



CARGOSYR

Import, Export & Cargo Exhibition

12 - 15 July 2021
Damascus International Fairground

Cargo & Logistics considered as the most important developing sectors in Syria, due to their need in rebuild process.

- 🔦 Increase Branding
- 📍 Local Cargo
- 💰 Signing Contract
- 🌐 Global Cargo

Member Of:



- 📍 Amous sqr, Damascus
- ✉ info@masarat-sy.com
- ☎ +963-11-4429246/7/8
- 🌐 www.cargosyr.sy

LETTER OF HEAD

Dear Exhibitors,

On behalf of Masarat, we are pleased to provide you with CARGOSYR Exhibitor Service Manual.

Enclosed you can find detailed information on key dates, contacts, order forms and various additional facilities and services for the organisation of your exhibition stand.

Thank you for observing the deadlines, rules and regulations in this manual.

Please share this information with staff in your company and third parties that may be involved with you in CARGOSYR. This manual is also available online on www.masarat-sy.com

If you have any further questions, please do not hesitate to contact us. We very much look forwards to seeing you in Damascus and wish you a successful Exhibition!

With kind regards,

Anass Zabian

General Manager

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ABOUT SYRIA



Syria (Arabic Romanized: Suraya), officially the Syrian Arab Republic (Arabic Romanized: al-Jumhūrīyah al-Arabīyah as-Sūrīyah), is a country in Western Asia, bordering Lebanon to the southwest, the Mediterranean Sea to the west, Turkey to the north, Iraq to the east, Jordan to the south, and Palestine to the southwest.

Country of fertile plains, high mountains, and deserts, Syria is home of ethnic and religious groups, including Syrian Arabs, Greeks, Armenians, Assyrians, Kurds, Circassia, Mandeans and Turks. Religious groups include Sunnis, Christians, Alawites, Druze, Isma'ilis, Mandeans, Shiites, Yazidis and Jews. Sunnis constitutes the largest religious group in Syria.



Syria is a united republic consisting of 14 governorates. It is a member of one international organization other than the United Nations, the Non-Aligned Movement.

In English, the name "Syria" was formerly synonymous with the Levant meaning (The region of Syria, known in Arabic as al-Sham), while the modern state encompasses the sites of several ancient kingdoms and empires, including the Ebla civilization of the 3rd millennium BC. Aleppo and the capital city Damascus are among the oldest continuously inhabited cities in the world.



Syria in keywords: (Population: 19,454,263, Age structure: 0-14 years: 31.39% ,15-24 years: 19.52% ,25-54 years: 39.26% ,55-64 years: 5.52% ,over: 4.31%).

ABOUT MASARAT

Masarat for Conferences & Exhibitions licensed by the Public Establishment for International Fairs and Exhibitions the decree \ 3 \ (2 \ 5) the decree No. \ 46 \ issued by the Ministry of Internal Trade.

During our career, we have organized Health and Skin Care Exhibition “Cozmostyle 2014”. The importance of it came from being the first specialized exhibition regarding health and skin care after 3 years off.

The exhibition has brilliantly succeeded for being an important economic event of 2014.

In addition to that, Masarat organized Medhealth Exhibition 2015. This exhibition was coincided with the eighth scientific conference of Damascus Doctors Syndicate.



Masarat for Conferences & Exhibitions launched the first Syrian International Universities & Training Exhibition (SIUS). To be the first educational exhibition in Syrian Arab Republic. The total number of public and private universities as well as higher institutes participated was 22.

Complementing to cover all vital and servicing sectors in Syrian Arab Republic, Masarat for Conferences & Exhibitions or-

ganized the Syrian International Finance and Banking Exhibition and Conference (SIFBA). It is the first event of its kind.

Continuing to cover the key economic sectors, Masarat for Conferences & Exhibitions were launched JOBEX exhibition in 2017 which is jobs and Recruiting Exhibition.

