

# WORLDEF

ISTANBUL • 11-13 JUNE 2026





# WORLDDEF

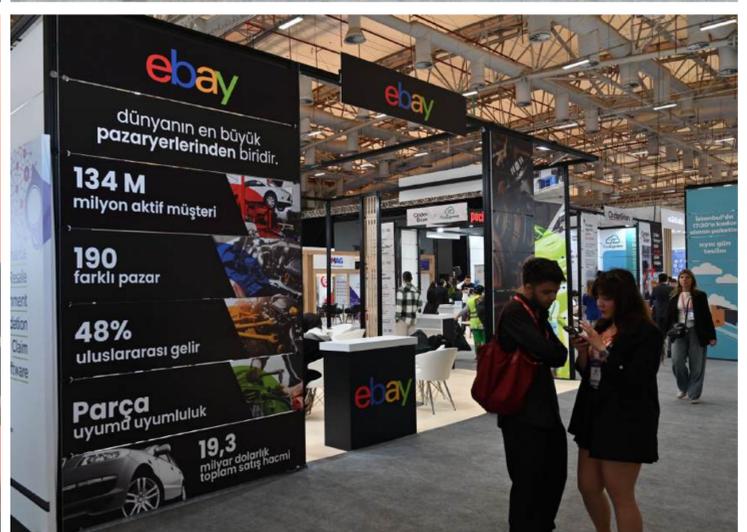
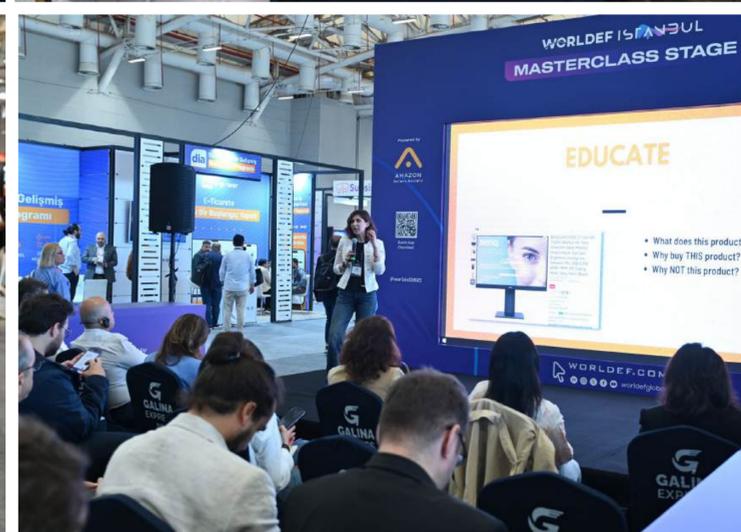
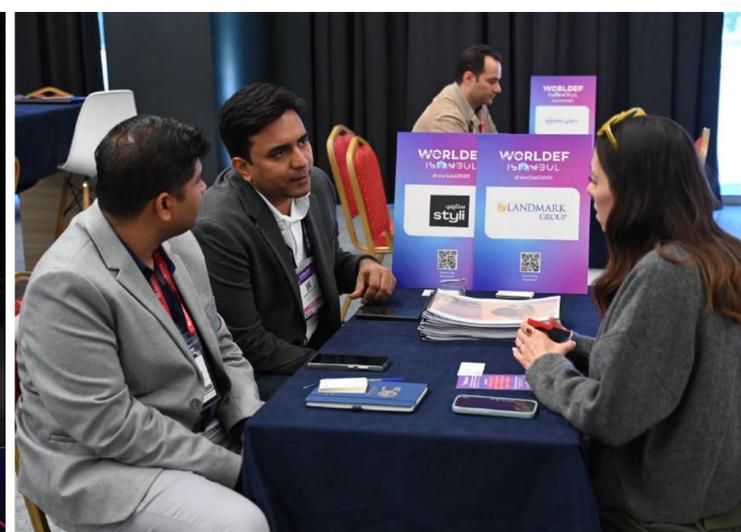
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## About WORLDDEF

**WORLDDEF ISTANBUL 2026** is the premier event for global e-commerce stakeholders. This transformative event in metropolitan Istanbul invites the e-commerce ecosystem to form strategic partnerships, build international networks, and explore new opportunities. Engage in insightful discussions and gain perspectives from leading global e-commerce experts and industry leaders. This forum serves as a catalyst for change, uniting visionary leaders to shape the future of e-commerce.

