

WORLDEF DUBAI

CROSS-BORDER E-COMMERCE

 DUBAI COMMERCITY | DEC. 4-5, 2024



WORLDEF DUBAI 2024 brings together the global stakeholders of the e-commerce ecosystem in metropolitan Dubai. 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 Dubai for e-commerce opportunities.



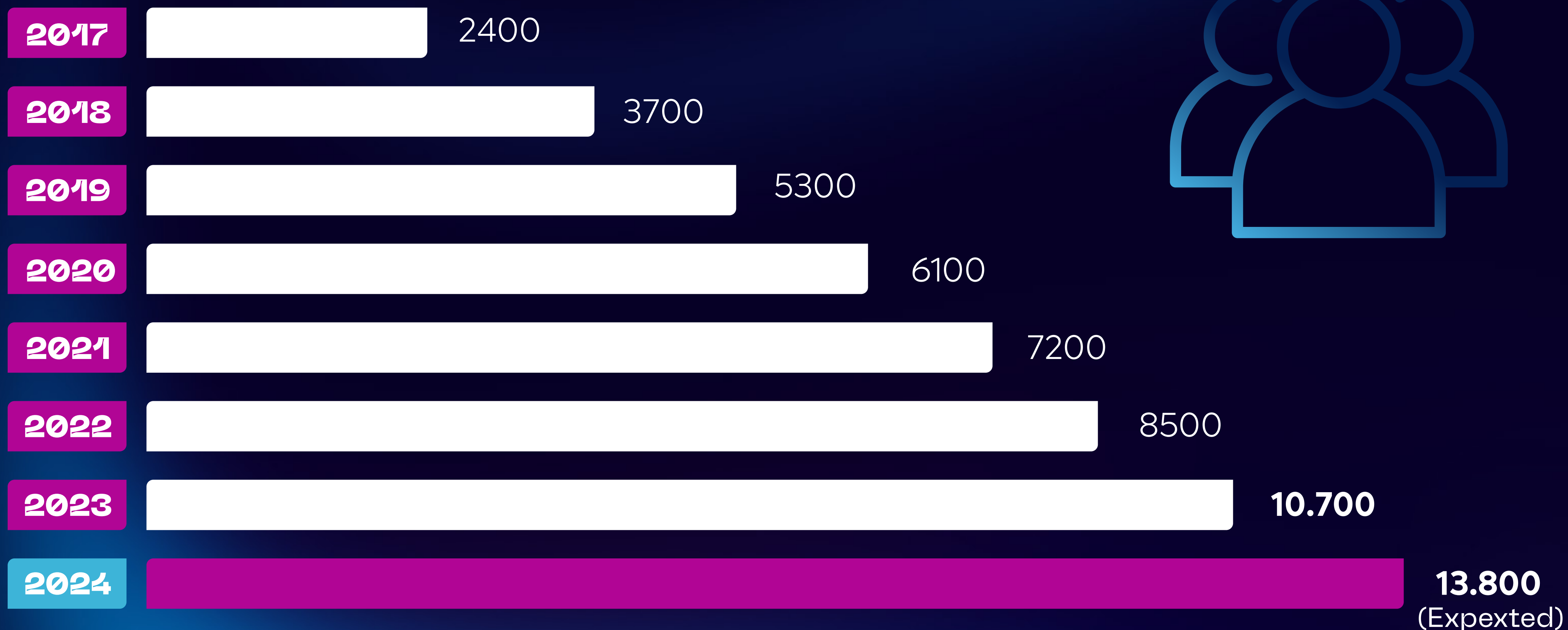
The Gulf region, and Dubai in particular, is showing great interest in e-commerce. Global e-commerce brands are making serious e-commerce investments in the Gulf region, especially in Dubai, to take advantage of the opportunities in the region. WORLDEF is organising one of the biggest e-commerce events in the Gulf region for Turkish brands to take advantage of these opportunities!