At 2019 Masarat for Conferences & Exhibitions launched MOBEX Exhibition that focus on mobile technique and apps development.

In 2020 Masarat for Conferences & Exhibitions will prepare to launch two important exhibitions which are Syrian International Franchise Expo (SIFEX) , International Import, Export & Cargo Expo (CARGOSYR).



ABOUT CARGOSYR

Syria considered as a node of air, sea and land road transport that links Europe in north, Africa in south and Asia in east. It forms an important point of trade between many countries, which named previously Silk Road.



As a result of the development of commercial air, sea and land traffic between Syria and world countries, it was necessary to think about specialized exhibition in transportation, shipping, customs clearance and logistics.



The exhibition is concerned with all air, sea and land transport-shipping services.

Syrian Arab Republic is considered one of the most open countries in the region. The Syrian people are char-

acterized by their longing to learn about the cultures and industries of other countries.

The most recent periods witnessed signing many agreements with many countries to establish many free-zone trades. The export rate reached / 350 / billion Syrian pounds approximately and the importing rate about/



300 / billion Syrian Pounds annually and the number is increasing.

WHEN? & WHERE?

IMPORT, EXPORT & CARGO EXHIBITION (CARGOSYR) WILL BE HELD:

WHEN?

From 18th of July to 22nd of July 2020

Daily from 4:00 PM till 10:00 PM



WHERE?

Damascus - Syria

At Damascus International Fairground (DIF) - Airport Road



KEY DATES AND DEADLINES

1 st July 2020	Deadline to submit the participation.
After 1 st July 2020	participants must pay 20% extra fees.
5 July 2020	Deadline to submit the 50-word description, corporate logo of your company and company's contact details online and in the Proceedings Book.
5 July 2020	Deadline for complete list of exhibitor names for badges.
9 July 2020	Deadline to order Exhibition Services from Masarat.
16 July 2020	Build-up of the table tops and stands from 12:00 to 18:00 Exhibition opening hours Monday 12 July: 16:00 to 22:00 Tuesday 13 July: 16:00 to 22:00 Wednesday 14 July: 16:00 to 22:00 Thursday 15 July: 16:00 to 22:00
23 July 2020	Dismantling of the stands and removal of the exhibits: 10:00 to 15:00

PLANS (EXHIBITION, ACCESS, GENERAL)

TRAVEL TO Damascus

BY PLANE

The easiest way to get to Damascus is by plane of course. Many world airlines have regular daily flights to Damascus.

Damascus has one international airport: (Damascus international airport).

BY LAND

Damascus is well connected to many cities by highways.

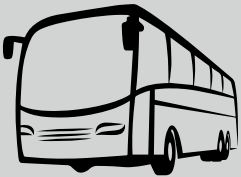
It is also possible to drive to Damascus from Lebanon, Iraq and Jordan for coming from (Saudi Arabia, UAE, Kuwait, Oman, Iran) By car, there are mainly three borders to get into Syria: Lebanon, Iraq and Jordan.

ACCESS TO THE VENUE



18 km / 15 miles from Citycenter to DIF.

(25 minutes by taxi, cost approx. 10 \$ - 5000 S.P)



Public buses run between the city center (President Bridge) and DIF from 15:30 to 21:30. every half hour for free. It takes about 30 min.

PARKING

There is a parking available at the venue.

WHY TO PARTICIPATE?

Exhibitions considered one of the most motivating tools for economy for generating ideas regarding studying the industry in Homeland.

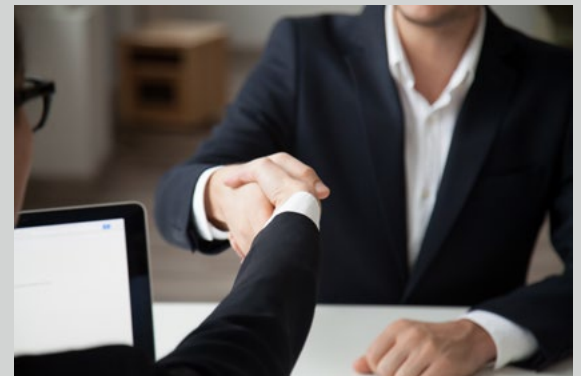
Annually, about / 113.000/ exhibitions all over the world hold with attendance about / 125 / millions and one million exhibitors.



