



International Medical Expo  
المعرض الطبي التخصصي الدولي

# Medica Scope Event Booklet

 Syria - Damascus - Exhibition City

# 2026

## “From the heart of Damascus”

- 🛡 The cradle of civilization, Guarantee Consulting unveils its most ambitious venture: Medica Scope 2026. This is not merely an exhibition; it is the first comprehensive medical showcase to blossom in Syria after a decade of war, a testament to resilience and renewal.
- 🛡 We believe in people as the ultimate capital. Drawing from a wellspring experience forged since 2008 in strategic planning, risk management, and human development we are investing in our legacy of trust. Today, we channel this expertise into a new icon: Medica Scope 2026.
- 🛡 We are weaving together a tapestry of high-end promotion, pioneering scientific conferences, and immersive practical workshops, in concert with international universities and platforms where knowledge, technology, and application converge connect.
- 🛡 More Than an Exhibition: A Catalyst for Leadership Medica Scope 2026 transcends the traditional. It is a dynamic platform for exhibitors to inscribe their brands into a historic moment to be architects of the Syrian market's renaissance and position themselves as leaders in a landscape ripe with promise.

THE CRADLE OF CIVILIZATION

دمشق



# DAMASCUS INTERNATIONAL EXHIBITION CITY

“WHERE THE FUTURE TAKES SHAPE”



The new Damascus International Exhibition City, a monumental and modern facility among the region's finest, is proud to host Medica Scope 2026.

This event is set to redefine the very essence of specialized exhibitions in Syria and beyond.

**1.2 Million**

Strategically poised between the capital and Damascus International Airport, this sprawling 1.2 million-square-meter complex is a city within a city. It boasts 233,000 square meters of dedicated exhibition space including 83,000 square meters of state-of-the-art, air-conditioned halls and 150,000 square meters of flexible outdoor space, offering unparalleled flexibility for grand visions.

Choosing this venue reflects our profound commitment to a professional environment that breathes innovation and champions international cooperation. It is a declaration that Syria, steadfastly, continues to cultivate new horizons for science and investment.

Where **Science** and **Innovation** Meet

In an age of breathtaking scientific advancement, Medica Scope 2026 emerges as a beacon for the future of medicine.



It is a vibrant, interactive crucible where doctors, researchers, students, and global companies supported by leading universities and institutions.

# “Hands-on platforms”

The exhibition pulses with intellectual energy through conferences, workshops, and dynamic discussions. This is complemented by a suite of innovative, hands-on platforms:

## The Start-up Platform

Nurturing the seeds of promising investment ideas

## The Medical Innovation Platform

Where student projects glimpse the future



## The Medical Simulation Platform

A realm for honing skills in diagnosis and surgery

## The Scientific Dialogue Platform

A forum for global seminars and discourse

## The Employment and Training Platform

Bridging the gap between aspiring talent and health institutions

These are further enriched by field visits to hospitals and universities, providing a holistic educational and professional journey.



# “The Active Visitor”

We believe in meaningful connections. Through pre-event surveys, we attune the exhibition to the specific interests of our audience. We coordinate with authorities to facilitate nationwide attendance and provide seamless digital solutions for booking and communication, ensuring a structured and profoundly professional experience for all to ensure an elite, active connection.



# “Why...!?” Medica Scope

## “Because Medica Scope 2026”

This is a pivotal moment for Syrian healthcare sector. Medica Scope 2026 is the first specialized medical exhibition in years.

## • Strategic Nexus

It is a strategic nexus where ministries, investors, and international partners unite under one roof to chart new maps of scientific and economic cooperation.

## • Fostering scientific culture

Fostering a new scientific culture, empowering Syrian youth to draw inspiration from global expertise. This is a practical environment for deal making, experience exchange, and exploring the fertile ground of investment.

# 15 Million

A window to a healthcare market serving over 15 million people a market where the ratio of doctors has shifted dramatically, from 1:600 before the war to 1:4,000 in some areas today. This is not just a need; it is a calling.

## participation means access

Your participation means direct access to decision-makers, tangible investment opportunities, and media coverage that anoints your brand as a leader.

# “Why..? Medica Scope 2026”



# The Spheres of Focus

## 4 Medical Technology & Digital Education

Telemedicine, AI diagnostics, e-learning, and surgical simulation.



## 1 Medical Devices & Modern Technologies

From robotic surgery and advanced diagnostics to wearable monitors and precision laboratory solutions.



## 5 Health Insurance & Digital Solutions

Smart insurance systems, AI-driven claims management, and expanded digital partnerships



## 2 Smart Hospitals & Rehabilitation

Integrating management systems, smart operating rooms, virtual reality, and eco-friendly models



## 6 Medical Tourism

Unifying advanced medical services with the timeless allure of cities like Damascus, Aleppo, and Homs, offering a comprehensive healing journey



## 3 Pharmaceutical Industries & Drug Localization

Pioneering the production of genetic and oncology medicines, and localizing research and production



## The International Dimension: An East-West Bridge

Medica Scope 2026 is a global platform, restoring Damascus to its rightful place on the world stage and creating a single, unified space for East and West to collaborate.