ATTENDANCE GROWTH

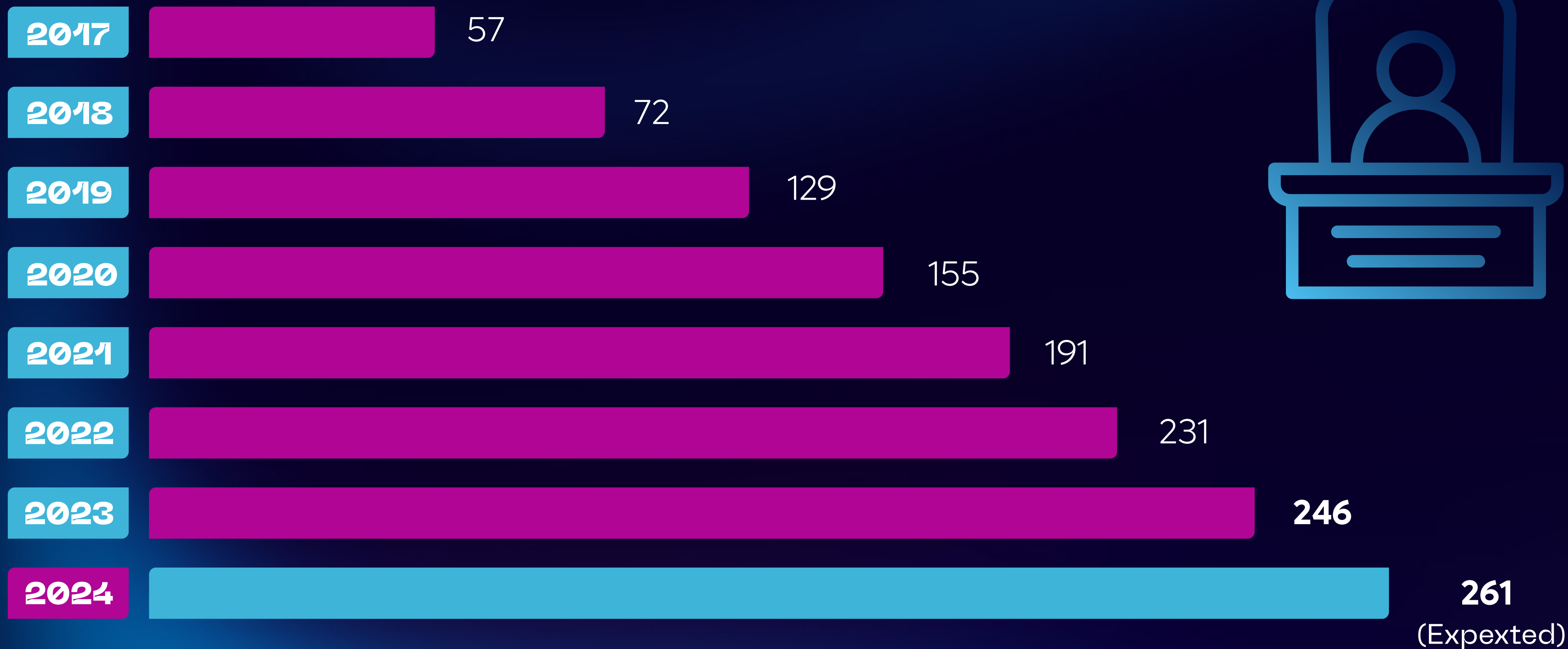


attendees



EXHIBITOR GROWTH

exhibitors



TOP VISITOR INDUSTRIES



Fashion



**Electronics
& Media**



Health & Beauty



Toys & Hobbies



Home & Garden



**Food
& Beverage**



**Sports
& Outdoors**



**Automotive
& Industrial**



**Travel
& Hospitality**



**Gifts
& Collectibles**

THE DIVISION INTO JOB POSITION



Management

%37



C-Level

%33



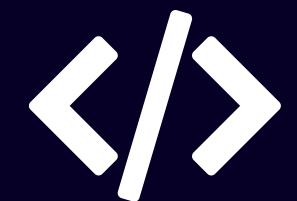
Specialist

%18



Other

%10



IT

%2

WORLDEF DUBAI

CROSS-BORDER E-COMMERCE

LAUNCH, ENCHANT, COLLABORATE, DOMINATE!

Are you thinking about attending the **WORLDEF Dubai 2024**? This event is a highlight in the e-commerce calendar, offering a prime opportunity to present your offerings and skills to a diverse group of e-retailers, vendors, producers, and distributors. Take advantage of this chance to enhance your company's profile. Explore various interaction options with potential clients and foster enduring partnerships. Ensure your participation to boost your market presence and grow your professional network.



WORLDEF DUBAI

CROSS-BORDER E-COMMERCE

EVENT IN NUMBERS

20 K m²
EVENT AREA

2
DAYS

28
COUNTRIES

70+
E-COMMERCE
SUPPLIERS

50+
INVESTORS / FUNDS

100+
SPEAKERS

5 K
VISITORS

2
HALLS

2
SIMULTANEOUS
STAGES

200+
PARTNERS

150+
CHAIN RETAIL BRANDS

2 K
GLOBAL MARKETPLACE
SELLERS

VISITORS PROFILE



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CROSS-BORDER E-COMMERCE

PREVIOUS EVENTS



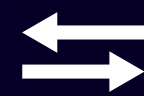
**COOPERATION OPPORTUNITY
FOR MANUFACTURERS & ECOM SUPPLIERS
WITH GLOBAL MARKETPLACE SELLERS**

WORLDEF DUBAI, 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.



