200 m <sup>2</sup>
- DER EZZOR Festival	800 m <sup>2</sup>
- Eng coast ( Building Exhibition) Latakia	1200 m <sup>2</sup>
- The 1st Conference on "IT Security" in Syria ( Le Meriden Hotel )	

- School Expo 2005	1100 m <sup>2</sup>
- Agency of combating Unemployment	2500 m <sup>2</sup>
- Fashion kids	500 m <sup>2</sup>
- Women Expo	600 m <sup>2</sup>
- Men Expo	1200 m <sup>2</sup>
- World Media	900 m <sup>2</sup>
- Modern Direction in dentistry plastic Surgery Convention	1200 m <sup>2</sup>
- Insurance conference	

### *In 2004*

<i>Name of Exhibition</i>	<i>Booth area</i>
-Sport Medication	240 m <sup>2</sup>
-SILA " Shoes & Leather Expo "	1940 m <sup>2</sup>
-SIMA Building Expo	8000 m <sup>2</sup>
-Techno – Stone	500 m <sup>2</sup>
- Food Expo	1613 m <sup>2</sup>
- Modern Direction in dentistry plastic Surgery Convention	300 m <sup>2</sup>
- SIMA Industrial Expo	8300 m <sup>2</sup>
- Medicare Expo	1500 m <sup>2</sup>
- Al Furat	270 m <sup>2</sup>
- SILA " Shoes & Leather Expo " AUGUST	1520 m <sup>2</sup>
- Agency of combating Unemployment	2200 m <sup>2</sup>
- The International Exhibition for Banking “BATEX”	1470 m <sup>2</sup>
- Fashion kids	500 m <sup>2</sup>
- Women Expo	500 m <sup>2</sup>
- Men Expo	500 m <sup>2</sup>
- HOMEX Home equipment & supplies / Damascus	1000 m <sup>2</sup>
- AL ZABADANI Festival for shopping	1500 m <sup>2</sup>
- the exhibition for information technology & Telecommunication ( HAMA)	350 m <sup>2</sup>
- The Arab Ministers of Transport & Air transport conference	

### *In 2003*

<i>Name of Exhibition</i>	<i>Booth area</i>
-Turkish Tools & Machines Expo	1670 m <sup>2</sup>
-SILA Expo (Arabic Union of Leather Industries)	1300 m <sup>2</sup>
-YA HALA Festival for shopping	1580 m <sup>2</sup>
-2 <sup>nd</sup> Al Sham Nights Festival	930 m <sup>2</sup>
-Banks Expo (BATEX 2003)	1470 m <sup>2</sup>
-Techno stone	1540 m <sup>2</sup>
-12 <sup>th</sup> Conference of Arabic Dentists Organizations Union	760 m <sup>2</sup>
-14 <sup>th</sup> International Conference of Dentists Union in Syria	830 m <sup>2</sup>
-Turkish Medical Exhibition	212 m <sup>2</sup>



### *In 2002*

<i>Name of Exhibition</i>	<i>Booth area</i>
-Medical Cham Expo	300 m <sup>2</sup>
-EBLA Expo for medical equipment	680 m <sup>2</sup>
- "Panosign" for Advertising & Promotion/Damascus	940 m <sup>2</sup>
- Motex 2002 (Fashion Expo)	1200 m <sup>2</sup>
- Link Expo for Mobiles	430 m <sup>2</sup>
- Medicare Expo	870 m <sup>2</sup>
-National documentation Expo	3450 m <sup>2</sup>
- 2 <sup>nd</sup> EBLA Expo for Medical equipment	680 m <sup>2</sup>
- Homex: Home equipment & supplies / Damascus	420 m <sup>2</sup>
- 1 <sup>st</sup> Omayyad Centre Expo (for Ministry of supplies)	210 m <sup>2</sup>
- 2 <sup>nd</sup> Omayyad Centre Expo (for Ministry of supplies)	410 m <sup>2</sup>
- Medical Conference & Expo (Le Meridian Hotel)	180 m <sup>2</sup>
- Medical Fair (Al Assad Library)	170 m <sup>2</sup>
- Water Wealth Expo (U.N.)	90 m <sup>2</sup>
- Media Line Expo	380 m <sup>2</sup>
-National Union of Syrian Students Expo (law department)	170 m <sup>2</sup>

### *In 2001*

<i>Name of Exhibition</i>	<i>Booth area</i>
-Panosign for Advertising & Promotion/Damascus	980 m <sup>2</sup>
-Homex: Home equipment & supplies / Damascus	1240 m <sup>2</sup>
-Press Expo	980 m <sup>2</sup>
-Bride and bridegroom Expo	480 m <sup>2</sup>

### *In 2000*

<i>Name of Exhibition</i>	<i>Location</i>	<i>Booth area</i>
- Banks Conference	Damascus	620 m <sup>2</sup>
- Fashion Tex	Damascus	1890 m <sup>2</sup>
-Sydra for Medical equipment	Damascus	1120 m <sup>2</sup>

### *In 1999*

<i>Name of Exhibition</i>	<i>Location</i>	<i>Booth area</i>
- 2 <sup>nd</sup> Annual Festival of "Information Technology"	Hama	520 m <sup>2</sup>

### **C- INTERNATIONAL EXHIBITIONS:**

*In 2002*

<i>Name of Exhibition</i>	<i>Location</i>	<i>Booth area</i>
-Syrian Pavilion of Syrian Companies in "IT Expo " Baghdad	Iraq	670 m <sup>2</sup>

*In 2001*

<i>Name of Exhibition</i>	<i>Location</i>	<i>Booth area</i>
-Pavilion of United Russia in "Baghdad International Fair"	Iraq	540 m <sup>2</sup>
-Pavilion of S.A.R in "Baghdad International Fair"	Iraq	890 m <sup>2</sup>

## **SIMA PROPERTIES**

Syrian International Marketing Association – **SIMA** is owning a special installation for exhibitions, furnishing a booth area Of 7600 m<sup>2</sup> with carpet, consists of: white and aluminum panels of (Octanorm) system .