Exhibitions are opportunity for participating companies to inform about their services and to compete with participating companies to display what they have. Also, an opportunity to get familiar with the list of traders, industrialists and businessmen names.

Having a new customers and strengthening relationships with potential and current clients, opening new markets, having new partners, new agents and completing deals.

Singing agreement among participating companies and strengthening the brand of company.



EXHIBITION AREA INFORMATION

- It is not allowed to exceed the space booked.
- The use of tape on the floor is forbidden
- The floor bearing capacity (net load) is 250 kg/sqm
- The maximum building height is 3 m
- Suspension of banners/signage from the ceiling is not allowed.
- Electric power provided to the booth free of charge. Voltage: 220V, 50 cycles/Hertz. Regular 1500 watt.
- The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services.
- The use of photographers, portrait artists or other performers is not allowed without the written consent of Masarat, as well as the use of lighting, computer monitors and television screens is acceptable within the stand space as long as no disturbance is caused.
- Sound and lighting effects should be contained within each stand area.
- Exhibitors shall refrain inform the organizer about:
 - holding lotteries
 - organising games of chance
 - using 'market stall' techniques
 - distributing 'gimmicks' without scientific or product references
 - using performing artists

BANK & INSURANCE & Hotel

BECOME CARGOSYR OFFICIAL BANK PARTNER

During your partner with CARGOSYR organizer, you will be the exclusive bank for all foreign exhibitors.

The benefits of exclusive bank partner:

Placing partner logo on all printed materials , billboards and media campaign.

To become the exclusive bank for all foreign exhibitors.

BECOME CARGOSYR OFFICIAL INSURANCE COMPANY PARTNER

During your partner with CARGOSYR organizer, you will be the exclusive insurance company for all foreign exhibitors.

The benefits of exclusive insurance company partner:

Placing partner logo on all printed materials , billboards and media campaign.

To become the exclusive insurance company for all foreign exhibitors.

BECOME CARGOSYR OFFICIAL HOTEL PARTNER

During your partner with CARGOSYR organizer, you will be the exclusive hotel for all foreign exhibitors.

The benefits of exclusive hotel partner:

Placing partner logo on all printed materials , billboards and media campaign.

To become the exclusive hotel for all foreign exhibitors.

BECOME CARGOSYR OFFICIAL TELECOMMUNICATION PARTNER

During your partner with CARGOSYR organizer, you will be the exclusive telecommunication for all foreign exhibitors.

The benefits of exclusive telecommunication partner:

Placing partner logo on all printed materials , billboards and media campaign.

To become the exclusive telecommunication for all foreign exhibitors.

BECOME CARGOSYR OFFICIAL TRANSPORTER PARTNER

During your partner with CARGOSYR organizer, you will be the exclusive transporter for all foreign exhibitors.

The benefits of exclusive transporter partner:

Placing partner logo on all printed materials , billboards and media campaign.

To become the exclusive transporter for all foreign exhibitors.

WHO ARE INVITED TO EXHIBIT?

- Ministry of Transportation
- Private Maritime Agencies
- Target group to participate
- Union of Sea Shipping Companies
- Union of Shipping Companies
- Syrian Insurance Supervisory Commission
- General Directorate of Ports
- Syrian Railways General Est
- Arvad Maritime Arbitration Center
- IMO- International Marine Organization
- General Organization for Maritime Transport
- Union of maritime and air transport workers
- General Establishment of Al Hijazi Railway
- Syrian Academy for Training and Maritime Rehabilitation
- Ministry of Finance
- Airlines
- Marine Ports
- Syrian Free Zones
- Border crossings
- Airports
- Shipping companies
- Marine navigation room
- Customs clearance offices
- Heavy Vehicle Companies

WHO ARE INVITED TO VISIT?

