



جمهوری اسلامی ایران
وزارت امور خارجه

شماره : ۳۱۱/۲۲۰/۴۸۱۵۲۴۹
تاریخ : ۱۳۹۶/۱۳/۲۳
پیوست : دارد

بسمه تعالی

جناب آقای دکتر اسدی لاری

قائم مقام محترم وزیر در امور بین الملل - وزارت بهداشت، درمان و آموزش پزشکی
موضوع: پنجمین نمایشگاه داروئی و تندرستی سوریه

با سلام

احتراماً به پیوست تصویر نامه شماره ۸۴۷۹۰۷ مورخ ۹۶/۱۳/۱۷ سفارت کشورمان در سوریه در خصوص برگزاری پنجمین نمایشگاه داروئی و تندرستی توسط انجمن اطباء سوریه، جهت ملاحظه و هر گونه اقدام مقتضی ایفاد می گردد.

محمد ایرانی

دستیار وزیر و مدیر کل خاورمیانه و شمال آفریقا

رونوشت:

- ستاد توسعه اقتصادی ایران با عراق و سوریه
- معاونت علمی فناوری ریاست جمهوری، ستاد توسعه علوم و فناوری های شناختی
- جناب آقای حق بین مدیر کل محترم هماهنگی و پایش روابط اقتصادی دوجانبه
- ✓ - اتاق بازرگانی، صنایع، معادن و کشاورزی ایران - معاونت، امور بین الملل



Damascus Doctors Syndicate

Holds

**The Eleventh Scientific
Conference**

Under the title:

**"The blood of the martyrs
will not be wasted and
victory is inevitable"**

**Under the patronage of
Dr. Nizar Wahbeh Yazaji
The Minister of Health**

In cooperation with:

Ministry of Health

Ministry of Higher Education

Ministry of Defense

Ministry of Interior

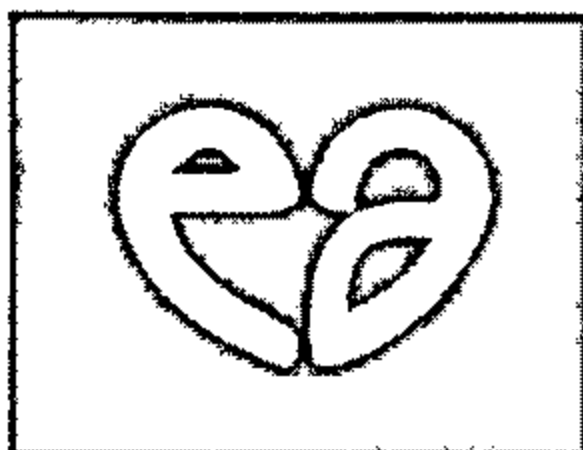
In conjunction with

MED Health[®]

5th Medical & Health Exhibition

Thursday 26 - Saturday 28 / April / 2018.

Dama Rose Hotel - Al-Mutanabi Hall



ORGANIZER



WWW.MASARAT-SY.COM | ://MASARAT.SYR

WWW.MEDHEALTH.SY | ://MEDHEALTH.SYR

MASARAT

أحد منظمات المجتمع المدني في سورية | مقرها في دمشق | تأسست في 2011 | تهدف إلى دعم القطاع الصحي في سورية |

Introduction:

As a result of the importance attached by the Ministry of Health to heart disease and treatment, that lead to the opening of specialized centers for heart disease treatment. Those centers considered the most important in the Middle East.

Therefore, the preparation was done for launching the Eleventh Scientific Conference of Damascus Doctors Syndicate. This conference targets heart diseases and surgery headed by Dr. Husam Al-Shibli and Dr. Yasin Bani Al-Marja.

The Eleventh Scientific Conference includes a group of the most important medical specialties which deal with heart diseases field and its problems like:

Heart diseases and surgery: the diseases that heart patient suffers will be discussed as well as the most recent in heart surgery specialization. The axis is headed by Dr. Diad Al-Fa'ori.

Vessels: cardiovascular diseases and hypertension. The axis is headed by Dr. Mohammad Ali Al-Nahhas.

Thoracic diseases and surgery: talking about pulmonary artery pressure. The axis is headed by Dr. Bassam Darwish.

Gynecological diseases: heart diseases and their impact on pregnant women. The axis is headed by Dr. Rafael Ata Allah.

Radiology: the role of radiology in heart diseases and the interventional radiology will be discussed also. The axis is headed by Dr. Hassan Al-Sawaf.

Pediatric diseases: heart diseases in children. The axis is headed by Dr. Samir Srour.

Glands: the effect of diabetes on heart patients. The axis is headed by Dr. Younes Kabalan.

