

WORLDDEF ISTANBUL

E-COMMERCE & RETAIL TECH

6-7-8 JUNE 2024

YENIKAPI EVENT AREA

Organized with the theme "**Renaissance of Commerce: 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.



GLOBAL CROSSROADS

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



WORLDDEF ISTANBUL

E-COMMERCE & RETAIL TECH

EVENT IN NUMBERS

12 K m²
EVENT AREA

3
DAYS

90+
MANUFACTURERS

39
COUNTRIES

70+
E-COMMERCE
MANUFACTURER

100+
INVESTORS / FUNDS

200+
SPEAKERS

100 K
VISITORS

3
HALLS

3
SIMULTANEOUS
SCENES

200+
PARTNERS

150+
CHAIN RETAIL BRANDS

30 K
GLOBAL MARKETPLACE
SELLERS

PREVIOUS EVENTS



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.



PARTICIPANT ROLES



ECOM MATCHMAKING NETWORK



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

WORLDDEF

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VISUALS FROM PAST EVENTS



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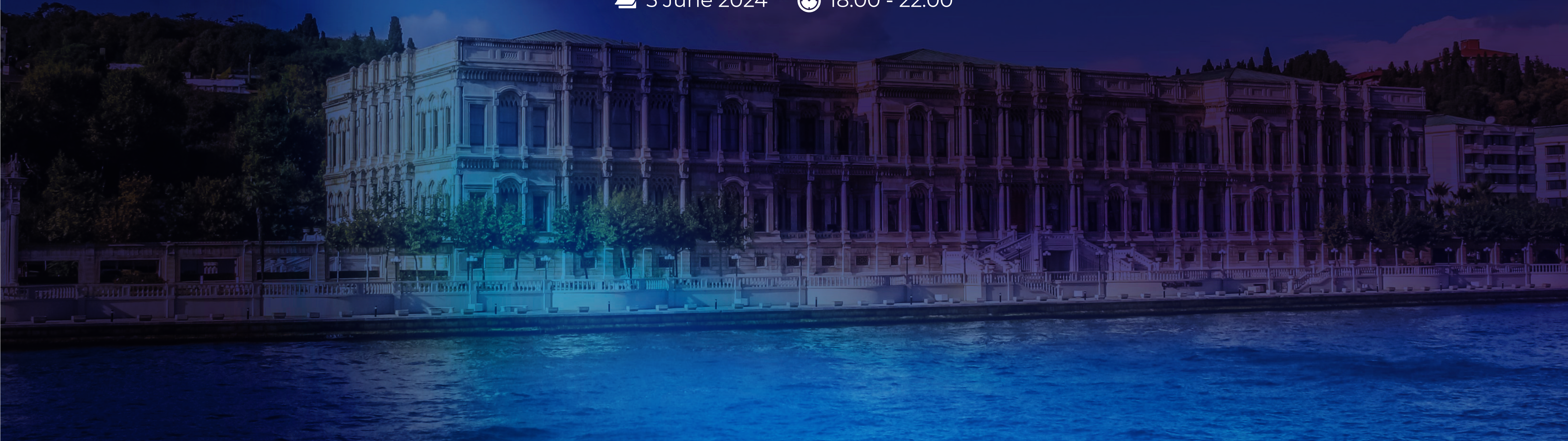
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ÇIRAĞAN PALACE VIP RECEPTION

📅 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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Payoneer