# Event Journey





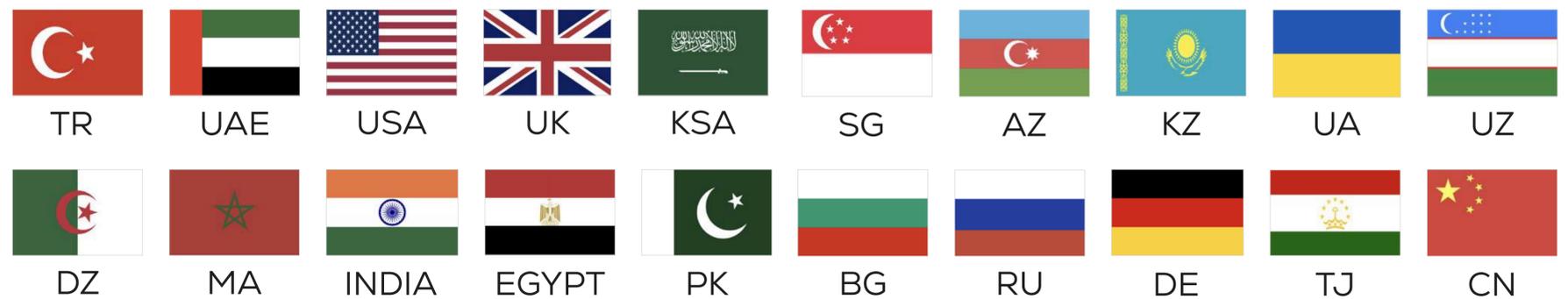
# WORLDEF Istanbul 2025 Post Show Report

**85.88%**  
New Promoter Score (NPS)

**77.35%**  
Lead Quality Rate

**92.70%**  
Percentage of Participants to attend next year

## Top 20 Countries



# Previous Exhibitors

# WORLDDEF

## Social Media Platforms



## Logistics



## Payments



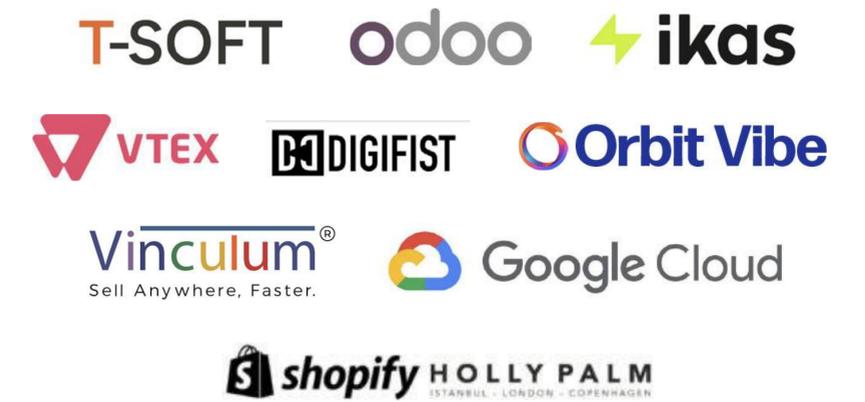
## Marketplaces



## Retail Brands



## Technology & Consultancy



# Previous Media Partners

**WORLDDEF**

**BBC**  
WORLD

The  
Economist

**a**  
PARA

**[N]** The  
National

**CNN**  
INTERNATIONAL

**NTV**

**Shift**  
Delete.Net

**Harvard**  
Business  
Review

euronews.