### 1- A Confluence of Minds

Direct dialogue between global pharma, device manufacturers, and investors.

### 2- A Gateway to Regional Markets

Damascus's strategic location opens doors to over 50 million potential consumers.

### 3- Forging Strategic Partnerships

Opportunities for joint ventures and collaboration in health reconstruction.

### 4- Global Knowledge Exchange

Scientific sessions and workshops with international experts.

### 5- Syria's Renewed Image

Presenting the nation as a secure, attractive environment for investment, backed by global-standard organization.

This is an international event par excellence, inviting you to contribute to the renaissance of Syrian healthcare and expand into promising new frontiers.

# Health Sector in figures



If the future is built on numbers, then Syria's healthcare sector tells a story of immense challenge yet it also reveals unprecedented opportunities for growth and investment.

**Facilities 600-**  
Over 600 healthcare facilities have ceased operations, some of which were entirely destroyed

**Hospital 55%-**  
55% of Syria's 478 well-equipped hospitals have been damaged, with: 21% completely out of service 34% partially damaged

**Healthcare system 70%-**  
Destruction rate: Nearly 70% of the healthcare system has suffered total or partial destruction

**Brain drain 70%-**  
Brain drain: Approximately 70% of nursing staff and 50% of physicians have left the country



# “A Tapestry of Investment Opportunities”

Weaving Innovation, Trust, and Global Vision



The estimated investment required exceeds \$1.5 billion to rebuild infrastructure and medical equipment.

The rising demand for digital medicine and artificial intelligence makes the Syrian market fertile ground for future technologies.

The need to build and rehabilitate more than 200 hospitals and specialized centers.

A clear gap in primary care services opens the door to new projects.



## ■ ■ A Tapestry of Investment Opportunities ■ ■

The Syrian healthcare sector is a landscape where urgent need, government support, and untapped potential converge. Medica Scope Expo 2026 is your gateway to these key areas:

### 1- Rebuilding Infrastructure

The call for over 200 new or rehabilitated hospitals, specialized centers, and mobile clinics.

### 2- Pharmaceutical & Medical Supplies

Localizing drug production (currently 60% imported) and creating export-focused supply chains.

### 3- Digital Transformation

Projects in telemedicine, electronic records, and AI diagnostics—a fertile ground for startups.



## “A Tapestry of Investment Opportunities”

### 4- Medical Education & Training

Replenishing the workforce and establishing accredited regional training centers.


### 5- Medical Tourism

Leveraging competitive costs and rich heritage to attract international patients.

### 6- Government Incentives

Including tax exemptions, customs facilities, and profit transfer guarantees, with opportunities for public-private partnerships.

Medica Scope 2026 is the first step in transforming vision into reality.

A person wearing teal medical scrubs is shown from the chest down, holding a blue stethoscope. The background is a light blue gradient.

Pharmaceutical & Medical Supplies

Rebuilding Infrastructure

Government Incentives

Medical Education & Training

Medical Tourism

Digital Transformation

# Marketing Campaign

## Medica Scope 2026



## What will include.?

### Media Coverage

through television networks, newspapers, and specialized journals in the fields of health and economics.

### Targeted digital advertising

across social media platforms (Facebook, LinkedIn, Instagram), aimed at physicians, investors, academic institutions, and medical technology companies both regionally and globally.

### Email Marketing Campaign

directed at curated databases containing thousands of healthcare companies and investors across the region and internationally.

### Strategic partnerships

with professional syndicates and universities to ensure the active participation of medical professionals, students, and researchers.

### Pre-exhibition press conferences

and introductory seminars to build confidence and highlight the added value for participants.

### Outdoor advertising

in Damascus and other major cities, including highway billboards positioned along key transportation routes.

### An interactive online platform

allowing visitors to pre-register, book appointments and communicate directly with exhibitors.

# Medica Scope Expo 2026

Your participation in Medica Scope Expo 2026 is more than a transaction; it is a collective vow to rebuild a more advanced and humane future for healthcare. It is an open invitation to all who believe that science and innovation can transmute challenges into lasting opportunities.



Welcome to the heart of the transformation.  
Welcome to Medica Scope 2026.

## Head Office

- +963 11 9666
- +963 960 666 003
- Syria, Damascus, Aljisir Alabiyad  
Alraaes Avenue, B48, F1

Damascus, the city that has cradled history, now opens its doors once more to scientists, investors, and visionaries, ready to become a beacon of medicine and knowledge for the Middle East.



## Main Branch

- +963 11 447 63 99/8/7
- +963 966 099 009
- Syria, Damascus, Al-Shahbandar  
next to the Kuwaiti Mosque

## Contact Info

- Info@medica-scope.com
- www.Medica-Scope.com
- @Medica.Scope.Expo