



# WORLDDEF ISTANBUL

E-COMMERCE & RETAIL TECH

6-7-8 JUNE 2024

YENIKAPI EVENT AREA

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ISTANBUL

E-COMMERCE & RETAIL TECH

WORLDDEF ISTANBUL 2024

Organized with the theme "**The Renaissance of Retail: E-Commerce**", **WORLDDEF ISTANBUL 2024** brings together the global stakeholders of the e-commerce ecosystem in metropolitan Istanbul.

As e-commerce is transforming, the e-commerce ecosystem that wants to be a part of this transformation in the new century comes together at the unique e-commerce event held in Istanbul for e-commerce opportunities.





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## GLOBAL CROSSROADS

Istanbul's unique geographical location has historical importance as a trade center where east and west embrace. **WORLDDEF ISTANBUL** continues this tradition and brings together global buyers, sellers, manufacturers and service providers with a focus on e-commerce.



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## EVENT IN NUMBERS

**12** K m<sup>2</sup>  
EVENT AREA

**3**  
DAYS

**39**  
COUNTRIES

**70+**  
E-COMMERCE  
MANUFACTURER

**100+**  
INVESTORS / FUNDS

**115**  
SPEAKERS

**20** K  
VISITORS

**3**  
HALLS

**3**  
SIMULTANEOUS  
STAGES

**200+**  
PARTNERS

**150+**  
CHAIN RETAIL BRANDS

**10** K  
GLOBAL MARKETPLACE  
SELLERS

**PREVIOUS EVENTS**



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**COOPERATION OPPORTUNITIES**

**COOPERATION OPPORTUNITY FOR MANUFACTURERS  
WITH GLOBAL MARKETPLACE SELLERS**

**WORLDEF ISTANBUL 2024**, 2024 fulfills an important mission for manufacturers to step into the global e-commerce market. It also offers visitors the opportunity to meet global industry leaders.



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## PARTICIPANT ROLES



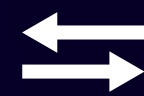
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# ECOM MATCHMAKING NETWORK

Retail Brands



Service Providers

Global Marketplaces



Sellers

Investors



E-Commerce Entrepreneurs

Manufacturer Companies



ETSY/Amazon Sellers



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## SOME OF OUR PREVIOUS SPEAKERS



**İsmail Gülle**

Turkey Exporters Assembly  
Former President



**Peter Umundum**

Board member  
Austrian Post Office



**Prof. Dr. Özgür Demirtaş**

Chair of Finance at Sabancı University



**Okan Bayülgen**

Actor, Comedian,  
Talk Show Host



**Serdar Kuzuloğlu**

Technology Writer, Trend Hunter



**Hande Enes**

Technology Investor



**Daniel Vines**

Vice President, Inside  
Sales & Freight  
FedEx Express Europe



**Jack Straw**

Former UK Prime Minister Tony Blair  
Minister of the Interior and  
Minister of Foreign Affairs



**Jean Claude  
Juncker**

Former Prime Minister of  
Luxembourg and Former President  
of the EU Commission 2014-19



**Mark Jaffe**

President of the New York  
Chamber of Commerce



**Celine Xu**

European Business  
Development Manager  
TMALL



**Süleyman Orakçioğlu**

ORKA Holding | CEO

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**VISUALS FROM  
PAST EVENTS**