REUTERS

Middle East  
**Economy**

**AA** Anadolu  
Ajansı

**TRT**

**ULKE**

**BBC**

**tvnet**

**a**tv

Middle East  
**Forbes**

**Bloomberg**

**DÜNYA**

E-TİCARET GAZETESİ  
www.ticaretgazetesi.com

**CNN**  
TÜRK

**24.**

HABERLER.COM

SonDakika.com

**AKSAM**

**a**  
HBR

**Hürriyet**

**Branding Türkiye**

**TECH**  
INSIDE

**KOLAY DEĞİL**

**GK**  
GİRİŞİMCİ KAFASI

**fintechtime.**

**W**

parcelmonitor

**postbranche.de**  
DAS Portal rund um Brief, Paket, E-Mail & Co.

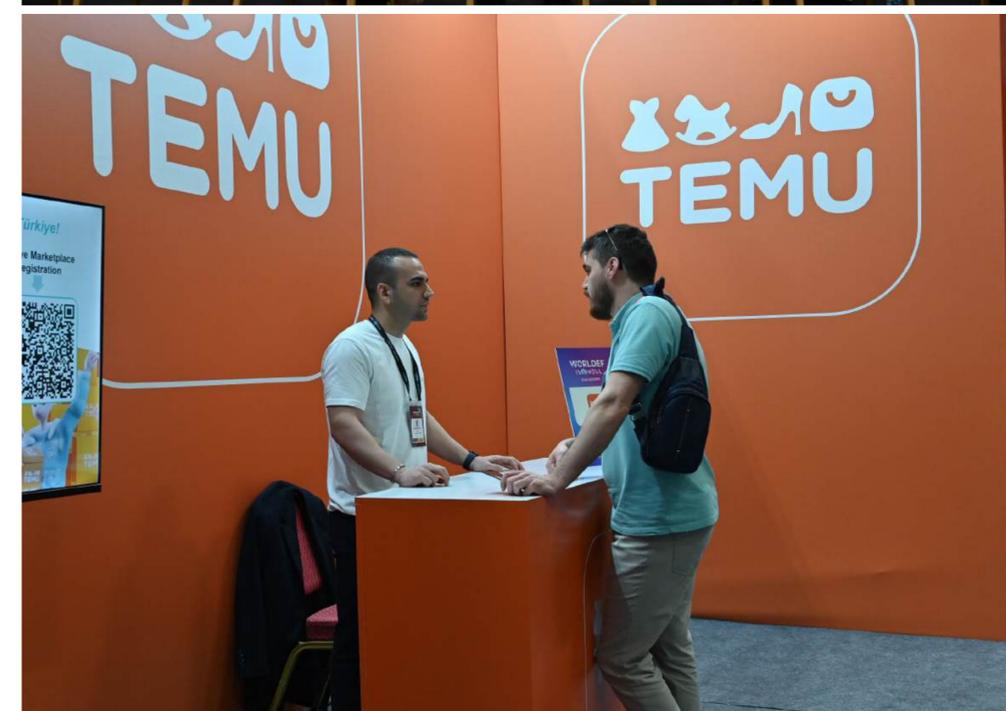
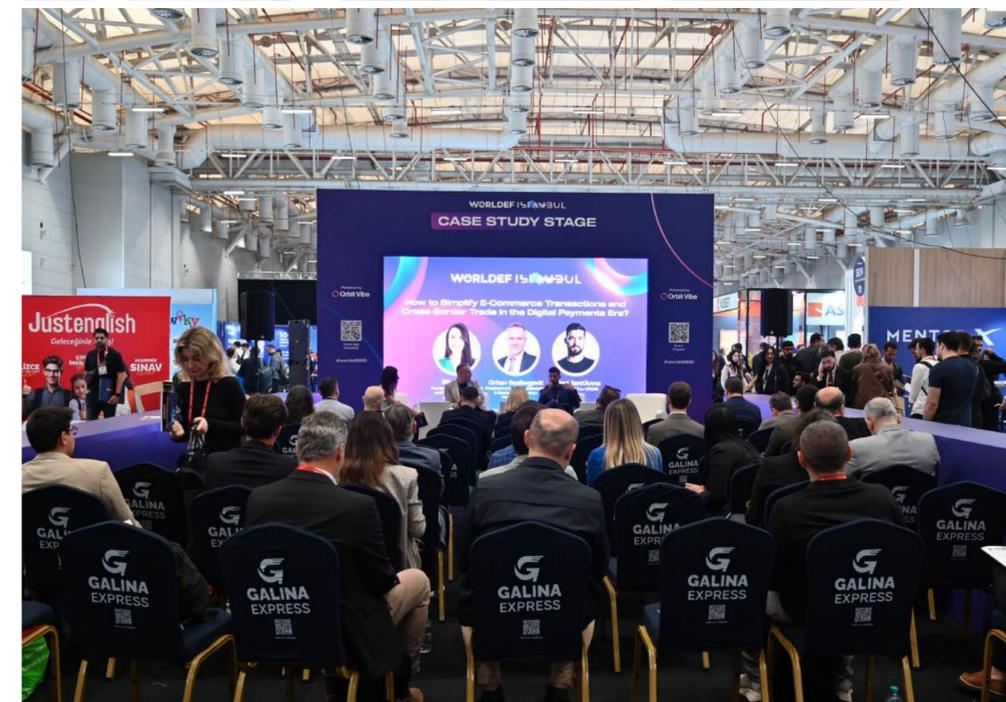
## Connecting Global E-Commerce