ShopiVerse
superapp of ecommerce

trendyol

TURKISH
CARGO

ups

Walmart*

wayfair®

wish

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SOME PREVIOUS PARTICIPANTS



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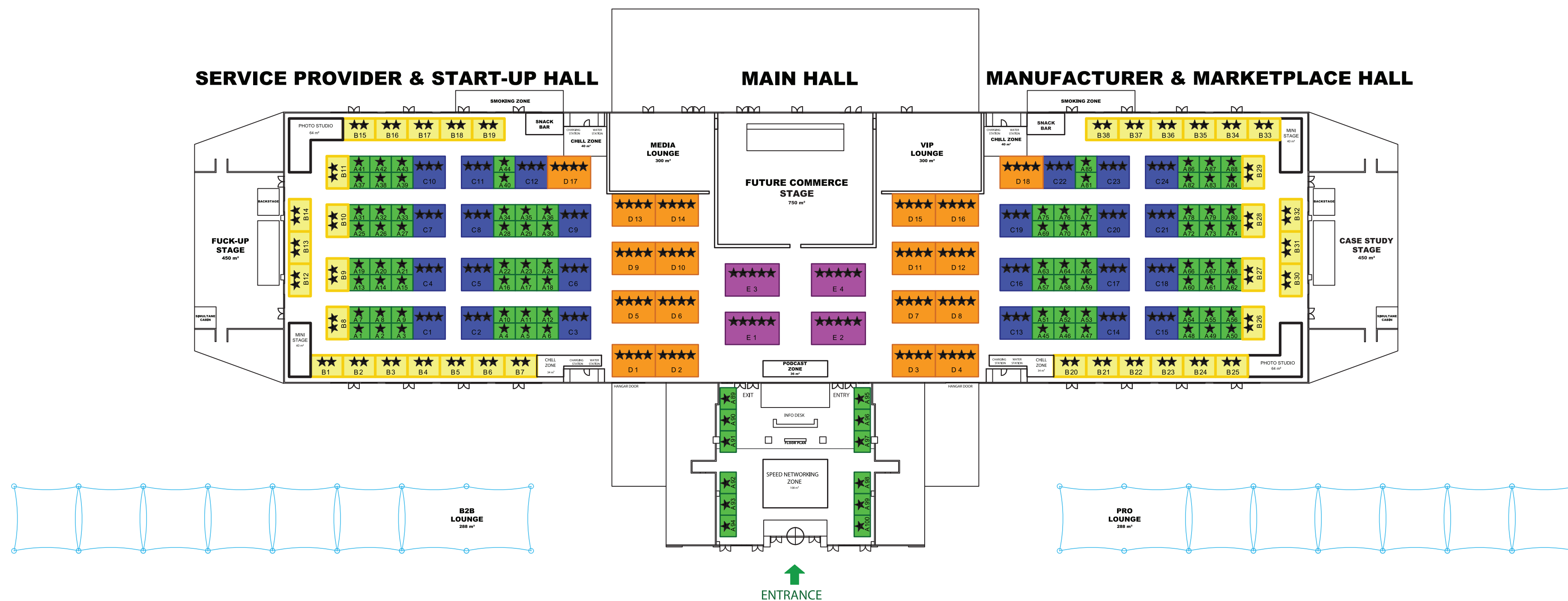
ISTANBUL

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LAYOUT PLAN

LAYOUT PLAN

SERVICE PROVIDER & START-UP HALL	MAIN HALL	MANUFACTURER & MARKETPLACE HALL			
<div>★★★ C</div> 3 LEVEL 12	<div>★★★★★ E</div> 5 LEVEL 4	<div>★★★ C</div> 3 LEVEL 12	<div>★★★★★ E</div> 5 LEVEL 4 (6 x 10 = 60 m²)	<div>★★★ C</div> 3 LEVEL 24 (6 x 6 = 36 m²)	<div>★ 1 LEVEL</div> 100 (3x4 = 12 m²)
<div>★★ B</div> 2 LEVEL 19	<div>★★★★ D</div> 4 LEVEL 18	<div>★★ B</div> 2 LEVEL 19	<div>★★★★ D</div> 4 LEVEL 18 (6 x 8 = 48 m²)	<div>★★ B</div> 2 LEVEL 38 (6 x 4 = 24 m²)	
<div>★ 1 LEVEL</div> 44		<div>★ 1 LEVEL</div> 44			
TOTAL : 75	TOTAL : 22	TOTAL : 75	TOTAL : 184		



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Thank you!



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