

Authenticity & Heritage



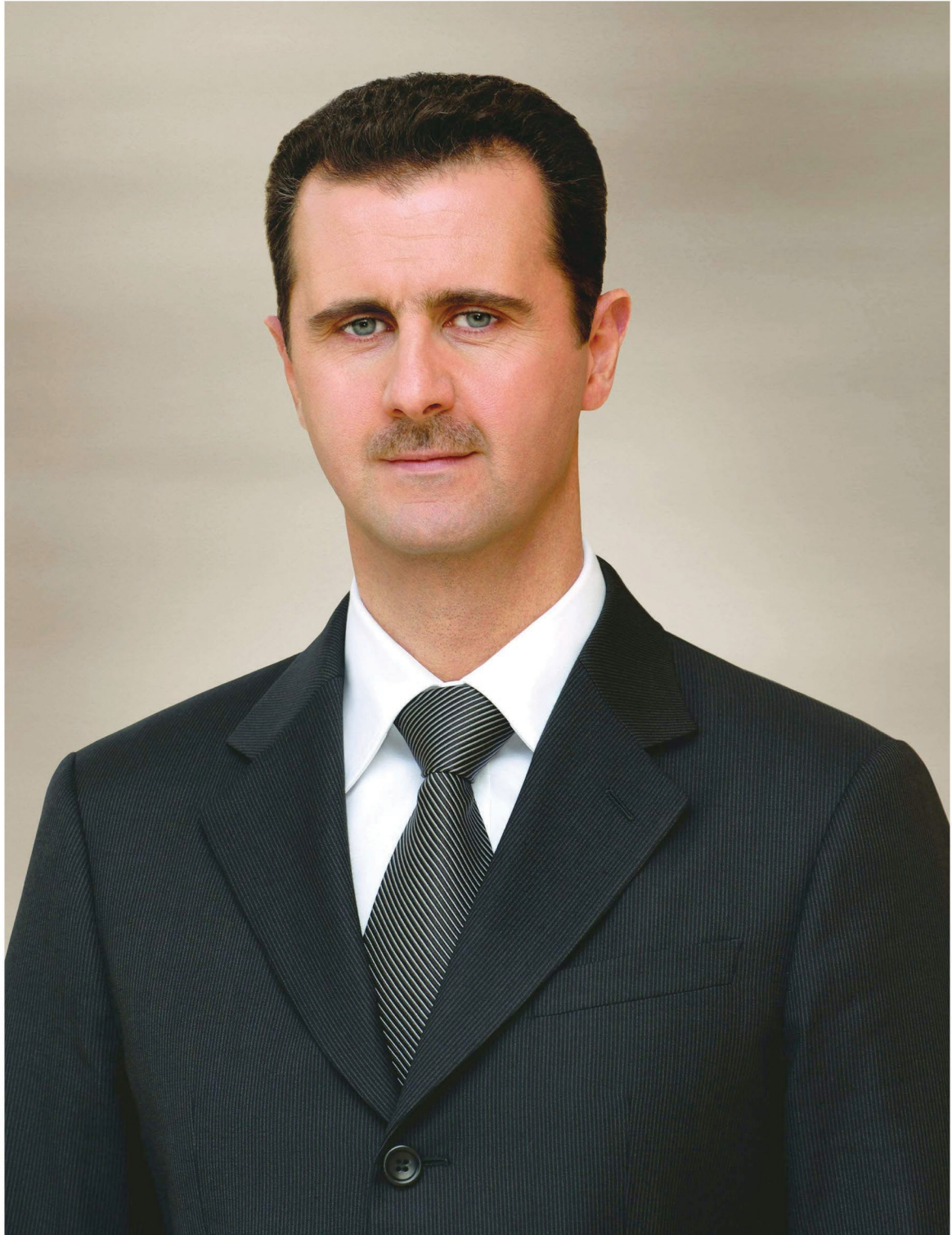
Al Sham International **Arabian**
Horse Festival 2019

From 16 - 20 April





Al Sham International **Arabian**
Horse Festival 2019



Dr. Bashar Al Assad

President of The Syrian Arab Republic



The Golden Rider
Bassel Hafez Al Assad



Organizers





Sponsors



Al Fadi Stables



Al Jameel Stables



Al Jawadia Stables





Organizing Committee Statement

The Syrian Arab Republic, the beating heart of Arabism. Bilad Al Sham – the western wing of the fertile crescent and a major part of natural Syria. This blessed land in whose dust the oldest civilizations are situated, where humans through history have thrived and evolved. On its blessed soil Humanity took its first steps and divine inspiration perfumes the air, the city walls resonate with the voices of prophets and messengers of faith and unification – towards goodness, purity, righteousness, beauty, love, justice and peace throughout Syria's cities, villages and deserts.

Civilizations have developed without interruption and Syria is the cradle of language, art, philosophy, music, agriculture, construction, animal domestication and the use of tools from which emerged its ancient cities, its bountiful countryside, its vast deserts from Damascus to Aleppo, to Lattakia and Tartous, from Sweida and Daraa, the Jolan, Horan and Hamad to Palmyra and Raqqa, from Bosra to Rasafa and Aphantia, from Barada to Asi, to Homs, Hama and Iskandaroun.

From Furat to Dijlah and Khabour, from Hasakah and Deir Ezzor to Arwad and Quneitra and Antakia. From mountains to plains, to coastal areas and valleys, the areas inhabited by human beings spread and remained, continuously, throughout history. Wherever you look or wherever you go you will find temples, monasteries, churches, mosques, castles and Qalaa's theatres, columns, markets, khans, libraries and corners.

You will see the ruins of our ancestors, witness to the civilized social life that human beings of this land have enjoyed since the beginning of time until the present. In the rich heritage and cultural diversity of this nation we see – beautiful handicrafts, exceptionally delicious food, beautiful embroidered, colourful traditional costumes and dresses, creative dance, sweet musical rhythms. Our language contains the deep, soft, expressive vocabulary, words and sentences melded into our poetry, plays and songs all of which form a magnificent mosaic of art that enables us to understand the soul of the humans who inhabit this land. These human beings have created what we can describe as a magnification of the Arab culture and civilization – a culture that has contributed to the intellectual and philosophical wealth of mankind, through the fields of knowledge, research, science, the expansion of spiritual and moral values that are in addition to the richness of our historical heritage and ancient archaeological sites.

This festival bears the name of Al Sham and the Arabian horse – the heart of the symbolism of our nation and our eternal companion across the ages in war and peace. Our grandfathers were carried on the backs of these magnificent steeds, as they rode in the era of glory on the battle fields, defending our land and our dignity. Poets wrote songs in honour of these horses, praising their courage, their beauty, their strength and spirit. Poets and writers sang songs of their bravery, inspired by this glorious creation. Artists depicted them in stunning paintings.



Organizing Committee Statement

The Arabian horse was sought after by Sultans, kings, leaders, knights. All riders were keen to own and breed this magical creature, created by God to contain the qualities and characteristics that make them the most noble and perfect among horses. Today, our Arabian horse is an international symbol. Their breed has been established in over 80 countries across the world and is registered under regulations to safeguard their purity and bloodlines.

Purity – the only way to protect the special qualities of this noble breed for eternity – qualities that make them a special ambassador and a representative of our nation, carrying a myriad of messages to the world.

The Arabian horse and our Festival embody our heritage, cultural authenticity, presenting a civilisation deeply rooted in history and challenging all forces of evil, terror, aggression, occupation, torture and domination. Our land embraces those who are worthy of life and that which is worth living for.