### EXHIBITORS

- Logistics Companies
- Fintech Companies
- Digital Marketing Agencies
- Marketplaces
- Technology Companies
- Accounting Services
- Consultancy Companies
- Legal & Law Companies
- Fulfillment Companies
- Packaging Companies
- Store Automation & Management
- AI & Data Analytics
- Government Institutions

### VISITORS

- Retail Brands
- Dot com Sellers
- Marketplace Sellers
- Influencers
- Social Media Sellers
- Manufacturers
- Investors
- Dropshippers
- Startups



## Key Highlights

- ▶ Lead Generation
- ▶ Government Relations Development
- ▶ Expand Global Trade
- ▶ Brand Visibility
- ▶ Investment Opportunity

**30K** Participants

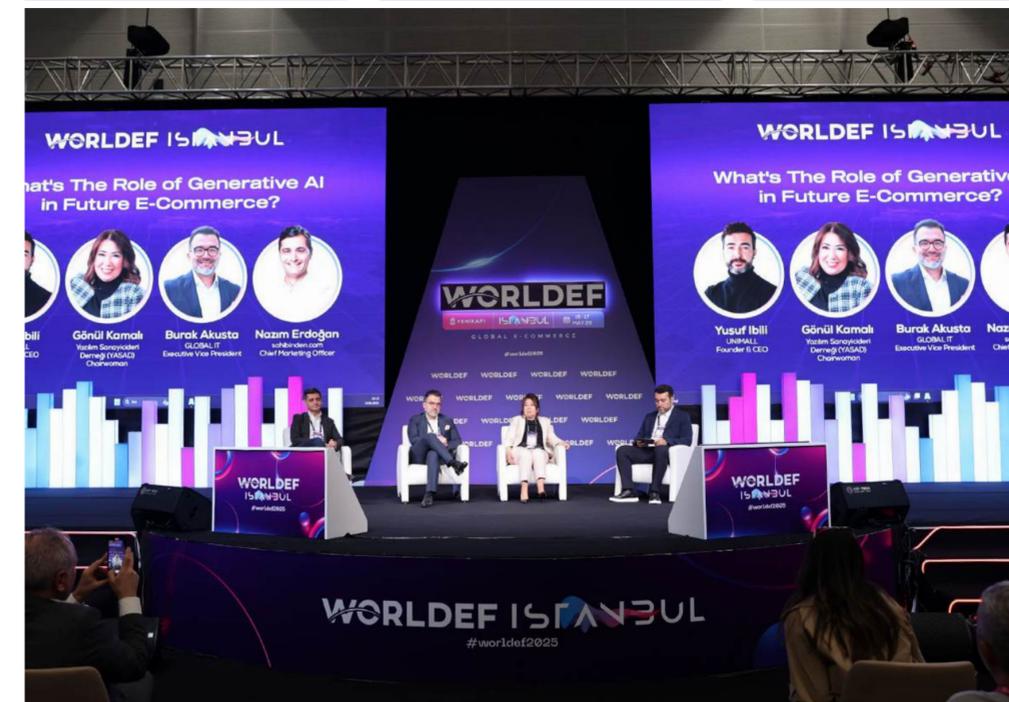
**50+** Countries

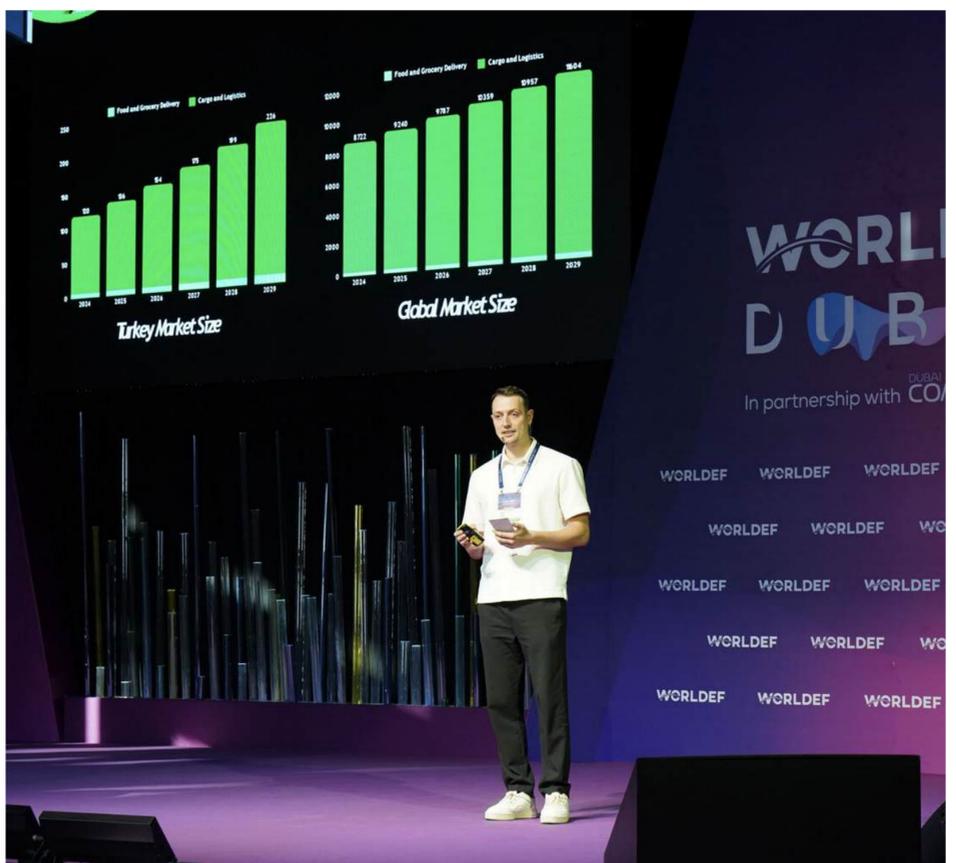
**3** Stages

**500+** Retail Brands

**240+** Exhibitors

**200+** Speakers





# Program Themes & Tracks

## TOPICS



Digital Commerce



Artificial Intelligence



Fintech



Logistics

## STAGES

### MASTERCLASS

- Compliance
- Customer Experience
- Marketplace Selling

### CASE STUDY

- Success Story
- Cross-border Growth Strategy

### INVESTMENT

- Startups
- Fund Raising
- Pitch Competitions

# Potential Speakers



**H.E. Dr. Mohammed Al Zarooni**  
Executive Chairman  
DIEZ Authority



**Yamine Ali Hassan**  
GM Amazon Advertising  
Turkiye, Egypt and SA



**Erdem Inan**  
CEO



**Nilhan Gökçetekin**  
CEO



**Dr. Sohail Choudhry**  
CEO | Naqel Express  
Group CCO | Saudi  
Post Logistics



**Clara Shi**  
Chief Executive  
Officer