Eyes: the axis is headed by Dr. Rana Omran.

Oncology: the effect of chemotherapy and cancer on heart patients. The axis is headed by Dr. Maha Manashi.

Joints: the effect of joints diseases on heart patients. The axis is headed by Prof. Dr. Salwa Al-Sheikh.

Neurological: the effect of nerves inflammation problems on heart patients. The axis is headed by Dr. Imad Sa'ada.

Kidney: the effect of heart disease on kidney patients and treatment methods. The axis is headed by Dr. Rania Al-Derani.

Infectious diseases: the impact of infectious disorders on cardiac surgery and heart patient will be discussed.

The conference will also be accompanied by workshops.

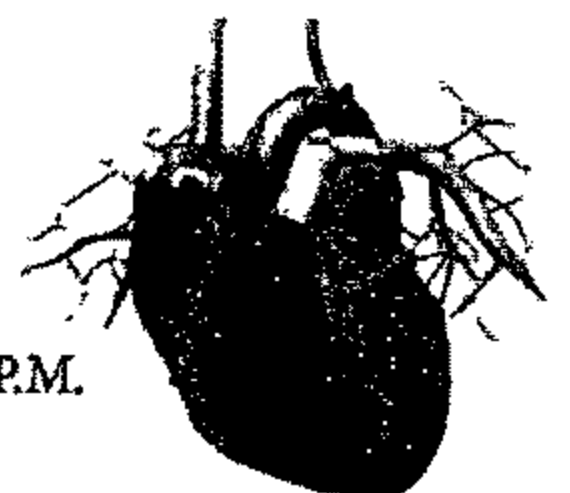
The Scientific Conference will be accompanied by MedHealth Exhibition in its fourth session; which is considered one of the largest and most important medical exhibitions held in Syria.

This year, the world markets are targeted by attracting a group of foreign companies to display their products in the exhibition.

Place and time:

Inside Dama Rose hotel, which is considered one of the best hotels in Syria; inside capital Damascus.

Time: from Thursday 26/4/2018 till Saturday 28/4/2018, every day from 10 o'clock A.M. till 8 o'clock P.M.



The importance of participation:

Exhibitions considered one of the most effective devices to motivate the economy because they generate ideas regarding the study of industries in homeland. In which every year about /113.000/ exhibitions hold around the world, with /125.000.000/ attending and visitors; /1.000.000/ exhibitors.

Participating in specialized exhibitions internal and external, has a great importance for companies and economic factories to:

- Acquire new customers.
- Strengthen and highlight the publicity.
- Manage the relationship with doctors and pharmacists.
- Display the latest medical products.
- Open new markets and access to new partners and agents.
- Complete the transactions.
- Enhance relationships with existing and potential customers.
- Increase local and foreign sales.
- Strengthen the brand of the institution.
- Manage the relation with media means.
- Sign agreements between companies participating in the exhibition.

The slice of participants:

- Medical equipment companies.
- Pharmaceutical laboratories.
- Pharmaceutical warehouses.
- Medical skin diseases companies.
- Medical supplies and consumables.
- Hospitals.
- Prostheses companies.
- Insurance companies.
- Physical treatment equipment companies.
- Health and diet food companies.
- Antiseptics and disinfectants companies.
- Service companies for medical sector

The slice of visitors:

- Members of Syria and Damascus Doctors Syndicate.
- Damascus and countryside doctors slice.
- Members of Syria and Damascus Pharmacists Syndicate.
- Damascus and countryside pharmacists slice.
- Public and private hospitals managers.
- Resident doctors in hospitals.
- Medical radiography centers.
- Medical laboratories.
- Medical dispensaries.
- Pharmaceutical warehouses.
- Medicine and Pharmacy Universities Managers.
- Medical Institutes students.
- Medicine and Pharmacy students at Universities.
- Sales and wholesale centers.



Ways of participation:

- Participation inside stand with the available spaces:
 - 8 sq. m.
 - 9 sq. m.
 - 16 sq. m.
 - 18 sq. m.
- The stand is equipped with all accompanying supplies: (shelves, power sockets, lighting, tables, chairs, name panel, internet access and trash basket).
- The participant of 8-9 meters will have (table, 4 chairs, 2 lighting spots, trash basket, name panel in E & A, 3 power sockets)
- Every participant will have a free page inside the exhibition guide.
- It is possible to book additional advertising page inside MedHealth exhibition guide; for participated companies only.

Free Suggestions:

- The possibility of launching a new drug product, medical equipment or new medical service within the exhibition which will be highlighted by the media means.
- The possibility of signing an agreement between the companies involved to develop business between companies in order to benefit the improvement of medical sector; which will be highlighted by the media means.
- The possibility of selecting doctors participating in the conference to be presented a valuable gift by the participated company, where the subject is coordinated with the organizing company and documented by us with photographs.