Al Sham International Arabian horse festival organising committee



Organizing Committee

Syrian Arab Horse Association

Mr. Basil Jadaan
MR. Hani Makhlof
MR. Bilal Akraym
Dr. Tareq Abdulraheem
MR. Ahmad Hamsho
MR. Nasar Kahol
MR. Mohammad Hesham Goureeb
MR. Mohammad Al Rakhani
MR. Abdalla AL Sada

MR. Eng. Mohammad Al Wade
MR. Zouhir Daaoud
MR. Adnan Azzam
MR. Basil Al Nouri
MR. Eng. Wassim Ibraheem
Mrs. Eng. Samar Ismail
MR. Amir Ftoukr
Miss. Laura Al Housin
MR. Mohamad Mdgms

Syrian Equestrian Federation

MR. Atef Al Zebak
Mrs. Reem Abo Kora

Police Equestrian Club

MR. Mahmod Al Masre

Ministry of Agriculture and Agrarian Reform

MR. Eng. Mhd Ghiyath Al Shayeb
MR. Eng. Mohnad Al Asfr

Muhafza Sport Club

MR. Mohammad Al Sbaee
DR. Wael Maouad

Ministry of Tourism

MR. Bassam Barsik
Miss. Rawan Al Msfee
MR. Eng. Tarek Kreshatee
Mrs. Janet laeous
MR. Abd Al baset Khatab
Mrs. Ruba Mere

Damascus Governorate

MR. Anas Al Sbaee

Media Coordinator

MR. Raed Al Halbi

Director Of The Festival

MR. Ali Hamdan



Syrian Arabian Horse Association



الجمعية السورية للخيل العربية الأصيلة
Syrian Arab Horse Association

Arabian horses are considered to be among the oldest horse breeds in the world, if not the oldest ever, since they date back to more than 3,000 years BC, And filled the horizons with its fragrant reputation and dwelled in the minds and hearts of its lovers and educators and knights across the world and among different cultures, a symbol of strength and heritage and authenticity. The Levant, in general, and Syria in particular, had an advanced position in preserving it, and it started to expand to many countries around the world.

The Ministry of Agriculture and Agrarian Reform in the field of registration, documentation and issuance of the books of the original Arabian horse breeds and the combination of a group of lovers of the civilization of this country and in line with the culture and history of the original Equestrian and the glorious past and under the slogan of (the hand of God is with the community) The first founding meeting of the Syrian Arabian Horses Association was held in Damascus on 26/12/2002 and was announced by the Ministry of Social Affairs and Labor No. 1105 dated 26/7/2003. The announcement ceremony was held on 11/10/2003.

The objectives of the Association are as follows:

- Shedding light to the original Arabian horses and all related activities.
- Participation in all local and international conferences related to pure Arabian horses.
- Introducing the Syrian instructors internationally and providing services to them.
- Contribute to improve the offspring of the original Arabian horse and exchange local, Arab and international expertise.
- Preserve the original Arabian horses registered and work to keep them pure and conduct studies, research and experiments to raise the aesthetic and performance of the original horses.
- Dissemination of information on horse breeding and care, writing and translating, training courses for breeders and those interested in authentic Arabian horses, awarding certificates and prizes, and accreditation of certificates issued by others.
- To strengthen relations between horse breeders in Syria and provide services to them and to strengthen their relations with Arab and international organizations and those interested in the Arabian horse and its activities.
- Suggest regulations and instructions governing the breeding of Arabian horses in accordance with the best international standards.



Syrian Arabian Horse Association

- Organizing local activities (festivals, races, auctions) and following up Arab and international activities.
- Coordination and cooperation with all parties interested in the Arabian horse locally, Arab and internationally.
- Establishment of a library and museum specialized in Arabian horses and the Arabian equestrian.
- Reviving the Arab folklore heritage.
- To raise the original Arabian horses in Syria locally, Arab and internationally.
- Establishment and ownership of projects related to the original Arabian horses (Stables – Race Tracks - Equestrian schools).
- Ownership and breeding of pure Arabian horses and contribute to the marketing of the horses of the association and instructors.
- Scientific interest in the historical and documentary aspect of the Syrian Badia and Arab tribes.
- Attention to the Syrian Badia animals such as camels, Saluki and hunting birds.
- Working with government and official agencies in the country to obtain the exemptions and benefits required to serve the original Arabian horses and their activities.
- Cooperating with all organizations, bodies, associations and centers that serve the objectives of the Association.

The achievements of the association since its establishment till now :

- Under the patronage of the President of the Republic, Dr. Bashar Hafez Al-Assad, the WAHO Conference was held in Damascus in 2007 in cooperation with the Ministry of Agriculture and Agrarian Reform, the Arabian Horses Office and the active participation of members of the Board of Directors, the Association, the economic activities and the Arabian Horse Association Authentic in Syria.
- Participation in the European organization for organizing the Arabian Horse Beauty Show (ECAHO) and the International Federation of Arabian Horse Racing (IFAHR).
- Organizing beauty shows for Arabian horses according to the rules (ECAHO) and the seventh national presentation on 5-6 / 10/2018.
- Organizing horse races on the racetracks of Damascus, Lattakia, Hama and Palmyra since 2005.
- Completion of the memorandum of understanding with the Department of physical preparation and military sport based on the decision of the Minister of Defense
- Deputy Commander-in-Chief of the Army and Armed Forces, including the establishment of the Damascus race field and the investment of real estate belonging to him according to the objectives of the association.
- The completion of several important projects on the field of the Damascus race field and are completed in accordance with the plans approved by the Assembly.
- Organizing exhibitions for equestrian equipment and issuing periodic reports of races and beauty shows.



Syrian Arabian Horse Association

- Production of many documentaries for horses:
 - Film "Banat Al-Reeh" in collaboration with a professional team from Austria.
 - "Al-Aseel" film in cooperation with d. Kamel Sharady - Canada.
 - Film "Rasen" in cooperation with Mr. Ahmed Mufti.
- Organizing the Great Sham march for Arabian horses starting from 2007 until now.
- Attendance and active participation in international conferences:
 - World Arabian Horse Organization (WAHO)
 - The European Organization for the Management of the Arabian Horse Fair (ECAHO)
 - International Federation of Arabian Horse Racing (IFAHR).
 - The International Committee of the Thoroughbred Horse.
- The formation of five boards of directors of the Assembly since the establishment until now. Since the beginning, the efforts of the successive governing bodies have continued the work of the Association and the success of its activities and the achievement of its objectives and work to develop and promote them despite the difficulties faced by the unjust war that our beloved country has suffered since 2011
- Formation of the High Committee for Racing.
- Formation of the committee of the International Sham Festival for Arabian Horse in its first version in 2019 with the support and participation of the Central Command of the Baath Socialist Arab Party - Ministry of Agriculture and Agrarian Reform - Ministry of Information - Ministry of Tourism - Syrian Arab Equestrian Federation - Damascus Governorate - Damascus Governorate Club. High members of the Board of Directors and economic events and lovers and breeders of Arabian horses.

The Syrian Society for Arab Horses is deeply grateful to Mrs. Manal Al-Assad, Honorary President of the Syrian Arab Equestrian Federation, for its continuous support to the Association in all fields and its keenness to develop and support the breeding of the original Arabian horse.

We would also like to thank all those who contributed to the achievement of the Association and the development of its career and support and the success of the organization of the International Cham Festival of Arabian Horse.



Festival Activities

The Grand Sham Arabian Horse Parade

Arabian Horses Race

Arabian Horses Presentations

Syria World Journey
Damascus – Moscow

Al Sham International Arabian Horses Auction

Equestrian Martial Arts Show

Traditional Food Fair

Photo Gallery Exhibition

Traditional Hand Craft Fair

Traditional Folkloric Shows

Traditional Costume Shows



Festival Program

Tuesday 16/4/2019

Traditional Hand Craft Fair Opening	18:00
Photo Gallery Exhibition Opening	
Traditional Food Fair Opening	
Official Opening Ceremony (Old Damascus International Fair Ground)	19:30

Wednesday 17/4/2019

Participating Knights & Horses gathering (Old Damascus International Fair Ground)	11:00
The Grand Sham Arabian Horse Parade Start	12:00
The Grand Sham Arabian Horse Parade End	15:00
Arabian Horses Presentation (Old Damascus International Fair Ground)	17:00 - 19:00
Traditional Folkloric Shows (Old Damascus International Fair Ground)	19:00 - 22:00

Thursday 18/4/2019

Al Sham International Pure Syrian Arabian Horses Auction (Old Damascus International Fair Ground)	17:00 - 19:30
Traditional Folkloric Shows (Old Damascus International Fair Ground)	20:00 - 22:00

Friday 19/4/2019

Arabian Horses Race (Damascus Horse RaceTrack - Al Demas)	
Syria World Journey Launch (Damascus - Moscow) (Damascus Horse RaceTrack - Al Demas)	14:00 - 18:00
Equestrian Martial Arts Show (Damascus Horse RaceTrack - Al Demas)	

