



## Hiba Hamdan

Syrian Cuisine Content Creator and Food Blogger

Syrian - Germany

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## Who is Hiba Hamdan

Hiba Hamdan is a Syrian content creator and vlogger based in Berlin, Germany. She has established herself as an influential figure in the culinary space, specializing in Syrian and Middle Eastern cuisine. Her content is tailored with a modern and simplified approach, primarily targeting expatriates who wish to recreate traditional dishes using ingredients available in Europe. Through her platforms on YouTube, Instagram, and TikTok, Hiba shares not only recipes but also glimpses into her daily life in Germany, fostering a strong connection with an audience that shares the expatriate experience. Her YouTube channel, "Matbakh Hiba Hamdan" (Hiba Hamdan's Kitchen), is known for high-quality videos that focus on simplifying complex cooking techniques and offering practical ingredient substitutions. In addition to her video content, Hiba contributes articles to the "Kultur Tür" platform, where she shares written recipes in German, broadening her reach and promoting cultural exchange. Her work aims to preserve Syrian culinary heritage for new generations of expatriates while building a supportive online community united by a shared love for food and culture.

## Achievements of Hiba Hamdan

Hiba Hamdan has successfully built a large and engaged community across social media platforms by providing specialized content on Syrian culinary arts. Her YouTube channel and various accounts have become a trusted resource for Arab expatriates seeking authentic and easy-to-follow recipes, significantly contributing to the wider dissemination of Syrian food culture. By writing and publishing her recipes in German on the "Kultur Tür" platform, Hiba actively bridges a cultural gap. This achievement not only introduces German-speaking audiences to Syrian cuisine but also serves as a vehicle for cultural exchange, making her recipes more accessible to non-Arabic speakers.

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