**Alastair Croker**  
Chief Executive  
Officer



**Francis Dufay**  
Chief Executive  
Officer



**Neil Patel**  
Co-Founder and  
Youtuber



**Sami Louali**  
Chief Revenue  
Officer



**Bala Subramaniam**  
Head of Omnichannel



**Manosij Ganguli**  
Chief Sustainability  
Officer



**Ramazan Altınay**  
Head of International  
Affairs, Business  
Development Strategy



**Sundeep Khanna**  
Partner,  
Deloitte Middle East,  
Consumer & Retail



**Muhannad Hasan**  
Ecosystem Development  
Manager, Meta Business  
Partnerships, Middle  
East & Africa



**Prakash Gurumoorthy**  
General Manager  
EMEA & APAC



**Francois Coron**  
Managing Director



**Hosam Arab**  
Chief Executive  
Officer



**Bradley Sutton**  
Director of Training  
& Chief Evangelist



**Dharmendra Mehta**  
Group Head  
of E- Commerce



**Enis Karslıoğlu**  
Chairman, CEO



**Kanat Kutluk**  
President



**Nazim Erdoğan**  
CMO



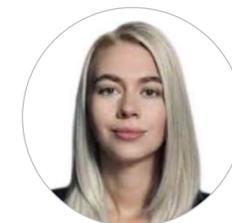
**Ben Mclean**  
Head of E-Commerce  
DHL UAE



**Krystel Abi-Assi**  
CEO



**Mohammed Sakhariya**  
Head of Direct Sales



**Marina Khanayeva**  
CEO



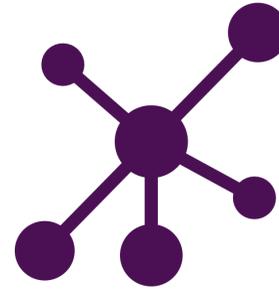
# WORLDDEF

## Join Us at WORLDDEF ISTANBUL 2026



### Go Global

Break into the international e-commerce market and expand your reach



### Network

Meet industry leaders and innovators from around the world, all in one place



### Innovate

Discover the latest trends, technologies, and strategies transforming e-commerce today.