Saturday 20/4/2019

Farewell Gathering (Al Omaween Square)	11:00 - 12:00
Al Sham International Pure Arabian Horses Auction (Old Damascus International Fair Ground)	15:00 - 18:00
Closing Ceremony (Old Damascus International Fair Ground)	19:00 - 22:00

Al Sham International **Arabic** Horse Festival 2019
مهرجان الشام الدولي للخيول العربية

From 16 - 20 April أصالة وتراث Authenticity and heritage من ١٦ وحتى ٢٠ نيسان



The Grand Sham Arabic Horse Parade

17 / 4 / 2019

Old Damascus International
Fair Ground





AL - MALIKI
SQUARE

AL RAWDAH
SQUARE

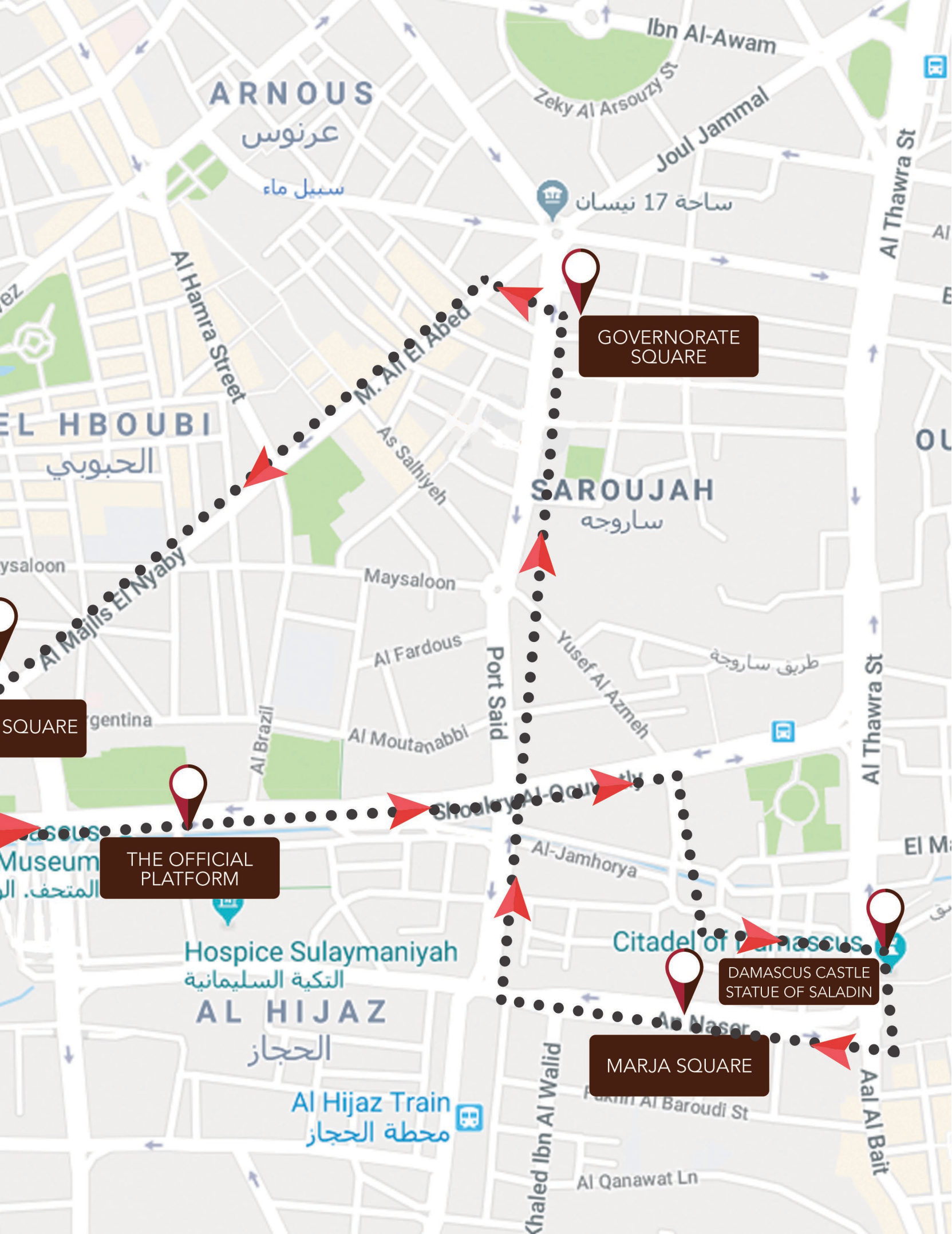
OCTOBER WAR
SQUARE

OMAYYAD
SQUARE

OLD DAMASCUS
INTERNATIONAL FAIR

NEJMEH

Route Plan for The Grand Sham
Arabian Horse Parade



ARNOUS

عرنوس

سبيل ماء

Ibn Al-Awam

Zeky Al Arsouzy St

Joul Jammal

Al Thawra St

ساحة 17 نيسان

GOVERNORATE
SQUARE

Al Hamra Street

M. Ali El Abed

As Salhiyeh

SAROUJAH

ساروجه

Maysaloon

Al Fardous

Port Said

Al Moutanabbi

Yusef Al Azmeh

طريق ساروجه

Al Thawra St

SQUARE

THE OFFICIAL
PLATFORM

Basous
Museum
المتحف. الب

Hospice Sulaymaniyah

التكية السليمانية

AL HIJAZ

الحجاز

Al Hijaz Train

محطة الحجاز

Citadel of Damascus

DAMASCUS CASTLE
STATUE OF SALADIN

MARJA SQUARE

Khaled Ibn Al Walid

Al Qanawat Ln

Fakhr Al Baroudi St

Aal Al Bait



The Grand Sham Arabian Horse Parade

Coinciding with the celebrations of our people on the anniversary of the Syrian Independence Day, the Syrian Arabian Horses Association started organizing the Grand Sham parade for Arabian horses, since 2007, and with the participation of equestrian clubs, Arabian horse breeders and breeders from all over Syria.

Homs Equestrian Club



Suhnaya Club



Al Sham International **Arabian** Horse Festival 2019
مهرجان الشام الدولي للخيول العربية الأصيلة

From 16 - 20 April أصالة وتراث Authenticity and heritage ٢٠ نيسان من ١٦ وحتى



Syria World Journey Launch

Adnan Azam
(Damascus - Moscow)

19 / 4 / 2019

Damascus Horse RaceTrack - Al Demas



Farewell Gathering - Al Omaween Square
20 / 4 / 2019 - 11 am





ليصل صوت سورية إلى كل العالم

LA SYRIE DU MONDE
POUR LE RAYONNEMENT DE LA SYRIE DANS LE MONDE

الرحالة الكاتب عدنان عزام
على صهوة فرس عربي.. من دمشق إلى موسكو..
بمناسبة عيد الجلاء
الوداع الشعبي السبت ٢٠ نيسان ٢٠١٩
الساعة ١١ صباحاً - ساحة الأمويين



مهرجان الشام الدولي
للجواد العربي ٢٠١٩
Al Sham International Arabian
Horse Festival 2019



وزارة الإعلام



محافظة دمشق
DAMASCUS GOVERNORATE



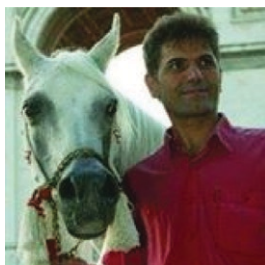
Route Plan for Syria World Journey

(Damascus - Moscow)





Syria World Journey



Une page de l'histoire: Damas-Moscou



Au-delà de toute ambition personnelle, ce sont des convictions profondes qui m'ont poussé en 1982 à quitter ma Syrie natale pour partir autour du monde à cheval.

En effet, 5 ans plus tôt, alors que je rencontrais des occidentaux expatriés dans le monde arabe, je fus stupéfié par leurs méconnaissances et leurs préjugés sur la culture arabe. Je décidais alors dans ce voyage de porter ma culture dans ce monde occidental qui me fascinait.

Depuis je n'ai jamais cessé à travers écrits, films et prises de parole de tisser des liens et construire des ponts entre les civilisations.

