DAY I — CONFIDENCE & CAPITAL

Establish belief, present the investment case, convene regional trade leadership, and open the door to partners.

12:00-12:45	**Registration & Welcome Lunch**	
12:45-13:05	**CEREMONIAL OPENING**	
	WELCOME ADDRESS | HOST PROTOCOL	**Setting the National Economic Agenda** The Damascus Economic Forum opens with a vision for the future of Damascus International Fair as Syria's premier platform for business, investment and economic dialogue. The address sets the strategic direction for the Forum, highlighting its role in strengthening economic confidence, fostering international partnerships and supporting the country's next phase of growth. **Mohammad Hamza, Director General, SEIFE, and Chairman of the Fair's Organising Committee, Syria**
13:05-14:00	**OPENING PLENARY**	
	SIGNATURE ADDRESS | HIGH-LEVEL PANEL	**The State of the Syrian Economy** The Forum's opening plenary presents Syria's economic vision to regional and international audiences through the perspectives of government, monetary policy and development finance. Together, senior leaders outline the country's reform agenda, investment priorities and the partnerships shaping a more competitive, resilient and globally connected economy. **Visionary Keynote** **HE Dr Nidal al-Shaar, Minister of Economy and Industry, Syrian Arab Republic, Syria** **Panellists** **Mohammed Safwat Raslan, Governor, Central Bank of Syria, Syria** **Dr Muhammad Sulaiman Al Jasser, President, Islamic Development Bank Group, KSA** **Moderator** **Hadley Gamble, Anchor & Senior International Correspondent, CNBC, UAE**

14:00-15:00	**MINISTERIAL PLENARY**	
	MODERATED MINISTERIAL PANEL	**Syria and the Region: A New Trade Architecture** Six of the region's trade and industry ministers — from Türkiye and the Gulf to Jordan and Lebanon — take a single stage to shape the terms on which Syria rejoins its regional market. Together they set out the practical architecture of reintegration: trade facilitation, harmonised standards, and the logistics corridors that carry goods across borders, with Syria at the table as a full partner in building it. The image is the message — the region, convened around Syria's return. **Chair** **HE Dr Nidal al-Shaar, Minister of Economy and Industry, Syrian Arab Republic, Syria** **Panellists** **HE Dr Majid Al-Qasabi, Minister of Commerce, Kingdom of Saudi Arabia, KSA** **HE Dr Amer Bisat, Minister of Economy and Trade, Republic of Lebanon, Lebanon** **HE Dr Ömer Bolat, Minister of Trade, Republic of Türkiye, Türkiye** **HE Yarub Qudah, Minister of Industry, Trade and Supply, Hashemite Kingdom of Jordan, Jordan** **HE Sheikh Faisal bin Thani Al Thani, Minister of Commerce and Industry, State of Qatar, Qatar** **HE Dr Thani bin Ahmed Al Zeyoudi, Minister of Foreign Trade, United Arab Emirates, UAE** **Moderator** **Becky Anderson, Anchor & Managing Editor, CNN Abu Dhabi, UAE**
15:00-15:20	**Refreshments Break & Peer-to-Peer Networking**	
15:20-16:00	**KEYNOTE CONVERSATION**	
	FIRESIDE	**Why Invest, Trade, and Build in Syria Now** The most valuable question in the room, answered by two who are already acting on it. A Gulf operator who has just committed $1.5bn to Syria's networks and a connector channelling Chinese and Gulf capital into the market sit down with the finance ministry to make the first-mover case — why the returns belong to those who move while the window is open. Candour over set-piece: the conversation built to turn interest into intent. **In conversation** **HE Mohammed Yisr Barnieh, Minister of Finance, Syrian Arab Republic, Syria** **Contributors** **Bader Al-Kharafi, Vice-Chairman & Group CEO, Zain, Kuwait** **Vanessa Xu, Founder, Gulf Connect, China**

16:00-16:40	**FDI CONVERSATION**	
	PRESENTATION + PANEL	**Syria's Investment Landscape: Opportunities and Priorities** Syria stands at the beginning of a new investment chapter. This session provides an authoritative overview of the country's investment priorities, reform agenda and high-potential sectors, offering investors, businesses and development partners a clear perspective on where opportunities are emerging and how public and private capital can drive long-term economic growth. **Presentation** **Bassel Abdul Hannan, Deputy Minister of Economy and Industry, Syria** **Panellists** **Bassel Abdul Hannan, Deputy Minister of Economy and Industry, Syria** **Jafar Ibrahim, Strategist, Wahoud Group, Syria** **Waleed Al Mokarrab Al Muhairi, Deputy Group Chief Executive Officer, Mubadala Investment Company, UAE** **Host** **Omar Barahmji, Chairman of the Board, Damascus Securities Exchange, Syria**
16:40-17:25	**BANKABLE PROJECTS SHOWCASE**	
	INVESTOR SHOWCASE	**Syria's Investable Pipeline** A showcase of investment-ready opportunities that translate Syria's economic vision into tangible projects. Led by the Syrian Investment Authority and project sponsors, the session presents priority developments across real estate, aviation, industry, energy and tourism, connecting investors with bankable ventures poised to shape the country's next phase of growth. **Host** **Talal al-Hilali, Chairman, Syrian Investment Authority, Syria** Strategic projects presented include the modernisation of Damascus and Aleppo airports, the development of new industrial cities under Investment Law 114, and the expansion of the ports of Tartus and Latakia. **Contributors** **Mohamed Alabbar, Founder, Emaar Properties, and Chairman, Eagle Hills, UAE** **Bander Almohanna, Chief Executive, Flynas, KSA** *Investor follow-up moves to the deal rooms — the two-day matchmaking programme*