**Don't miss this chance to propel your business into the future of e-commerce.**

Secure your spot at WORLDDEF ISTANBUL 2026 and be part of the next wave of global e-commerce success!

**Transform NOW and REGISTER your business!**

# Partnership Packages

	STAR TYPE <b>1 STAR</b> 	STAR TYPE <b>2 STARS</b> 	STAR TYPE <b>3 STARS</b> 	STAR TYPE <b>4 STARS</b> 	STAR TYPE <b>5 STARS</b> 
WORLDDEF VIP Connect Access	✗	✗	✓	✓	✓
VIP Lounge Access	✗	✗	1 Person	2 Person	5 Person
WORLDDEF VIP Connect B2B Table	✗	✗	✓	✓	✓
B2B Table	✗	✗	✓	✓	✓
Booth Space	9 m2	18 m2	27 m2	36-48 m2	46-60 m2
WORLDDEF VIP Connect Logo Positioning	✗	✗	✗	✗	✓
Private Reception in VIP Lounge	✗	✗	✗	✗	✓
Event After Movie	✗	✗	✗	✗	✓
Private PR Studies	✗	✗	✗	✗	✓
Logo Positioning on Outdoor Billboards	✗	✗	✗	✗	✓
Logo Positioning on the Partners Wall	✓	✓	✓	✓	✓
Logo Positioning in a Website	✓	✓	✓	✓	✓
Company Participant Right	5 Person	8 Person	10 Person	30 Person	50 Person
Executive Ticket Right	2 Tickets	3 Tickets	5 Tickets	8 Tickets	10 Tickets
Interview/News in WORLDDEF Magazine	✗	✗	✓	✓	✓
Ads on All Stages and Digital Billboards	✗	✗	✗	✓	✓
<b>LIST PRICE</b>	<b>5,490\$</b>	<b>8,900\$</b>	<b>12,900\$</b>	<b>44,900\$</b>	<b>109,900\$</b>

# Mini Booth for Startups

We offer a *perfect platform* to introduce your *startup* to global investors and industry professionals.

**2.900\$**



The booth image is a *representative example*.

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*Thank you!*



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