Au moment où tant de fanatismes s'acharnent à creuser un fossé infranchissable, d'installer l'incompréhension, voire la haine dans le monde, ce combat culturel reste particulièrement d'actualité.

La guerre que traverse la Syrie laisse un pays blessé et mutilé et son image dans le monde reste celle d'un pays meurtri mais toujours debout. Ces 8 années de guerre ont révélé au monde entier la résistance héroïque du peuple syrien, la vaillance de l'armée arabe syrienne et le courage de son président Bachar Al Assad.

Maintenant que la guerre s'achève et que la victoire se dessine, il est nécessaire d'entreprendre des initiatives qui rassemblent les hommes et qui rappelle la véritable histoire du peuple syrien ;

Le cheval pur-sang arabe, symbole de notre culture et éternel ambassadeur, de nouveau va permettre de retisser des liens entre les hommes de bonne volonté qui recherchent la paix.

Damas-Bagdad-Téhéran-Moscou, resteront dans la mémoire collective du monde mais surtout du peuple syrien comme des villes-symboles. Les Irakiens, les Iraniens, et les Russes resteront dans notre histoire comme des frères d'arme dans la Tragédie que nous traversons. C'est pour cela que j'estime de mon devoir en tant qu'intellectuel et patriote syrien d'aller vers ces peuples avec le symbole le plus fort du cheval pur-sang arabe, pour raviver les liens culturels qui nous unissent et rencontrer les familles liées directement à cette tragédie, des familles amputées, orphelines dont le sang a été mélangé au notre sur ma terre syrienne. Tant d'histoires, tant d'épopées vont remplir les 5 000 km qui séparent Damas de Moscou.

Durant 6 mois des passionnés du monde entier vont suivre ce voyage et ces riches rencontres, aventures, rêves, fraternité, et susciteront la parution d'articles et de livres ainsi que des films ou des documentaires et enfin ouvrir le champ à d'autres expériences similaires entre les jeunes de ces pays. Cette chevauchée fantastique, comme dans les temps anciens, sera néanmoins suivie quotidiennement par les réseaux sociaux avec des milliers de fans, qui de Damas à Moscou, suivront l'aventure sur internet.

Cette aventure d'un autre temps, faite à cheval, sera l'occasion de montrer au monde entier les liens d'amitié qui unissent la Sainte Russie avec ma Sainte terre natale qui a vu naître tous les signes du Ciel.

Je serai fier et heureux d'avoir votre chaîne RT comme compagnon de route, et comme partenaire exclusif afin que l'on puisse ensemble offrir à des millions de téléspectateurs des images de rencontres et d'amitié qui marquent les esprits.

Le 17 avril 2019 jour de la fête nationale syrienne, des centaines de cavaliers venus de toute la Syrie seront dans les rues de Damas et des milliers de spectateurs seront là pour saluer le départ de l'expédition Damas/Moscou. Quelles images merveilleuses à offrir au monde pour célébrer l'amitié entre nos deux pays.

Adnan Azzam



Syria World Journey



اسطبلات جبل العرب



مفهوم آخر للتسوق

Al Jawadia
Stables

Al Fadi
Stables



اسطبلات الخير



Aghiad Kabbani Company



نادي المحافظة الرياضي
MUHAFAZA SPORT CLUB
ثقافي، اجتماعي Cultural, Social



Al Jameel
Stables



مجموعة الهانني التجارية



الجمهورية العربية السورية
وزارة الثقافة

For Contact: Adnan Azzam

+963 931 81 23 10 "whatsapp"

infosazzam@gmail.com

Al Sham International **Arabian** Horse Festival 2019
مهرجان الشام الدولي للخيول العربية ٢٠١٩

From 16 - 20 April Authenticity and heritage أصالة وتراث من ١٦ وحتى ٢٠ نيسان



Arabian Horses Race

19 / 4 / 2019

Damascus Horse RaceTrack
Al Demas





Arabian Horses Race



Sham International Arabian Horse Festival Independence Day Cup The first league race

19/4/2019
Damascus Race Track

The First round	Fourth grade of pure Arabian horses registered at the age of 3 years	Distance 1450 m
The second round	Fourth grade for pure Syrian Arabian horses beginning with the age of 3 years (Independence Day Cup)	Distance 1450 m
The third round	Fourth grade for pure Syrian Arabian horses, 4 years old and above	Distance 1450 m
The fourth round	Fourth grade for Arabian horses registered at the age of 4 years and above	Distance 1450 m
The fifth round	Third grade pure Arabian Syrian horses	Distance 1600 m
The sixth round	Third grade of registered authentic Arabian horses	Distance 1600 m
The seventh round	(Open) first and second grade for registered pure Arabian horses and pure Syrian	Distance 1600 m

Al Sham International **Arabian** Horse Festival 2019
مهرجان الشام الدولي للخيول العربية

From 16 - 20 April Authenticity and heritage أصالة وتراث من ١٦ وحتى ٢٠ نيسان



Al Sham International Pure Syrian Arabian
Horses Auction

18 / 4 / 2019 Old Damascus International Fair Ground
5:00 P.M

Al Sham International Pure Arabian
Horses Auction

20 / 4 / 2019 Old Damascus International Fair Ground
5:00 P.M





Al Sham International Pure Syrian Arabian Horses Auction

Al Sham International Pure Syrian Arabian Horses Auction

(Old Damascus International Fair Ground)

Terms of the international auction:

- 1 - The horse is presented by a special hostler chosen by the committee wearing a shirt bearing the number of the horse in the booklet.
- 2 - Allow each breeder to use a special exhibitor wearing the exhibitor's shirt with the number of the horse.
- 3 - Payment of 5,000 S.P. Only five thousand Syrian pounds as a participation fee in the auction.
- 4 - Paying 100,000 S.P. Only one hundred thousand Syrian pounds for those who wish to participate in the purchase of horses from the auction and get a number (Racket) at the front row table.
- 5 - The opening of the auction for each horse starts according to the total financial value recorded by the committee.
- 6 - The males are offered at a value of not less than 25,000 S.P and the females with a value of not less than 50,000 S.P.
- 7 - The auction shall be suspended when the paid amount reaches the secret price of the Commission, unless the auction continues escalating.
- 8 - If the bid amount does not arrive at the price of the commission, the owner of the horse is asked if he wants to sell or not.
- 9 - The amount of 100,000 S.P. is returned in case of non-purchase.
- 10 - The auction process is repeated on horses that have not been sold after the end of the auction at the owners' desire.

Al Sham International **Arabian** Horse Festival 2019
مهرجان الشام الدولي للخيول العربية

From 16 - 20 April Authenticity and heritage أصالة وتراث من ١٦ وحتى ٢٠ نيسان



Arabian Horses Presentation

17 / 4 / 2019

Old Damascus International
Fair Ground



Al Sham International **Arabian** Horse Festival 2019
مهرجان الشام الدولي للخيول العربية

From 16 - 20 April أصالة وتراث Authenticity and heritage ٢٠ نيسان من ١٦ وحتى



Equestrian Martial Arts Show

19 / 4 / 2019

Damascus Horse RaceTrack
Al Demas





Al Sham International **Arabic** Horse Festival 2019
مهرجان الشام الدولي للخيول العربية

From 16 - 20 April أصالة وتراث Authenticity and heritage من ١٦ وحتى ٢٠ نيسان



Traditional Food Fair

16 / 4 / 2019

Old Damascus International
Fair Ground





Traditional Food Fair

The Syrian Cuisine

Cooking is an art with great connection to the human's civilization, till it became a form of sophistication and luxury. The Syrian Cuisine specializes in its diverse and delicious dishes known across the Middle Eastern cuisine.

The Syrian cuisine is an authentic and diverse cuisine that draws its diversity from the history of Syria, the country of civilizations and its capital, known as the oldest capital in the world, its Nature, regions and cities each has its own distinctive food between Damascus, Aleppo, Homs, Hama, the cities of the Syrian coast, the Syrian Peninsula, Deir Al-Zour, Al-Raqqqa, Badia, and the mountainous areas of Lattakia and Swaida and the Damascus rural areas. Therefore, Syrian cuisine is very rich in its varied and delicious dishes, which differ in their ingredients used and the recipe used to prepare and modified taste of housewife.