17:25-18:15	**THE CHAMBERS ROUNDTABLE**	
	OPEN DEBATE	**From Goodwill to Ventures** As government opens new avenues for economic cooperation, chambers of commerce become the catalysts for business. This high-level roundtable explores how regional chamber networks can unlock trade, facilitate investment, foster joint ventures and connect companies with opportunities that translate dialogue into lasting commercial partnerships. **Chair** **Alaa al-Ali, Chairman, Federation of Syrian Chambers of Commerce, Syria** **Contributors** **Dr Khaled Hanafy, Secretary-General, Union of Arab Chambers, Pan-Arab** **Ali Bu Sherbak Al Mansori, Acting General Manager, Qatar Chamber, Qatar** **Humaid Ben Salem, Secretary-General, Federation of UAE Chambers of Commerce & Industry, UAE**
18:15-18:45	**DIASPORA SESSION**	
	MODERATED PANEL	**Bringing Expertise and Capital Home** The Syrian diaspora represents one of the country's greatest strategic assets. Entrepreneurs, investors and innovators from around the world explore how international experience, capital and commercial networks can strengthen Syria's private sector, accelerate investment and forge lasting partnerships for sustainable economic growth. **Panellists** **Razan Alsous, Founder, Yorkshire Dama, UK** **Ahmad Sufian Bayram, Founder & Startup-ecosystem Builder, Startup Syria Network, Syria** **Joey Laham, Founder, Syrian Holding Company, USA** **Moderator** **Zeina Yazigi, News Anchor, Asharq News, UAE**

18:45-18:55	**CLOSING REFLECTIONS**	
	WRAP	**Day One Synthesis & Look-Ahead** A concise reflection on the day's key insights, commitments and emerging opportunities, bringing together the Forum's principal themes while setting the agenda for the conversations, partnerships and investment opportunities that continue on Day Two. **Synthesis & readout** **Becky Anderson, Anchor & Managing Editor, CNN Abu Dhabi, UAE**
18:55-19:30	**SIGNING CEREMONY**	
	CEREMONY	**Memoranda & Partnership Announcements** A concise reflection on the day's key insights, commitments and emerging opportunities, bringing together the Forum's principal themes while setting the agenda for the conversations, partnerships and investment opportunities that continue on Day Two. ***Government signatories and the six ministerial delegations***
19:30	**Networking reception — all guests + VIPs**	

DAY II — CAPACITY & THE FUTURE

Rebuild industry, reconnect to markets, and carry the economy forward through talent and innovation.

12:00-12:30	**Arrival & Welcome Lunch**	
12:30-12:40	**DAY II OPENING**	
	WELCOME & RECAP	**Building on Momentum — from Vision to Delivery** The second day of the Forum opens with a concise review of the key announcements and partnerships emerging from Day One before setting the agenda for discussions on industry, investment, innovation and international cooperation. The session reconnects delegates with the Forum's shared vision while looking ahead to another day of practical dialogue and commercial engagement. **Becky Anderson, Anchor & Managing Editor, CNN Abu Dhabi, UAE**
12:40-13:00	**IN DIALOGUE**	
	KEYNOTE CONVERSATION	**Rebuilding Syria's Industrial Base** As Syria enters a new phase of economic recovery, leading industrialists explore the opportunities and challenges of rebuilding the country's manufacturing base. Drawing on practical experience across food production, industrial investment and supply chain development, the conversation examines how industry can drive competitiveness, create employment and restore Syria's position as a regional manufacturing hub. **Contributors** **Adnan Al-Nun, Chairman, Al-Durra International Food Products, Syria** **Marek Warzywod, Group Chief Executive, Baladna, Qatar**