- Traders
- Industrialists
- Customs clearance offices
- Group interested in shipping and customs clearance
- Businessmen
- Investors

MEDIA CAMPAIGN

Billboards



Radios



Magazines



Banners on Websites



SMS



Posters



Tvs



Newspapers



Social media



Newsletters



Invitation Cards



Roll Ups



SPONSORSHIP

Sponsorship privileges	Strategic Partner	Diamond	Golden
Giving free space	117	117	81
Offering advertising pages inside the exhibition guide	4	3	2
Specifying posts on exhibition official facebook page	10	7	5
Placing the logo on the outdoor signs	*	*	*
Placing the logo on the cover of exhibition guide	*	*	*
Placing the logo on the exhibition advertisement on newspapers & Magazines	*	*	*
Focus on sponsor in media	*	*	*
Placing the logo on posters	*	*	*
Placing the logo on the badges of exhibitors	*	*	*
Placing the logo on honorary shield directed to the official authorities	*	*	
Placing the logo on the badges of visitors	*	*	
Placing the logo on guidance signs of exhibition inside Fairgrounds	*	*	
Distributing flyers in the reception department of exhibition	*	*	
Advertising signs for sponsor in the media campaign	*		
Advertising signs inside Fairgrounds	*		
Printing invitation cards on behalf of sponsor	*		

BECOME AN EXHIBITOR

COST OF PARTICIPATION:

Each exhibitor will get one free information page in exhibition guide.

Each stand of 12 m² get /3/ exhibitor badge, above 12 m² get /6/ exhibitor badge.

Each person using an exhibitor badge must be employed by the exhibiting company or have a direct business affiliation. Exhibitor badges are valid for the duration of the exhibition. They will not be sent beforehand but they have to be collected from the exhibitors' desk as of Saturday 18 July as of 13:00.

SHELL SCHEME STANDS:

Shell scheme stands provided by Masarat will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5 m high. The maximum building height is 3 m.

STAND TRANSPARENCY:

For island (3 open sides) and peninsula (2 open sides) stand types, Masarat requires that line of sight through the stand be possible from aisle to aisle for at least 40% of the stand width when viewed from each open side. As an example of assessment criteria, high walled areas forming large storage rooms may block neighbours unreasonably and in this case, will not receive approval.

ACCEPTED STAND TYPES & AISLE CARPETING:

Two-storey structures and not allowed. Arches, bridges or similar constructions connecting 2 stands are allowed, nor are L & U shape island stands.

BACK WALLS:

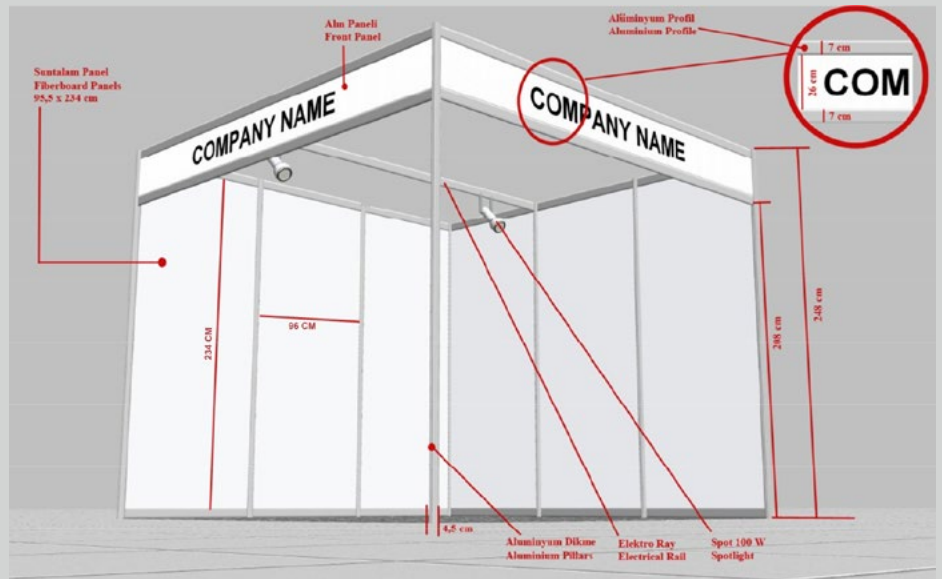
The rear and back side of each stand are Designed with white background, the front panel blue.