As for the Syrian main dishes, all would agree on the unique taste and variety of its recipes such as Syrian barbecue and the famous Aleppo kebabs and the famous Kebbeh, which are characterized by fried, grilled and raw and Kebbeh in a platter. And it's Syrian pastries and the Damascene Ice Cream and the royal Keshkeh and the Fateh Shamieh, Dawood Basha, Shishbarak, Shawarma and many more special dishes that are prepared to meet the taste of each home.

As for the Traditional Syrian dishes, they're many and varied, they're simple ingredients and easy to prepare, and are rich in nutrition to help build a strong body, Most of the popular foods are associated with the Syrian cities, which makes it easier for tourists to know the most popular food when visiting these cities.

Among the most famous Syrian sweets served in the holidays, such as Eid al-Fitr and Eid al-Adha, we mention barazek shamiya, qatayef al-shamiya, halawa al-homsia, Balah al-Sham, Kanafah and Ma'mul. It is considered to be one of the most served sweets in addition to the various recipes of coffee. Syrian cuisine also features some cassettes such as milk and rice with milk. The drinks include black shami berries, kamar al-din, alarqasus, Tamer Hindi and Laban Ayrar.



Traditional Food Fair



Syrian Breakfast

Labneh - White cheese - Eggs - Butter - Jam - Black Olives - Green Olives - Thyme



Syrian Appetizers

Borak - Kubba - Motabal - Houmous - Yalenge - Falafel - Tboula - Fattoush - Baba Gnog





Traditional Food Fair



Syrian Lunch

Kebab - Shawerma - Grape leaves - Kubba Labania - Mahashi
Maqloba - Freika - Kebab Halabi - Majdra





Traditional Food Fair



Syrian Sweets

Baklava - Halwa Joben - Shoaibiat - Awama - Ktaif Asafiri
Knava - Mabrouma - Mohalaia

Al Sham International **Arabian** Horse Festival 2019
مهرجان الشام الدولي للخيول العربية الأصيلة

From 16 - 20 April أصالة وتراث Authenticity and heritage من ١٦ وحتى ٢٠ نيسان



Traditional Hand Craft Fair

16 / 4 / 2019

Old Damascus International
Fair Ground





Traditional Hand Craft Fair

Traditional crafts:

Handicrafts are an old and popular part of culture that tell the story of civilization through the ages and are related to life and history.

The Damascene Sword:

The Damascene sword is considered to be a part of its heritage and the Damascene craftsmen are well known for their skill in making it. The Swords of Damascus called are called Damascene steel, and are considered to be the most important types of swords. The most renowned swordsmen in Europe were not able to discover the secrets behind the Damascus Sword, the name of the metal from which the Damascus sword is made from made it to be considered a legendary metal. The sword has three main sections: the handle, the blade and the sheath. The blade is made of a group of different metals such as iron or steel, after the combination of the metals and the cooling of the metals, one can shape the sword in any way required.

Pottery:

The components of this craft were represented by the treasures of the land and in which they reflect the relationship between man and the land. The craftsman linked his artistic forms to real life, human needs and artistic creativity associated with the perspective and vision of contemporary building.

It is one of the oldest crafts that rely on simplicity, taste, pottery and the most important and oldest of crafts that have to do with daily life. They were found with both the rich and the poor in their buildings, their dwellings, household utensils and tables. Their historical importance comes from within the ancient texts. The alphabet of the world was written on a piece of pottery.

Glass Making:

Glass was known to be from nature and the glass was usually associated with pottery in the ancient times. Glass entered along with pottery in man's life and the respected industries flourished in Damascus. The glassmakers used the same methods in the method of invocation of glass materials and the method of manufacturing by using the pouring and dipping molds or the blowing methods through a metal pipe or by using pottery. Damascus was considered to be one of the most important locations in Syria for glass making dating back to the era of Zaher Baybars (1259-1277). It was also known to be popular for the manufacturing of mosque lamps and cups and cups painted with gold and decorated with many different colors.

Stained Glass:

Two types This craft was one of the most prominent of Islamic applied arts which decorated mosques and palaces: one method by Interlock by gypsum and the other with Interlock with metal (lead).



Traditional Hand Craft Fair

Mosaics:

Are a form of contemporary art, and are subject for their purpose and the location that they will be placed. To work with this craft, one needs to be creative, artistically innovative and the choice of the subject (nature - decorations in writing or engineering) and in the provision of materials in the form of stone cubes or glass charms. Its beauty comes from its small size and can be seen in many decorations in the Umayyad Mosque in Damascus.

Wood Crafting:

The abundance of wood helped the Syrian Artists and Crafters. The palaces and ancient houses were adorned with carvings, which were based on geometric and linear elements.

The types: inserting seashells and the Arabic-Ajami font

- inserting saffron and the Arabic thread:

Crafters excelled in highlighting shapes along with painting on wood and grafting material of animal bones or shells and using multicolored precious stones.

- Ajami:

It is a craft based on the decoration of engineering, plants and script. It is used in the covering of ceilings and walls in the halls or Damascene Houses or Oriental furniture.

- Mosaic:

A craft based on the geometric decoration of wood. It began with the use of a dry lemon tree. It was spotted by Damascene Jerji Bitar at the Franciscan Monastery in Bab Touma. The Mosaic style was discovered based on the artistic implications of art by decorations on wood from cultural heritage and art, skill, accuracy and unlimited patience.

It is made with walnut, lemon, rose, apricot and fig trees respectively and is used for furniture and jewelry boxes.

Fabric crafting:

The textile industry is one of the most important industries that depend on local production of sheep's wool which is widely available and the flax plant which is grown intensively in the plains of the eastern region and the northern and central regions, spinning and weaving workshops used them and showed extraordinary skill and mastery.

The hieroglyphic writings indicate that the Syrian craftsmen are masters of the textile industry dating back to the fourth millennium BC. The writings and documents indicated that Syrian textiles have spread widely in throughout the world known since the start of ancient history. It is one of the most famous types of Syrian textiles.



Traditional Hand Craft Fair

Straw Crafting:

The roots of the plants are straw, and they are made from wheat, barley, reed scales, bamboo sticks and palm fronds. There are many plant fibers for this purpose. The making of straw is rural and was exclusively done by women, who many consider to be the source of human energies. The most important crafts are straw dishes, baskets, inventory, brooms, Various popular - napping chairs.

Leather Crafting:

Since the earliest of times, our Syrian society has been able to possess the art of human arts and creativity in securing their needs in its various forms. In terms of the relationship between organisms and their unlimited environment. Human activity in harmony with the environment has learned to develop knowledge and innovation in the manufacturing of tools and securing their needs. For the characteristics of animal skins and the methods of preparing and utilizing their use.

Musical instruments industry:

Since ancient times, Syrian Arabs have been known to use many musical instruments. They used the kasbah, the mazhar and the rabab. They advanced from singing and music to further stages during the Islamic times, especially during the Abbasid Dynasty period. They developed a number of musical instruments such as the oud, cymbals and the harp.

Arabic calligraphy:

Arabic calligraphy is one of the most creative in the Arab civilization and is the most comprehensive in its natural, artistic, literary and scientific manifestations. Professional calligraphers set specific rules and standards for each of the innovative lines. They were able to connect lines and decorate them as well. Syrian contemporary artists discovered the importance of returning to their Arab heritage to look for contemporary elements and abstractions to help them provide a modern panel that reflects the humanistic and poetic visions, they also discovered the importance of Arabic calligraphy and its expressive, decorative and typographical capabilities.

Thus, many have used technical experiments using the font widely in modern painting.

Copper crafting industry:

Copper ores are either natural, sulfuric or oxides. This heritage craft was known in Aleppo since the start of the century during the discovery of metal and its industry during the Islamic era. It was extremely popular in Hama, Homs and Damascus. And excelled in the manufacturing of pots, candlesticks, cuneiforms, musical instruments and artworks they are imported with the utmost satisfaction and approval



Al Sham International **Arabian** Horse Festival 2019
مهرجان الشام الدولي للخيول العربية الأصيلة

From 16 - 20 April Authenticity and heritage أصالة وتراث من ١٦ وحتى ٢٠ نيسان



Traditional Costume Shows

19 / 4 / 2019

Old Damascus International
Fair Ground





Traditional Costume Shows

Syrian traditional fashion

The variety of fashion in Syria is due to the geographical diversity of the country between rural, agricultural areas and coastal areas, which affects the shape of fashion in each region according to the atmosphere and nature of life, and these clothing vary even within a single province.