Paid Suggestions:

- As ordered, it's possible to implement decoration for participated companies. (The decorations will be designed and executed by Soryntos Agency).
- Implementation of all designs and printing (brochures, folders, profiles of the company, visit cards, flyers, posters, adhesive vinyl, roll ups ... etc.); and the implementation of all types of advertising and promotional materials (designed and implemented by Soryntos agency).
- Provide accompanied equipment for the stand by renting them (large or small glass wardrobe, leather sofa set, small table, glass display tables, stand for placing brochures, special reception for the distribution of flyers, meeting table with chairs, moquette ...)
- Provide accommodation for doctors or companies participating in Damascus (Dama Rose and Al-Qaisar hotel).

Costs:

- The cost of participating: 150\$. (per square meter).
- Sponsoring axis within the accompanying conference: 450\$.
- The cost of advertising page inside the exhibition guide: 100\$.
- The cost of presenting an introductory lecture about the company, pharmaceutical product or service: 250\$.



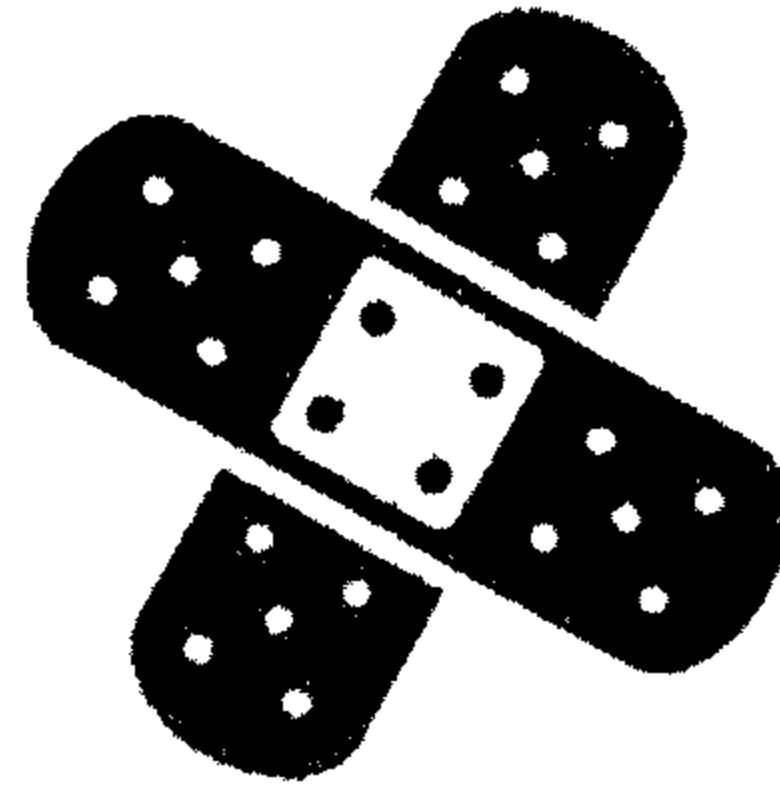
Advertising Campaign:

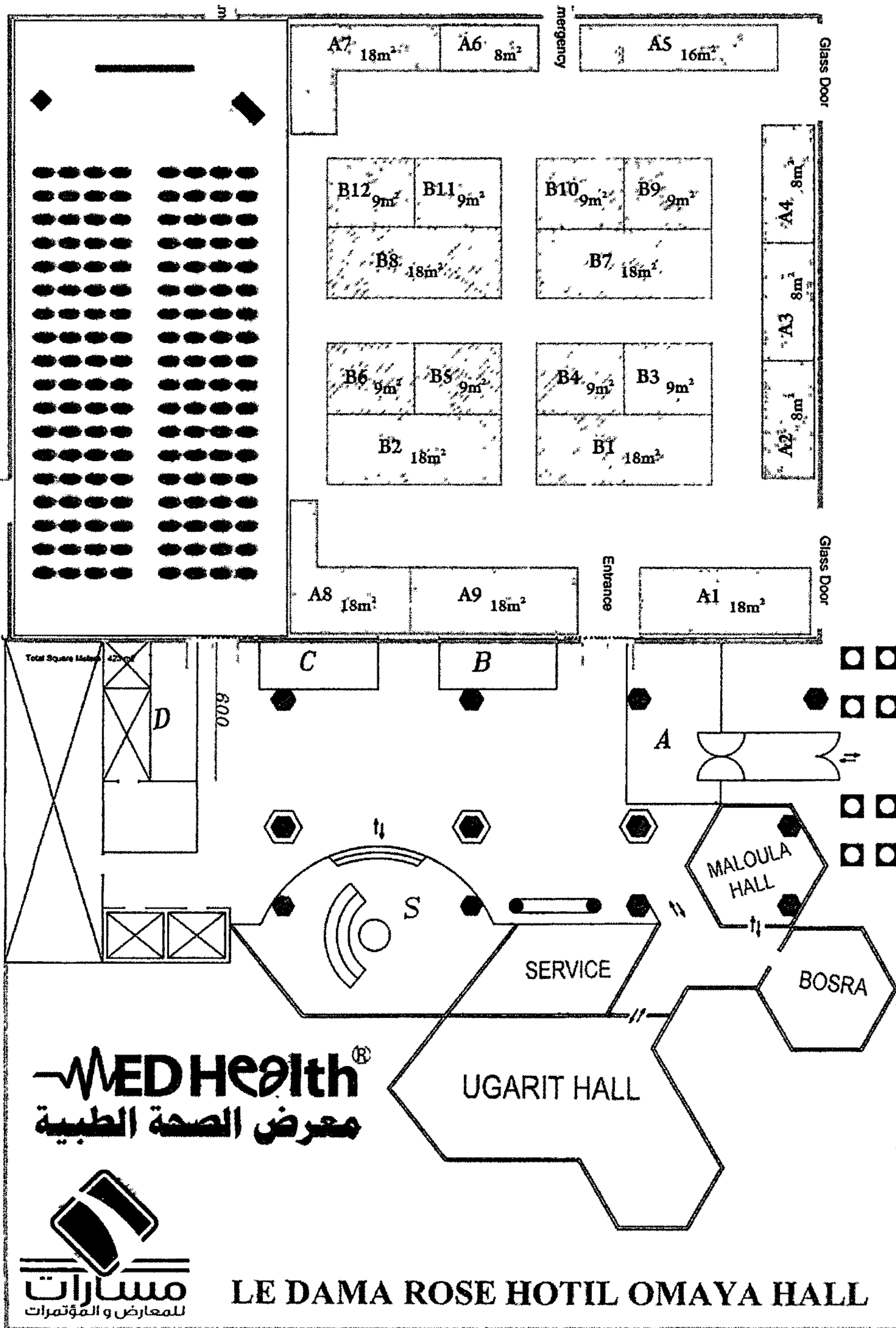
- Al-Alamia outdoors: (5 networks) for 14 days.
- Broadcasting announcement: Sawt Al-Shabab for 15 days; 10 times every day.
- TV advertisement: Syrian Satellite Channel, Syria TV1 and Syria Drama Channel for 7 days.
- Posters will be distributed on hospitals and medical centers.
- SMS directed to (doctors, pharmacists and warehouses).
- Roll ups at the hall entrances to inform about the exhibition.

Invitation cards to hospitals, medical centers, laboratories, dispensaries, radiology, doctors and pharmacists.

Media Campaign:

- Approaching to the official media in Syria (agencies and official newspapers).
- Directing to all local and international news agencies.
- Visual media coverage via TV stations.
- Audible media coverage via radio stations.
- Printed media coverage via newspapers and magazines.
- Electronic media coverage via news websites whether local, regional or international.





ORGANIZER



+963-11-4429246
+963-11-4429247



www.masarat-sy.com



info@masarat-sy.com



Arnous Square 12177

MASARAT
CONFERENCES & EXHIBITIONS



شماره : ۱۱۵۱/۲۲۰/۸۴۷۹۰۷

تاریخ : ۱۳۹۶/۱۲/۱۷

پیوست : دارد



سازت جمهوری اسلامی ایران - دمشق

بسمه تعالی

اداره اول خاورمیانه و شمال آفریقا

موضوع: ارسال دعوتنامه جهت شرکت در نمایشگاه

با سلام

احتراما، بپیوست بروشور شرکت در پنجمین نمایشگاه داروئی و تندرستی که توسط انجمن اطباء سوریه شعبه دمشق که از تاریخ پنج شنبه ۲۶ آوریل لغایت شنبه ۲۸ آوریل ۲۰۱۸ مطابق با ۶ لغایت ۸ اردیبهشت ماه سال ۱۳۹۷ در هتل داماروز شهر دمشق برگزار خواهد شد، ارسال میگردد . خواهشمند است دستور فرمایید مراتب به اطلاع سازمانها و نهادهای ذیربط ارسال و از نتیجه این نمایندگی را مطلع نمایند.

جواد ترکاباهی
سفیر
۱۶

رونوشت :

- اداره کل خاورمیانه و شمال آفریقا