

WORLDDEF

6-7-8 June 2024 | WORLDDEF ISTANBUL

“Renaissance of Commerce: E-Commerce”

Digital transformation redefines the era! The trading landscape is experiencing a profound renaissance in this transformation. E-commerce stands out as the cornerstone of this revolution. New opportunities are emerging to take part in the dynamic world of online commerce, get to know the e-commerce trends of the future, experience innovations in the ecosystem and discover strategies that shape the future of e-commerce. As e-commerce transforms in the renaissance of commerce, brands that want to be a part of this transformation come together at a unique e-commerce event in Istanbul, the apple of the world's eye.

Who are in the event?:

WORLDDEF ISTANBUL 2024: It brings together e-commerce industry leaders, manufacturers, suppliers, global marketplace sellers, e-commerce entrepreneurs and investors, and professionals from different sectors. Professionals share their experiences on strategies for managing the complex environment of e-commerce.

Participants gain invaluable insight into the latest technologies, shifts in consumer behavior, and the evolving ecosystem in the renaissance of commerce.

What's in the event?:

- **Digital transformation:** The impact of new technologies such as artificial intelligence, blockchain and augmented reality on e-commerce operations
- **Consumer-oriented strategies:** Innovative approaches to improve customer experience, create brand loyalty and personalized marketing
- **Global markets:** : Challenges and opportunities that brands that want to cross borders may face in global markets due to the cross-border nature of e-commerce
- **Sustainability:** Environmentally friendly e-commerce applications and products, sustainable business models of e-commerce
- **Network:** A unique network where e-commerce focused manufacturers, suppliers, sellers, service providers, logisticians and marketplace representatives meet.
- **Global intersection:** New opportunities in Istanbul, the global crossroads of e-commerce where east and west embrace with its unique geographical location

Your place is ready!:

WORLDDEF ISTANBUL 2024 discharge its responsibility in ensuring that the renaissance in the sector rises on solid foundations. Take your place now to take advantage of cooperation opportunities in the renaissance of commerce in the digital age and take part in the promising future of e-commerce!

Date: 6-7-8 June 2024

PLACE: Yenikapı Event Area / Istanbul

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