The Traditional Costume of
Damascus Governorate



The Traditional Costume of
Daraa Governorate



The Traditional Costume of
Homs Governorate



The Traditional Costume of
Aleppo Governorate



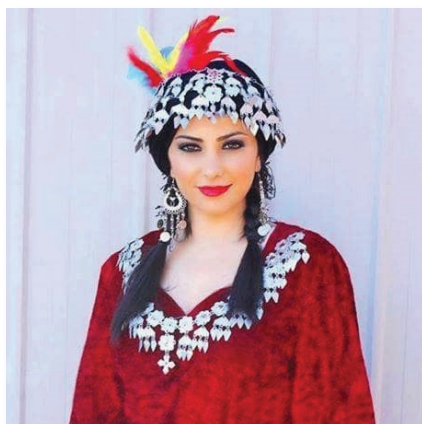
Traditional Hand Craft Fair



The Traditional Costume of
Sweida Governorate



The Traditional Costume of
Al Hasakah Governorate



Traditional Assyrian Costume



Traditional Circassian Costume



Traditional Kurdish Costume



The Traditional Costume
of Mahreda Area

Al Sham International **Arabic** مهرجان الشام الدولي
Horse Festival 2019 للخيول العربية

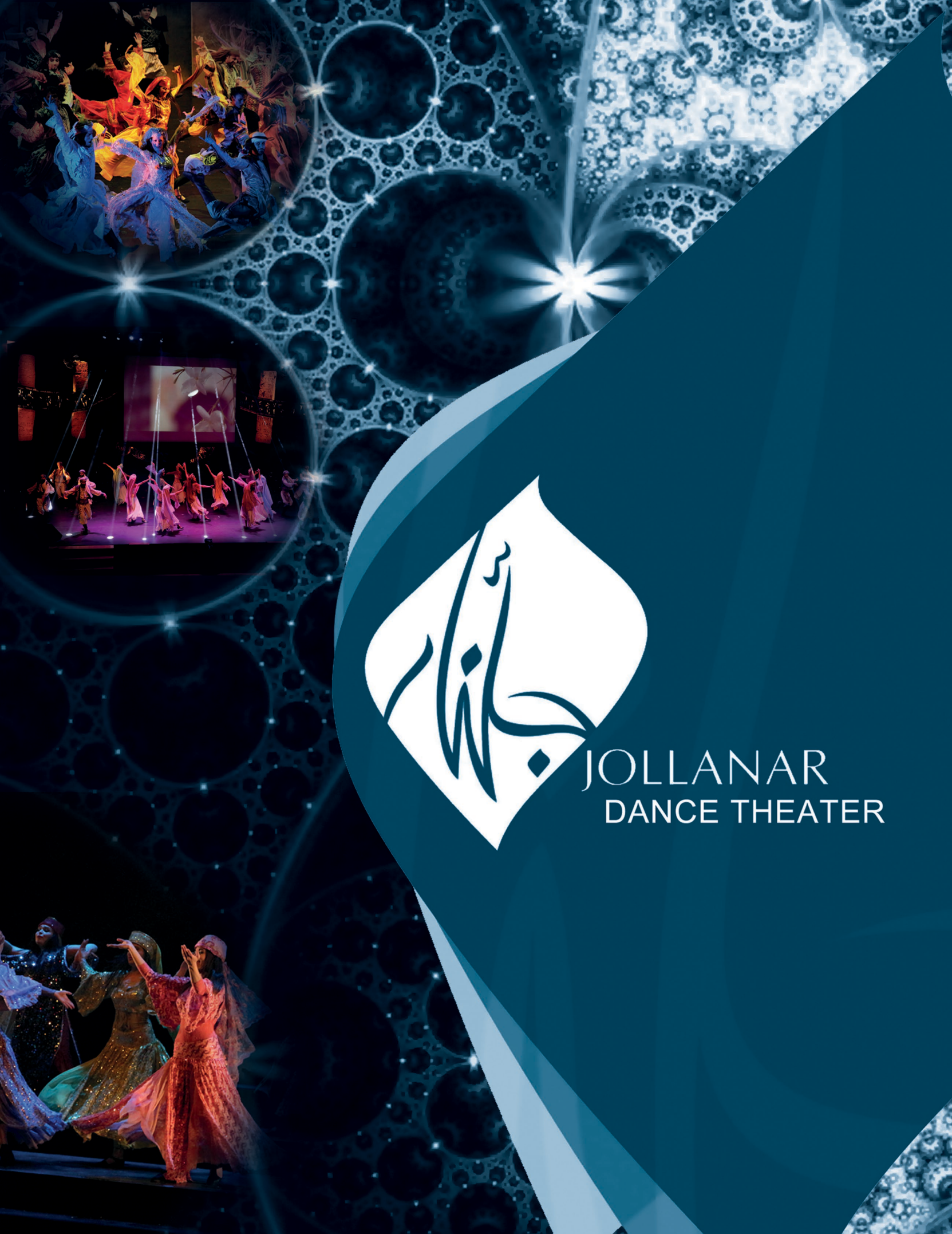
From 16 - 20 April أصالة وتراث Authenticity and heritage من ١٦ وحتى ٢٠ نيسان