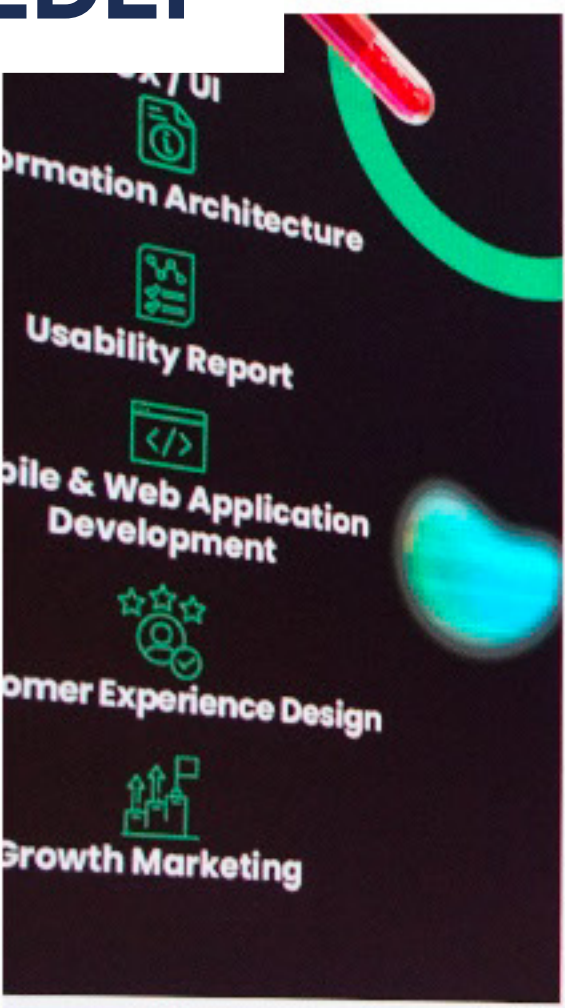


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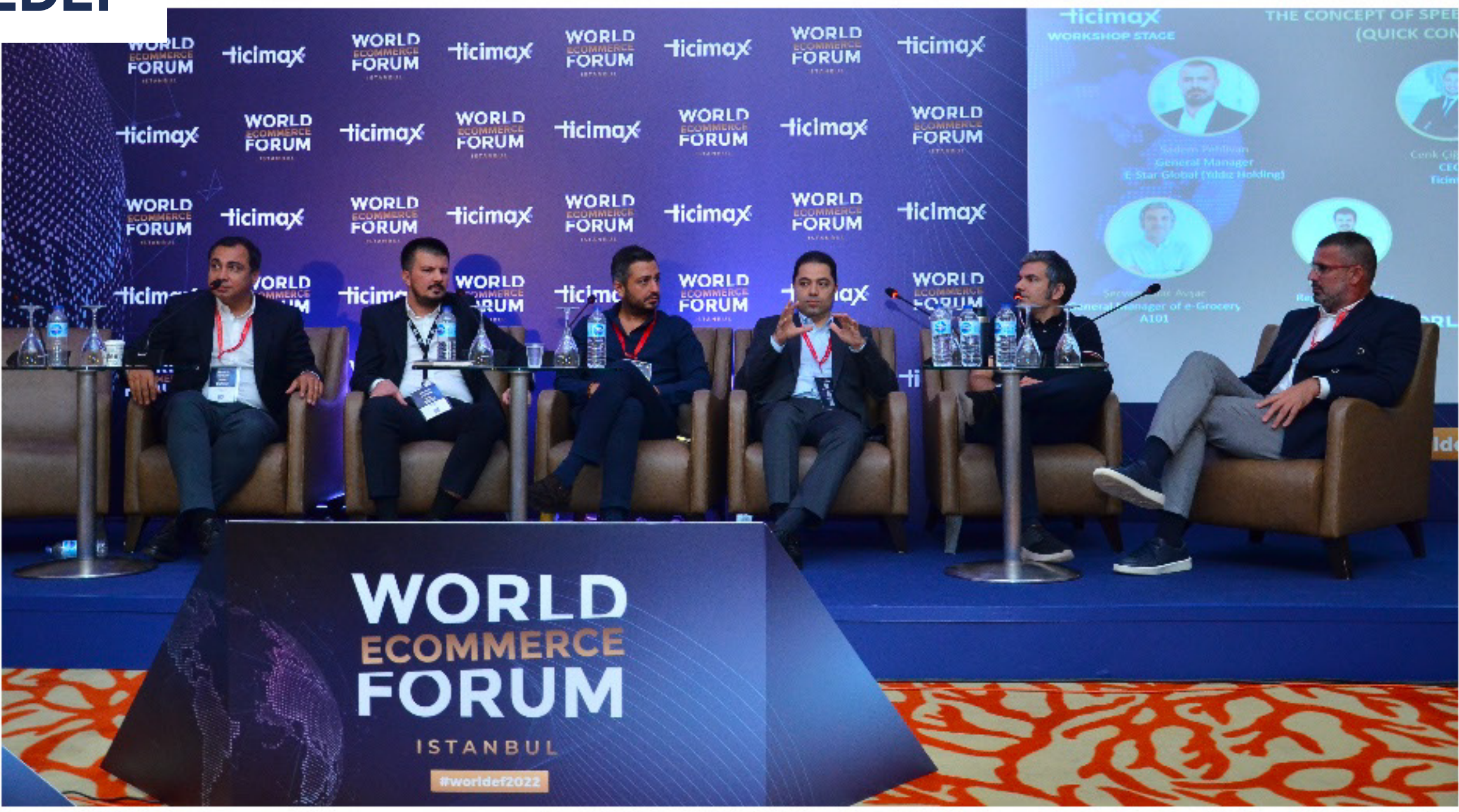