Currently 3,2 of these installation are brand new and will be installed for the first time with its accessories of 1670 Nos. halogen Spot-Lights, 2000 Nos. shelves, 850 Nos. electrical plugs, 300Nos. tables of Octanorm type, 250 Nos. metallic white tables of German model, 1400 Nos. leather chairs, in addition to other installation , such as :

Office – furniture of T.V., video CD/DVD sets, showcases , glass counters, removable sinks, gas cooker with removable electrical heater, advertising panels –Mobi- (lightened or un-lightened ) clothes hanger, folding and typical doors, waste bins for booth and corridors, lightened beautifying curves, corridors tents, flit frames ....etc. and other installation and fittings needed for exhibitions .

## **SIMA Main Services**

The following services are provided by SIMA Management:

- Reception and Registration Hall for visitors
- VIP lounge for VIP Visitors and official delegations
- Business Center including: meeting rooms, secretarial and translation services, communication services (Telephone, Fax, and E-mail).
- Conferences and Seminar Hall
- Reception & Coffee break Hall
- Media Center for journalists
- Restaurants and cafeterias

## **Additional Services For Exhibitors:**

Exhibitors those confirmed their participation in SIMA BUILDING EXPO will benefit from the following services:

- 1- Assistance in obtaining entry visa to Syria
- 2- Benefiting from the very special rates of hotels and transportation
- 3- Courtesy shuttle uses between Airport, Hotels and Exhibition Center as well as meet and assist services
- 4- Expo – info free services : providing general information and advices on the Syrian Market
- 5- Trade Expo free services

**FCCC SERVICES:** (Freight, Consolidation Customs & Clearance) Organizers are not responsible for providing FCCC Services, but the following Companies are recommended:

### **George Yakoubi Co.**

[www.yakoubico.com](http://www.yakoubico.com)

Tel: +963 11 2310059

Fax: +963 11 2310073

Damascus – Syria

E-mail: [yakoubi@net.sy](mailto:yakoubi@net.sy)

For Tours, traveling services and special hotels rates please refer to:

### **Dawn Creative tours**

[www.dawncreative.com](http://www.dawncreative.com)

Tel : + 963 11 2241127

Fax: + 963 11 3316039

Damascus – Syria

Email : [tours@dawncreative.com](mailto:tours@dawncreative.com)

# *SIMA 2010*

## *( EXHIBITION AGENDA )*

### **1- SIMA INDUSTRIAL EXPO:**

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THE 16<sup>th</sup> International Industrial Exhibition

**Date:** May 2010 ( 27<sup>th</sup> through 31<sup>st</sup> of May 2010 )

**Venue:** Damascus International Fairground

**Held Concurrently with :**

### **2- ELECTRA - TECH:**

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The 6<sup>th</sup> International Exhibition for Electricity & Industrial Automation.

**Date:** May 2010(27<sup>th</sup> through 31<sup>st</sup> of May 2010 )

**Venue:** Damascus International Fairground

### **3- CLIMATATECH**

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The 3<sup>rd</sup> international Exhibition for H.V.AC

**Date:** April 2010 ( 15<sup>th</sup> through 19<sup>th</sup> of April 2010 )

**Venue:** Damascus International Fairground

**Held Concurrently with :**

### **4- WATEX**

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The 3<sup>rd</sup> International Exhibition for Water Technology.

**Date:** April 2010 ( 15<sup>th</sup> through 19<sup>th</sup> of April 2010 )

**Venue:** Damascus International Fairground

### **5- SIMA – Aleppo**

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The 2<sup>nd</sup> SIMA International Exhibition

**Date:** October 2010 ( 07<sup>th</sup> through 10<sup>th</sup> of October 2010 )

**Venue:** Aleppo - Al Yaman Land

# *SIMA 2011 – 2012 - 2013*

## *( EXHIBITION AGENDA )*

### **1- CLIMATATECH**

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The international Exhibition for H.V.AC

**Date:** April, Week 15

**Venue:** Damascus International Fairground

**Held Concurrently with :**

### **2- WATEX**

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The International Exhibition for Water Technology.

**Date:** April, Week 15

**Venue:** Damascus International Fairground

### **3- SIMA INDUSTRIAL EXPO:**

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THE International Industrial Exhibition

**Date:** May, Week 21

**Venue:** Damascus International Fairground

**Held Concurrently with :**

### **4- ELECTRA - TECH:**

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The International Exhibition for Electricity & Industrial Automation.

**Date:** May, Week 21

**Venue:** Damascus International Fairground

### **5- SIMA – Aleppo**

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SIMA International Exhibition

**Date:** October, Week 41

**Venue:** Aleppo - Al Yaman Land