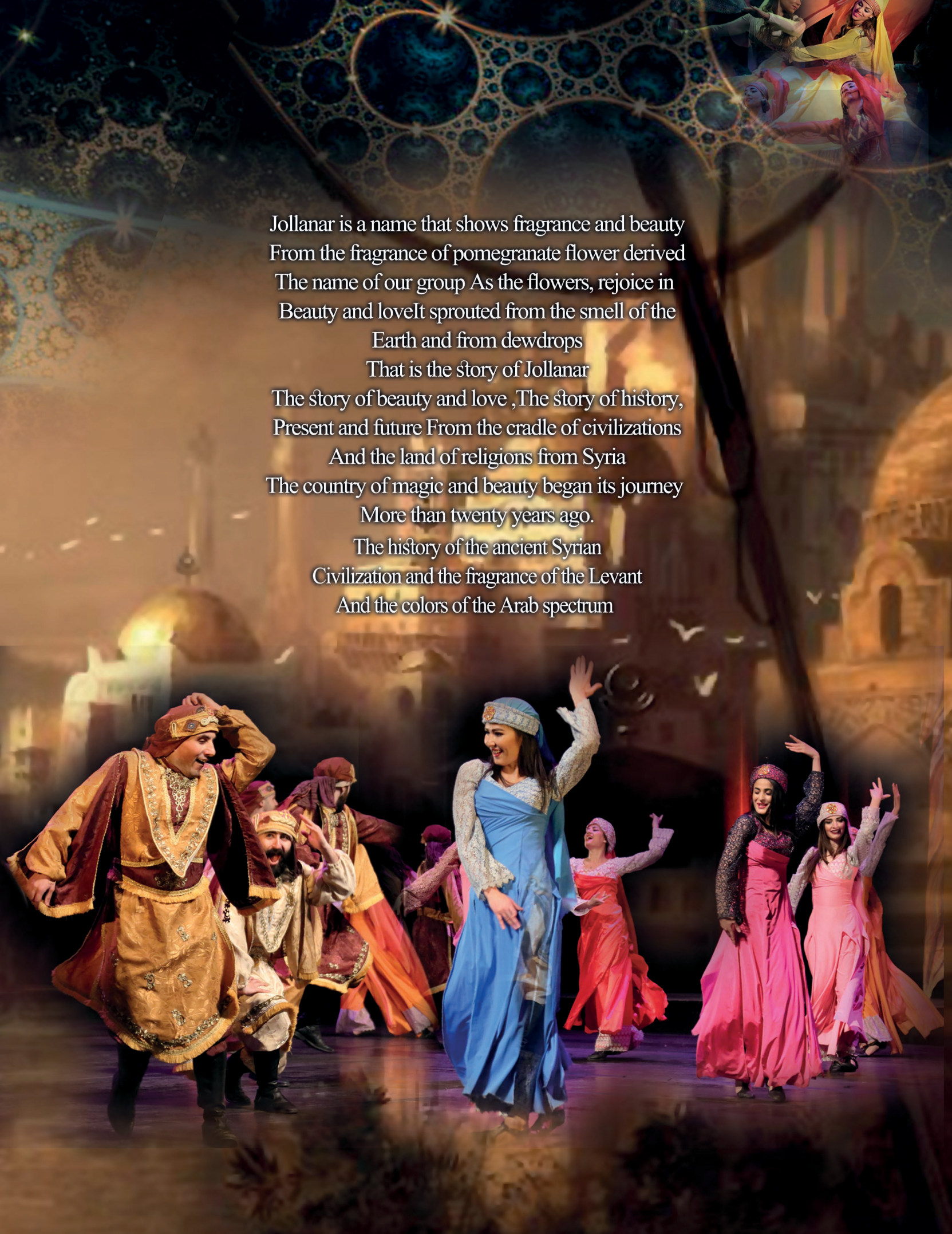
Traditional Folkloric Shows

17-18 / 4 / 2019
Old Damascus International
Fair Ground





JOLLANAR
DANCE THEATER



Jollanar is a name that shows fragrance and beauty
From the fragrance of pomegranate flower derived
The name of our group As the flowers, rejoice in
Beauty and love It sprouted from the smell of the
Earth and from dewdrops
That is the story of Jollanar
The story of beauty and love, The story of history,
Present and future From the cradle of civilizations
And the land of religions from Syria
The country of magic and beauty began its journey
More than twenty years ago.
The history of the ancient Syrian
Civilization and the fragrance of the Levant
And the colors of the Arab spectrum



Local, Arab and international festivals

Silk Road Festival for several sessions- 2004/2005/2009

Muscat International Festival for several sessions -2004/2005/2007

Jerash International Festival -2004

Larnaca International Festival- 2004

Dubai Shopping Festival- 2002/2003

Aleppo, Capital of Islamic Culture- 2006

Opening and closing of the Asian Games in Doha- 2006

Arab night on the sidelines of the Beijing Olympics -2008

International Music Festival in Kuwait -2009

Damascus Festival of Culture and Arts- 2005/2006

Muscat Olympic Games -2010

Baghdad Arab Culture Capital-2013

Sfares Arab Culture Capital-2016

World Tourism Day Celebration- 2016

Celebration of Culture Day- 2017

Opening and closing of the Youth Cinema Festival -2017

Opening of the Damascus International Fair -2017

World Tourism Day Celebration- 2018

Tartous Museum Festival with the Church of the Sacred Hearts-2019

The ceremony honoring artist Duraid Lahham-2019





JOLLANAR
DANCE THEATER

Damascus - SYRIA

Mob: +963 933 426 37

+963 969022023

Facebook: Ali Hamdan

Facebook: جلنار للمسرح الراقص

E-Mail: jollanar4dance@gmail.com

mhd midani/0933488393



Syrian Arab Republic

Ministry of Agriculture and Agricultural Reform

Syrian Arabian Horses Department

Basil Al-Assad Center
for The Breeding of Pure Arabian Horses
Al Demas





Syrian Arabian Horse – Origin and History

In the beginning, I would like to present all the love, appreciation, and gratitude to all attendees and absentees of this organizing committee and to the Mr. Minister for welcoming us. This committee is considered to be a great opportunity to gather the services, information, practical, technical, and administrative experience to maintain the contribution to the Arabian horse activities development and proceeding with supporting it materially and immaterially for the preservation of the Arabian horse which is our goal as a whole.

Documentary Information on the Arabian Horse in Syria

The Ministry of Agriculture and Agricultural Reform interest in the Arabian horse goes back to the fifties of the last century. The ministry had fertilisation centres of original Arabian stallions distributed over the various Syrian governorates and cities from 1950 to 1960. The interest in the Arabian horses was highlighted by forming a specialised office in the Arabian horse in Syria in the Year 1994 AD.





Ministry of Agriculture and Agricultural Reform

The Syrian Arabian Horses Association (SAHA) was established in Syria in the Year 2003 AD headed by Mr. BASSEL JADAAN that SAHA put action plans and strategies, and started supervising all the activities of the Arabian horse in Syria in cooperation with the Arabian Horses Office in the Ministry of Agriculture.

The golden era of the Arabian horse activity in Syria started since 2004 AD to 2010 AD.

Races were held monthly in the cities of Damascus, Latakia, and Hama. Beauty and duty shows were held, as well as auctions, and horses' exhibitions for the requirements of the knight and horse in all the Syrian governorates and cities.



SAHA adopted as well holding and sponsoring beauty shows since 2004 till 2010, that six annual shows were held under the rules and regulations of IHACO.





Ministry of Agriculture and Agricultural Reform

Headed by the Knight MANAL AL-ASSAD, the Syrian Equestrian Federation (SEF) put a work programme for the organisation of duty and endurance races that qualifying and international duty and endurance races were organised as well as one- and two-star races in Damascus Suburb and the heritage Desert of Palmyra.



It is worth mentioning here the huge success in the organisation of the World Arabian Horse Organisation (WAHO) in Syria in the Year 2007. The efforts of SAHA, headed by Mr. BASSEL JADAAN, the Association Honorary Chairman, and in cooperation with the Ministry of Agriculture, private, and public authorities succeeded in hosting this world conference that most members are still talking about.



All such activities and efforts were made for the development of the Arabian horse in Syria till 2011 AD were suspended due to this injustice war on the Syrian people. The Arabian horse in Syria had during the last years of the wars a great governmental and public support and interest that exceeded imagination by SAHA.



Ministry of Agriculture and Agricultural Reform

Huge Works in 2018 AD

The Year 2018 AD was a distinguished year for the Syrian Arabian horse and its activity in Syria that the following was made:

1 - The Arabian Horses Office members and committees regained control over the Arabian horse traffic in Syria in cooperation with breeders and owners in most of the hotspots and the registration of the Arabian horse births. During the Years of 2016/ 2017/ 2018 AD, three visits were made to the eastern district of Syria, Alhasakeh, and Alqameshli, the spring and origin of the existence of the Arabian horse with the Syrian desert tribes including Shummar, Tai, Aljubour, Alwilda, Alogeidat, and the rest of the Arab tribes. 2200 horses were tattooed during the three years. This was a great work of the Horses Office members who attended even to hotspots.

2 - The number of the horses that were tattooed during the Year 2018 was (1022) horse.

3 - We use the azotic liquid, the traditional way, to maintain the horses and not to be lost or stolen.

4- We issued the succession books consecutively since 2014 AD that the consecution books Nos. (13 + 14 + 15 + 16 + 17 + 18) and currently No. (19) is being printed comprising 500 registered Arabian horse and covering until the births of 2013 AD. Within two years, all the horses that are being registered in Syria shall be covered consecutively each year. Three succession books were printed during the Year 2018 AD.

5 - The number of the registered Arabian horses was (8668) under our supervision and traffic.

6 - We issued an international passport of the Arabian horse, the number of which is (2718) passports until now.

7 -The partial international ban of horses export was removed under veterinarian medical procedures and filed surveys by the international committee and the regional representative Dr. GHAZI YAHYA, that the Equestrian Club was approved as a veterinarian medical quarantine for exporting and importing the horses through the Lebanese lands in cooperation with the competent committees.

8 - (72) stolen horses were restored, most of which was during 2017/2018, (22) of them were for the ministry and the rest for breeders, that they were returned according to their ownership after identifying them from the liquid azotic tattoo that is still being used by us and which assisted us identify the horses and their owners after restoration.

9 - The Fourth Arabian Horse Carnival was held for the fourth year consecutively within the Grand Cham March in the streets of Damascus, and a race of the registered Arabian horses in Cham Race Course.





Ministry of Agriculture and Agricultural Reform

10 - A higher committee for races in Syria was formed, and an annual races agenda was set for the 2018 season before the start of the season. SAHA, in cooperation with the Arabian Horses Office, held (8) races for the various distances in the governorates of Damascus and Hama. The average number of participating horses in each race was 40 horses.

