



YOUR SYRIA MARKET-ENTRY & EXECUTION PARTNER

CORPORATE BRIEF | 2027

Local Expertise. International Perspective.
Execution on the Ground.

A Local Execution Partner for International Business

We help international companies evaluate opportunities, establish a presence and execute successfully in Syria.

Aita Consulting gives international companies one accountable senior partner for entering and operating in Syria. We combine market intelligence, sector expertise, regulatory coordination and on-the-ground execution to reduce uncertainty, accelerate establishment and protect client interests from assessment through ongoing operations.

Syria's evolving economic environment is creating opportunities for international companies, investors, healthcare groups and technology providers. Capturing those opportunities requires more than evidence of demand. Companies also need reliable market intelligence, a clear understanding of regulation, trusted professional resources, qualified local talent and disciplined execution.

OUR POSITIONING

Aita Consulting acts as the client's senior-level strategic and execution interface - coordinating the journey from initial market assessment through establishment, licensing, recruitment, operational setup and continuing support.

MARKET ENTRY & EXECUTION

A cross-sector platform for foreign companies requiring practical local establishment and operating support.

DEEP SECTOR EXPERTISE

Healthcare & Life Sciences; Pharmaceuticals & MedTech; National Digital Transformation & Digital Systems.

INTERNATIONAL-LOCAL INTERFACE

A bridge between international expertise, technology and capital and Syrian institutional and commercial realities.

From Opportunity to Operations

One local partner throughout the journey.

Our engagement model follows six stages: understand the opportunity; define the entry strategy; establish the legal and operational presence; build local capabilities; operate with disciplined support; and expand through partnerships, distribution, investment or transactions.

01 UNDERSTAND Market intelligence Feasibility Risk	02 DECIDE Entry strategy Structure Roadmap	03 ESTABLISH Formation Licensing Domiciliation	04 BUILD Facilities People Suppliers	05 OPERATE Compliance Payroll Secretariat	06 EXPAND Distribution JV / Investment M&A
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EXECUTION PRINCIPLE

The client retains one senior coordinating interface while specialist legal, accounting, regulatory, healthcare and technical resources are mobilized as required.

Core Services

A coordinated platform around the practical requirements of foreign companies entering and operating in Syria.

Market & Feasibility Studies	Market sizing, demand, competitors, pricing, entry alternatives and commercial feasibility.
Market-Entry & Regulatory Strategy	Entry models, regulatory pathways, licensing requirements, investment structures and implementation roadmaps.
Company Formation & Corporate Services	Turnkey establishment, registration coordination, statutory documentation, renewals and ongoing corporate secretariat support.
Licensing, Permits & Government Interface	Regulatory submissions, sector approvals, product registration, permits and lawful, transparent coordination with relevant public authorities.
Local Infrastructure & Logistics	Domiciliation, office and facility search, suppliers, setup coordination and local logistics support.
HR, Recruitment & Compliance	Executive and technical recruitment, workforce planning, HR procedures, labour compliance and EHS coordination.
Accounting, Tax & Payroll Coordination	Services coordinated through registered CPAs/accounting professionals: bookkeeping, taxation, payroll and statutory compliance.
Legal & Intellectual Property Coordination	Commercial legal support, contracts, corporate matters, trademarks and IP through qualified partner law firms.
Partner, Vendor & Transaction Support	Partner identification, vendor qualification, counterparty assessment, commercial due diligence and M&A buy-side support.

Three Areas of Deeper Expertise

Sector-focused where expertise matters. Cross-sector where execution capability transfers.

Our deeper expertise connects three areas: healthcare and life sciences; pharmaceuticals and MedTech; and national digital transformation and digital systems. Digital Health is the strategic intersection between healthcare-system expertise and national digital-transformation capability.

HEALTHCARE & LIFE SCIENCES Health strategy • Investment • Hospitals & facilities • Financing • System transformation	PHARMA & MEDTECH Market access • Regulation • Distribution • Partner diligence • Launch & operations	NATIONAL DIGITAL TRANSFORMATION Architecture • Data • Standards • Governance • Cybersecurity • Implementation
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DIGITAL HEALTH

Where healthcare expertise and national digital transformation converge.

Selected Cross-Sector Mandates. Our market-entry disciplines are transferable across industries. We selectively accept assignments beyond our core sectors when our capabilities and professional network can create genuine value. Where specialist technical expertise is required, qualified specialists are engaged and coordinated transparently.

Healthcare Strategy, Investment & System Transformation

From healthcare opportunity assessment to hospital development and system-level implementation.

Aita Consulting combines clinical understanding, healthcare-system expertise and local execution capability to support healthcare investors, operators, institutions and international partners from opportunity assessment through development and implementation.

HEALTHCARE INVESTMENT & MARKET STRATEGY

- Market assessment and feasibility
- Demand and service-gap analysis
- Investment and market-entry strategy
- Public-private healthcare opportunities

HEALTH-SYSTEM TRANSFORMATION

- Institutional reform and delivery redesign
- Healthcare operations and service planning
- Health financing and insurance strategy
- Governance, operating models and capacity development

HOSPITAL & SPECIALIZED FACILITY DEVELOPMENT

- Hospital and medical-center development
- Clinical-service planning and facility programming
- Medical technology and equipment requirements
- Operating-model and implementation coordination

DIGITAL HEALTH & HEALTH INFORMATION

- National digital-health strategy
- Patient registries and unique health identification
- EHR/EMR, HIS and PHC systems
- Interoperability, health-data architecture and analytics

STRATEGIC ADVANTAGE

Healthcare opportunities are assessed not only as commercial opportunities, but in the context of clinical delivery, health-system structure, regulation, financing, technology and long-term operational sustainability. In Syria's post-conflict healthcare environment, substantial needs for rehabilitation, replacement and development of healthcare infrastructure are creating opportunities for new hospitals, specialized medical facilities and modern healthcare delivery models. Aita Consulting brings together healthcare strategies, project-development expertise and local execution capabilities to help translate these needs into viable, implementable healthcare projects.