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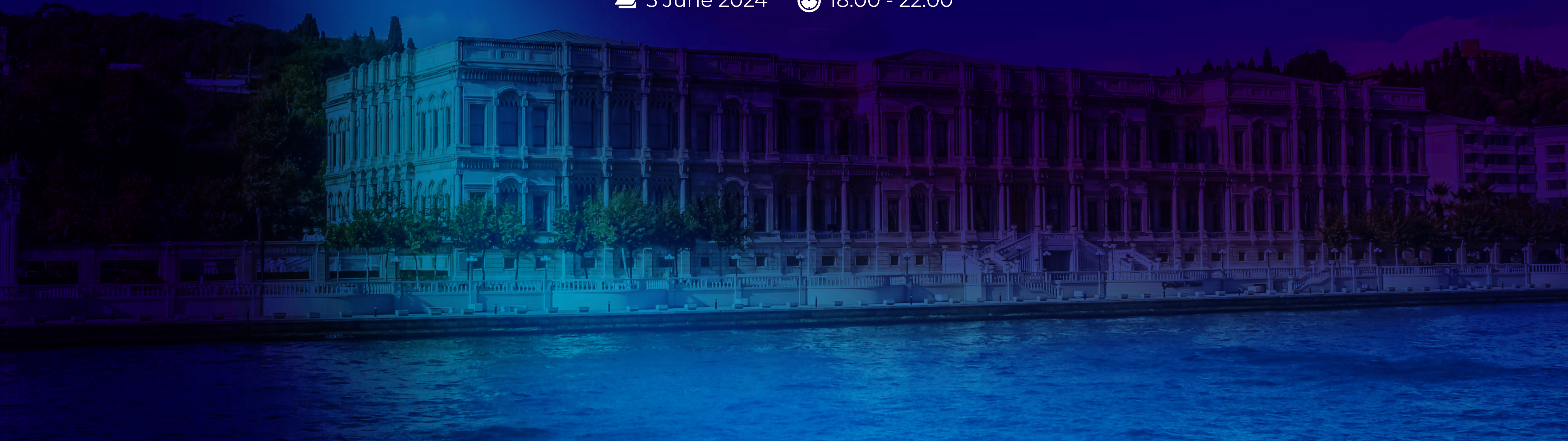
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ÇIRAĞAN PALACE

VIP RECEPTION

5 June 2024 18:00 - 22:00







## Çırağan Palace / Mabeyn Room

Within the scope of WORLDEF ISTANBUL 2024, a reception will be held on June 5, 2024 at Çırağan Palace with VIP participants. The reception will be attended by distinguished guests from Türkiye and abroad.

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**EVENT AREA**

Dr. Architect Kadir Topbaş Performing Arts Center



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## SOME PREVIOUS SPONSORS

AliExpress™

allegro

ebay

FedEx

Google

hepsiburada

JUMIA★



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Payoneer

ShopiVerse  
superapp of ecommerce

trendyol

TURKISH  
CARGO



wayfair®

wish

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## SOME PREVIOUS PARTICIPANTS



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ebebek



e★star

LC Waikiki

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ARZUM

sefamerve



wish

zalando

wayfair



Penti

DECATHLON



Vatan  
COMPUTER

ÇiçekSepeti  
VAR VAR

Columbia

bkmkitap  
"Benim Kitap Merkezim"

ATASAY

AVVA

TEKNO SA

Torku

MediaMarkt

# WORLDEF ISTANBUL

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6-7-8 JUNE 2024

*Thank you!*



/worldefnet