13:00-13:55	**PLENARY**	
	MODERATED PANEL	**Building a Competitive Industrial Economy — Capacity & Competitiveness** Modern manufacturing demands innovation, technology and international collaboration. Bringing together industrial leaders from Syria and regional partners, this plenary explores how investment, modern production methods and strategic partnerships can accelerate industrial competitiveness, expand exports and strengthen Syria's manufacturing ecosystem. **Chair** **Mazen Derwan, Chief Executive, Federation of Syrian Chambers of Industry, Syria** **Panellists** **Nivaf Kılıç, President, MÜSİAD (Independent Industrialists and Businessmen Association), Türkiye** **Fadi al-Muheimid, Chairman, Syrian–Chinese Business Council, Syria** **Moataz Tarabishi, Deputy Chairman, Damascus & Countryside Chamber of Industry, Syria**
13:55-14:55	**ENERGY, INFRASTRUCTURE & RECONSTRUCTION**	
	EXECUTIVE SHOWCASE	**Powering the Rebuild** Reliable energy and modern infrastructure are the foundations of economic recovery and long-term competitiveness. Bringing together global industry leaders and strategic investors, this showcase explores the projects, partnerships and technologies driving the renewal of Syria's energy, utilities and essential infrastructure, creating the conditions for sustainable growth and private-sector investment. **Host** **Youssef Qablawi, Chief Executive, Syrian Petroleum Company, Syria** **Panellists** **Marco Arcelli, Chief Executive, ACWA Power, KSA** **Erik Keskula, Chief Executive, Power International Holding, Qatar** **Frank Mount, Head of Corporate Business Development, Chevron, USA** **Patrick Pouyanné, Chairman & CEO, TotalEnergies, France** **Moderator** **Hadley Gamble, Anchor & Senior International Correspondent, CNBC, UAE**
14:55-15:15	**Refreshments Break & Peer-to-Peer Networking**	

15:15-16:05	**IN DIALOGUE**	
	PANEL + CONCURRENT TRADE MATCHMAKING	**Reconnecting Syria to Regional Trade** As Syria reconnects with regional markets, efficient logistics and strong commercial partnerships become essential to export growth. The discussion examines how ports, transport corridors, customs facilitation and regional business networks can accelerate trade, improve market access and strengthen the competitiveness of Syrian products. **Panellists** **Qutaiba Badawi, Head, General Authority for Land and Sea Ports, Syria** **Eric Bertrand Deliers, Chief Commercial Officer, Panda Retail Company, KSA** **Yuvraj Narayan, Group Chief Executive, DP World, UAE** **Khalil Al-Haj Tawfiq, Chairman, Jordan Chamber of Commerce, Jordan** **Moderator** **TBD**
16:05-16:45	**PRACTICAL CLINIC**	
	WORKING SESSION | CASE STUDIES	**From Factory to Shelf — Export Readiness** Successful exporting demands more than quality products. This interactive clinic provides practical guidance on standards, certification, packaging, market intelligence and buyer expectations, equipping Syrian producers with the knowledge and tools needed to compete successfully across regional and international markets. Featuring practical case studies from Syrian exporters participating in Gulfood 2026, highlighting the certification, branding, packaging and market preparation that enabled them to engage international buyers. **Lead Facilitator** **Manhal al-Fares, Director General, Export Development and Promotion Agency, Syria**
16:45-17:00	**Refreshments Break & Peer-to-Peer Networking**	

DAMASCUS ECONOMIC FORUM

Building Economic Confidence

17:00-17:55	**PLENARY**	
	PANEL	**Building Syria's Innovation Economy: Youth, Entrepreneurship, and Digital Transformation** Innovation, entrepreneurship and digital technologies will play a defining role in Syria's long-term economic competitiveness. Bringing together entrepreneurs, technology leaders and innovation experts, this plenary explores how talent, investment, digital transformation and international collaboration can accelerate the development of a modern, knowledge-based economy. **Host** **TBD** **Panellists** **Hamza Hourani, Founder, Quizat, Syria** **Khaled Moustafa, Founder, YallaGo, UAE** **Bassel Ojjeh, Co-founder & CEO, LigaData; Co-founder, SYNC · USA** **Serkan Ünsal, Founder, Startups.Watch, Türkiye**
17:55-18:30	**IN DIALOGUE**	
	FIRESIDE	**The Next Generation of Syrian Talent — Skills for Tomorrow's Economy** Talent is the foundation of innovation, entrepreneurship and long-term economic growth. This forward-looking conversation explores how education, skills development, leadership and international collaboration can equip the next generation of Syrians to thrive in a modern, competitive and knowledge-driven economy. **Amal Dokhan, Managing Director, 500 Global MENA, KSA** **in conversation with** **Bashar Khdair, CEO, Deed, UAE**
18:30-19:00	**FORUM CLOSING REFLECTIONS**	
	PLENARY READOUT	**Forum Conclusions: Six Pillars, One Economic Vision — A Roadmap for Syria's Economic Future** The Forum concludes with a structured synthesis of the discussions, commitments and opportunities emerging across all six pillars. Bringing together the key insights from business leadership, investment, industry, trade, international partnerships and innovation, the session presents a unified vision for Syria's economic future and the priorities that will guide the next phase of economic growth. **Synthesis & readout** **Becky Anderson, Anchor & Managing Editor, CNN Abu Dhabi, UAE**
19:00-19:35	**CLOSING PLENARY**	

	CEREMONY | KEYNOTE | VOTE OF THANKS | CLOSE	**The 'Damascus Economic Statement' & 2027 Hand-off** The Damascus Economic Forum concludes with the presentation of the Damascus Economic Statement, bringing together the Forum's principal commitments, recommendations and opportunities into a single strategic declaration. Reflecting the discussions across all six pillars, the Statement provides a shared agenda for economic renewal, investment and international partnership while establishing a foundation for future editions of the Forum. **Mohammad Hamza, Director General, SEIFE, and Chairman of the Fair's Organising Committee, Syria**
19:35	**Closing Refreshments & Press Availability**	