From Market Assessment to Market Access & Local Execution

Commercial entry supported by healthcare-system understanding and disciplined local implementation.

Aita Consulting supports pharmaceutical, medical-device and healthcare-technology companies seeking to evaluate, enter and develop the Syrian market.

MARKET INTELLIGENCE & ACCESS

- Demand assessment and market sizing
- Competitor and provider mapping
- Commercial opportunity assessment
- Pricing and market-access environment

DISTRIBUTION & PARTNER STRATEGY

- Distributor and partner identification
- Qualification and counterparty due diligence
- Commercial structures
- Local representation strategy

COMMERCIAL PRINCIPLE

Market access is treated as an integrated process linking demand, regulation, counterparties, establishment and local execution - not as a stand-alone registration exercise.

REGULATORY & PRODUCT PATHWAYS

- Regulatory mapping
- Product-registration strategy
- Import and licensing requirements
- Administrative coordination

ESTABLISHMENT & MARKET LAUNCH

- Company establishment
- Recruitment and operating infrastructure
- Supplier coordination
- Launch and continuing market support

From Digital Strategy to National-Scale Implementation

Large-scale digitization is an institutional transformation, not simply an IT project.

Successful delivery requires coordinated decisions across governance, operating processes, data, standards, technology, cybersecurity, workforce capability and implementation.

01	02	03	04	05	06
Strategy & Governance	Digital Architecture	National Platforms & Registries	Data & Interoperability	Cybersecurity & Data Governance	Implementation & Capacity Building
Mandate	Enterprise architecture	Registries	Data architecture	Privacy	Procurement
Operating model	Standards	Master data	APIs	Security	Deployment
Roadmap	Infrastructure	Shared platforms	Information exchange	Controls	Technology transfer

AITA CONSULTING ROLE

A strategic and execution interface between international technology providers, systems integrators and complex Syrian institutional environments.

Building Connected National Health Information Ecosystems

Where healthcare expertise and national digital-transformation capability converge.

Aita Consulting helps institutions move from fragmented health-information environments toward integrated national digital ecosystems. Our approach connects institutional design, clinical requirements, technology, data governance and implementation so that digital-health ambitions can be translated into coordinated programs.

GOVERNANCE & STANDARDS

National strategy • Data standards • Clinical terminologies • Privacy & policy

NATIONAL PATIENT REGISTRY & UNIQUE HEALTH IDENTIFICATION

A trusted identity layer connecting patients consistently across healthcare organizations and digital-health services.

CARE DELIVERY & HEALTH INFORMATION SYSTEMS

Hospitals/HIS/EMR • Primary healthcare • Private providers • Patients & citizens

NATIONAL INTEROPERABILITY LAYER

FHIR • APIs • HIE • Terminology services • Master data

NATIONAL DATA, PUBLIC HEALTH & INTELLIGENCE

National health data repository • Disease surveillance • Analytics & decision support

SECURITY & TRUST FOUNDATION

Cybersecurity • Privacy • Identity & access • Consent • Information governance

FROM ARCHITECTURE TO IMPLEMENTATION

Aita Consulting integrates strategy, clinical requirements, standards, technology architecture, governance and implementation planning into one coherent digital-health transformation framework.

Advice Is Important. Execution Creates Results.

SENIOR-LEVEL ENGAGEMENT

Experienced professionals addressing strategic and operational issues.

SPECIALIST EXPERTISE

Healthcare, pharma/MedTech and national digital transformation.

INTERNATIONAL PERSPECTIVE

Governance, documentation and communication suited to international clients.

LOCAL INTELLIGENCE

Understanding of Syrian commercial, regulatory and institutional realities.

INTEGRATED EXECUTION

Multiple market-entry disciplines coordinated through one relationship.

INDEPENDENCE & ACCOUNTABILITY

Objective advice, clear scopes, defined responsibilities and transparent coordination.

THE AITA CONSULTING MODEL

One relationship. Multiple capabilities. Instead of independently coordinating consultants, lawyers, accountants, recruiters, regulatory specialists and local service providers, clients can work through one senior-level interface that coordinates the resources required for the mandate.

International Expertise. Local Execution.

Supporting international organizations navigating Syria.

Aita Consulting works with international organizations requiring reliable market intelligence, specialist expertise and effective local execution.

INTERNATIONAL COMPANIES Businesses evaluating market entry, establishing operations or expanding their presence in Syria.	INVESTORS & PROJECT SPONSORS Investors assessing opportunities, projects, partnerships and strategic transactions.	HEALTHCARE & LIFE SCIENCES Healthcare providers, hospital investors, operators, foundations and healthcare institutions.
PHARMA, MEDTECH & HEALTHCARE TECHNOLOGY Pharmaceutical, medical-device and healthcare-technology organizations.	TECHNOLOGY COMPANIES International technology, digital-platform and cybersecurity providers.	INSTITUTIONS & DEVELOPMENT PARTNERS Organizations supporting institutional development, modernization and reconstruction initiatives.

CONSIDERING SYRIA? START WITH THE RIGHT LOCAL PARTNER.

Whether you are evaluating an opportunity, planning market entry, developing a hospital or healthcare project, establishing operations or implementing a complex transformation program, Aita Consulting can help move the mandate from initial assessment to execution.

YOUR SYRIA MARKET-ENTRY & EXECUTION PARTNER

Healthcare & Life Sciences | Pharmaceuticals & Medical Technology | National Digital Transformation & Digital Systems
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