BECOME AN EXHIBITOR

SHELL SCHEME INCLUDES:

- Construction in anodized silver profile - aluminum metalwork
- White or oak color wall panels
- Props, bars fixation, unions and bars locking
- Basic Electricity package Single-Phase (220V): Provides up 1500 watt.
- Fascia Board red front panel.
- Carpet.
- Counter
- 2 chairs
- 2 lighting spots
- English-Arabic name panel
- 3 shelves

It does not includes: Rental fee for furniture, telephone and data lines, exhibitors insurance and food & beverage services etc..



QUALITY ASSURANCE SYSTEM:

Masarat for Conferences & Exhibitions will offer quality assurance system for participants. Such system is applied for the first time in Syria.

1. Assurance of equipment quality during the exhibition: (walls, floor carpet, lighting, chairs, and reception seat).
2. Assurance of efficient air conditioning and high quality heating.
3. Assurance of accompanying cleaning during the exhibition period.
4. Assurance of electricity quality maintenance.
5. Providing suitable security protection throughout the exhibition period.
6. Staff is well-treated with participants and visitors.

ADVERTISING KIT

EXTRA PAID ITEMS:

Bookmark in exhibition guide.

Printing logo on official sack and insert flayer.

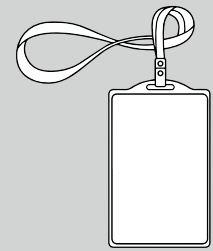
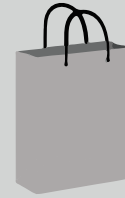
Badge lanyard sponsor.

International business center sponsorship.

Printing materials.

Promotional items.

BOOKMARK



ADDITIONAL SPECIAL DESIGN BOOTH:

Based on company request, can customize the material of booth (chromium, alcobond, wood).



EXTRA PAYABLE OPTIONS

PRICE LIST FOR RENTAL EQUIPMENT

Show-Case All Glass

0.50*1.00*2.20 m



Table/ Show-Case With Lockable Door

1.00*0.50*1.00 m



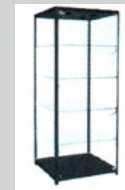
Table/ Show-Case

1.00*0.50*1.00 m



Vitrine/ Show-Case Aluminum & Glass

0.50*0.50*2.20 m / 0.65*0.65*2.20 m



Lockable Counter

1.08*0.85*0.82 m



Reception Counter

1.08*0.58*1.10 m



Reception Aluminum Desk

1.80*2.20



Aluminum Table

0.65*0.65



EXTRA PAYABLE OPTIONS

Wooden Coffee Table

H:45 CM

H:80 CM



Lather Couches

One Double, Two Single



Aluminum Chair



Bar Chair

Metal Bar Chair



3 Wooden Cubes

Protocol Rope



1 Rope + 1 Column



Brochure Stand

Electrical Socket



EXTRA PAYABLE OPTIONS

Led Spot



Laptop



Refrigerator

Cooler

5 Feet / 8 Feet

Normal



Digital



screen

Coffee Machine



Wooden Shelf

Plant

1.00*0.30 M



CARGOSYR

Import, Export & Cargo Exhibition

ORGANIZERS



DATE

18 - 22 JULY 2020

YOU ARE
WELCOME

WWW.MASARAT-SY.COM