11 - A suite for the Arabian horse was dedicated in Damascus International Exhibitions 2018 AD that was outstanding and comprised:

- Organisation of Arabian horses march from Damascus to the Fairs Land with contribution of (55) knights and owners who were welcomed by the M/s Ministers and VIPs.
- Mr. Prime Minister, a number of Ministers, VIPs, and businessmen were welcomed.
- Arabian horses were exhibited in the suite and were seen by most visitors. The number of daily visitors of the horses suite reached 8000 visitors.



- At the end of the Damascus International Exhibition, an international auction for the sale and purchase of registered Arabian horses (WAHO) was held only 12. The most significant achievement in 2018 was the return to holding beauty shows of the Syrian Arabian horse after suspension of seven years under the supervision of Mr. BASSEL JADAAN the SAHA Honorary Chairman, in cooperation with the SEF headed by Mrs. MANAL AL-ASSAD, Mr. Minister of Agriculture Eng. Ahmad Fateh Alqaderi, and the Arabian Horse Office which gave the breeders a great enthusiasm and effective contribution. The number of the participating horses was (107) horses most of which were of Syrian origin at (67) horses; the second day the IHACO championship took place with the participation of (40) horses of non-Syrian Arab horses.

- Gifts in kind were distributed for top winners and a number of official personalities and officials were honored



Ministry of Agriculture and Agricultural Reform



The outcomes of the war were passed and Syria restored its true position on the plan of the Arabian horse activities and maintaining it .

Enclosed herewith is a table of the most important activities and traffic of the Arabian horse during the years from 2014 to 2018.

Subject	2014	2015	2016	2017	2018
Number of Registered Breeders	1445	1450	1451	1456	1486
Births	99	787	718	646	800
Hair Samples	689	645	750	831	945
Tattooed Births	540	356	545	665	1070
Registered Horses	5808	6154	6699	7366	8657
Restored Horses	---	2	2	28	40
Number of Passports	---	623	711	541	843
Exported Horses	---	---	4	7	15
Imported Horses	---	2	---	1	5
Deceased Horses	11	31	8	14	31
Number of Books of Succession	---	1	2	2	3
Horse Investment Plan	14 Millions	7 Millions	50 Millions	40 Millions	59 Millions
Carnivals	---	1	1	1	1
Races	4	8	8	8	8
Beauty	---	---	---	---	1
Auctions	---	---	---	6 Auctions	1
Shows	---	---	---	1	1



AFKAR AGENCY

شركة أفكار للإعلان

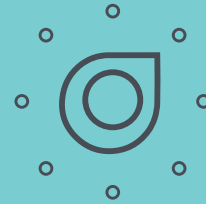
Ideas Happen Here



Branding



Digital



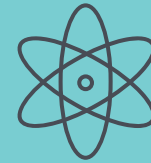
Media Solutions



Photography



Traditional



Video & Montage



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info@afkar.sy

www.afkar.sy

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DAMASCUS THE CAPITAL OF SYRIAN ARAB REPUBLIC

Area within administrative boundaries **10625** Hectare, includes.

Built area: **6662** Hectare
forms **62.5%** of the total area.

Mountain area: **2956** Hectare
form **28%** of the total area, most of it in Qasion.

Green area: **1007** Hectare
form **9.5%** of total area distributed
all around the city.

LONG-TERM LOCAL VISION FOR ECONOMIC AND SOCIAL DEVELOPMENT (DAMASCUS 2030)

Damascus, the oldest capital in history, outshines with its political status, cultural heritage, local ancient community. A notional and regional centre for art, finance business, technology, foreign trade.

It is the political and administrative capital of the Syrian Arab Republic, where the main head quarters of its executive, legislative and judicial authorities its first university, diplomatic expedition and authorized international organizations, establishing its international historical heritage in ruins, and ancient neighborhoods eligible for housing trade and tourism, saving its environment Ghouta and water resources full of green areas, parks.

It is integrated with its beautiful, safe and versatile system, rational density, free from irregularities, slums and poor neighborhoods. Integrated with its services, resources, in fracture, clean and advanced transportation with Damascus rural government.

Free of epidemics, communicable disease, non-artisanal activities. Stable and safe families live in it in health and aging, future of education, business, of its children.

To be the nucleus of an active local community and contributed to support and finance of development through with an elected local administration that keens on its conciliations with high readings and cooperates with other provinces to achieve the vision of balanced national development.

GENERAL OBJECTIVES OF DAMASCUS GOVERNORATE

1- Administrative and institutional development:

- Raise the efficiency of local capacity
- Achieve the concept of partnership between different sectors of the community
- Facilitation of administrative procedures.

2- Economical development:

- Stabilizing Damascus as a commercial, financial and tourism center>
- Developing a modern and clean transport system.
- Upgrading the city's services and infrastructure.

3- Human development:

- Consolidation of local culture.
- Enabling local human resources to invest in the knowledge economy.
- Raising the internal efficacy of pre university education.
- Raising the expectation of life for citizens.

4- Balanced development and environment:

- Achieve balanced development within the governorate and with other governess.
- Sustain environmental resources and reduce their degradation.
- Develop, organize and beautify the city while preserving its historical character.
- Establish and protect the historical and cultural heritage of ancient Damascus.

5- The government also play her role in implementing the national development program for Syria in the post-war period, and it's from five interrelated axes:

- Focus on institutional building and re enforcing integrity concept.
- Development and modernization of infrastructure concept (i.e. Reconstructing in parochial concept)
- Growth and development concept (balanced sustainable)
- Human development concept (social, educational and cultural formation)
- National dialogue concept.

The selection of the actions taking by the government and its arraignment is according to the following sequins:

- Immediate actions, which are aimed to handle emergencies that can't be post bond.
- Short-term actions, which aims to handle situations that can be post bond.
- Long-term actions, which are linked to achieving long-term vision and goals

DAMASCUS CITY IN 2020

Damascus governorate is following up the completion of the detailed organizational studies (areas of informal housing, and areas that affected by the unfair war,...etc) and the start of reconstruction.



The new regulatory studies include (public transportation, enough green spaces, parks, sports fields, recreational places, parkings, dispensaries, schools and other public facilities).

Pursuit the implementation of regulatory area 101(Marotta city) ,updated by legislative Decree No. 66 of 2012.

Starting the implementation of regulatory area 102(Basilia city), updated by legislative Decree No. 66 of 2012.

Areas being studied (Industrial Qabounl, Jubar,Barzeh, Residential Qaboun,and AL-Yarmouk camp) as well as the irregularities (Aisha River, Zahira, Tadamon, daf-ALshook Mazzeh 86, AL- Tabaleh, irregularities of Dumar (AL-RIZ Mountain) Acquisition of Qasuin and Mu'admia)

SECURING THE NECESSARY FUNDING FOR MANY PROJECTS

Damascus governorate is working on conducting studies on necessary funding for many projects and works sub-networks of sanitation areas. The stability of slopes in the northern and western cities, in addition channel to prevent floods and repairing of public parks and coordination of plants and removal of waste barriers and repair sites and address the problem of seasonal licenses. Finally restoration of important ruins in the city and reduce the negative impact on the environment from different means of transport used by citizens to follow up their transactions.

CITIZEN SERVICE CENTERS

Damascus governorate is following up on the simplification of administrative procedures and the creation of citizen service centers. The first citizen service center was opened 2010 in Damascus governorate.

Currently there are 13 centers in the districts of Damascus. These centers provide services in the Damascus governorate such as administrative licensing, leases, urban planning and organization, complaints, all the services of the old city of Damascus, the temporary registry data and the services of several other government which the citizen usually needs them in many of his transactions.

The most important of these services are the data of the directorate of civil affairs, the register of justice, non employee, data of real estate interests, the ratification of documents from the foreign ministry, and data from the ministry of industry.... etc.

The expansion of the services of citizens

centers will have an important role in linking the state to the community , so the citizen will have a good service and the state will have indicators of the level of citizen satisfaction with its services. When a citizen receives his or her service in a transparent manner, he/she has the feeling that he/she is dealing with one local authority and not with a series of complex administrative procedures and with a large number of employees. The idea of citizen service centers depends on the existence of centers capable of communicating between the governorate directorates and other government departments through various means of communication (systems, computer networks, fax, telephone, and E-mail) to secure the documents required to complete transactions of citizens through these centers.