ECOM MATCHMAKING NETWORK

Retail Brands



Service Providers

Global Marketplaces



Sellers

Investors



E-Commerce Entrepreneurs

Manufacturer Companies



ETSY/Amazon Sellers

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



Richard Marriott

Country Manager
Amazon Türkiye



Serdar Kuzuloğlu

Technology Writer, Trend Hunter



Jijie Shen

General Manager Europe at
Alibaba.com



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



Ed Vaizey

Former UK Minister
for Technology



Neil Patel

Co-Founder & Youtuber
Neil Patel Digital

VISUALS FROM
PAST EVENTS

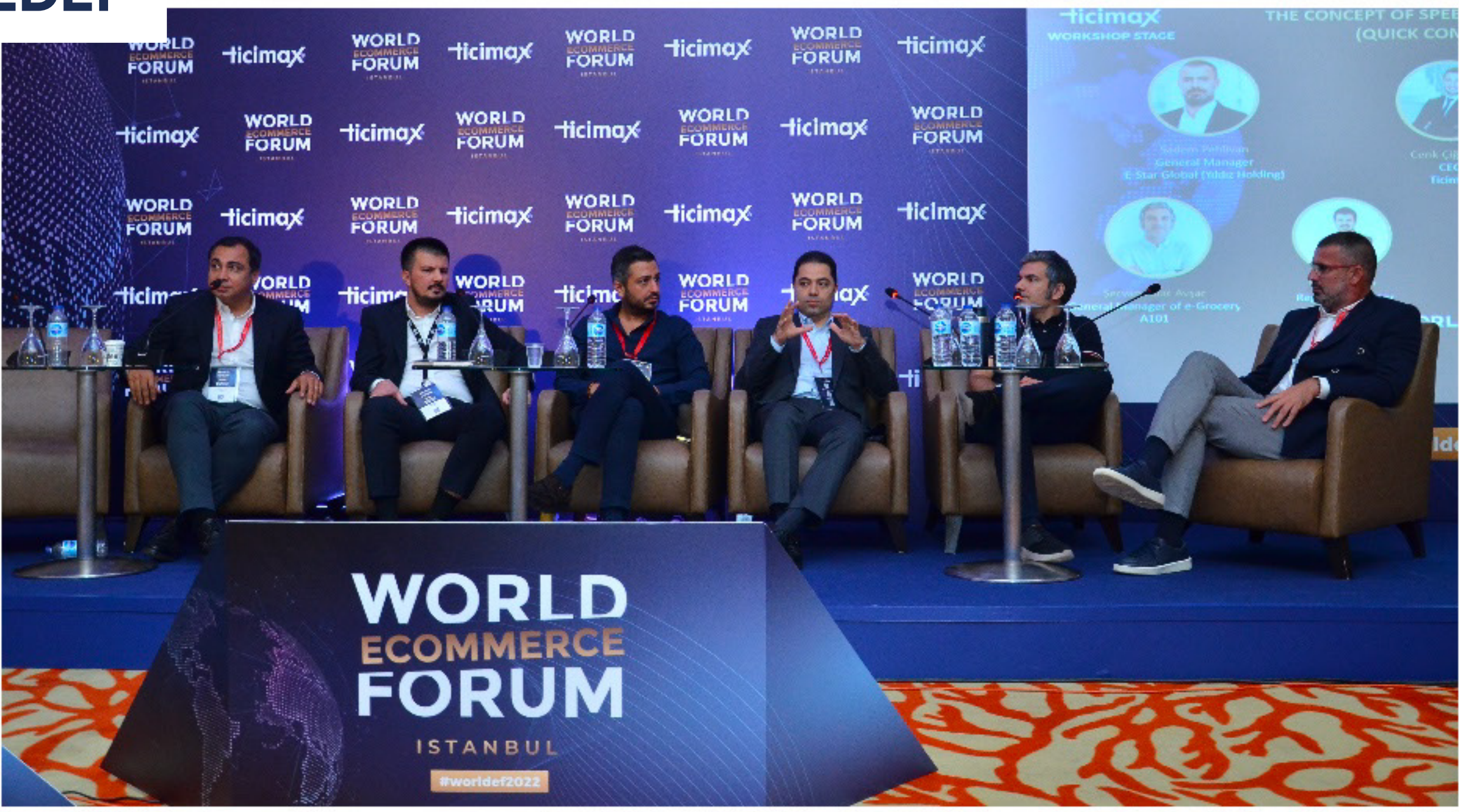


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DUBAI

CROSS-BORDER E-COMMERCE

EVENT AREA

DUBAI COMMERCITY



Partnership Rights	LEVEL 1 ★☆☆☆☆	LEVEL 2 ★★☆☆☆	LEVEL 3 ★★★☆☆	LEVEL 4 ★★★★☆	LEVEL 5 ★★★★★
VIP Reception Access	✘	✘	✘	1 Person	2 Person
Vip Lounge Access	✘	✘	✘	2 Person	5 Person
VIP Reception Logo Positioning	✘	✘	✘	✘	✓
Booth Space	9 m ²	18 m ²	27 m ²	48 m ²	60 m ²
One2One Session	✘	✘	✘	30 min	45 min
Logo Positioning On The Partners Wall	1 Level Logo Placement	2 Level Logo Placement	3 Level Logo Placement	4 Level Logo Placement	5 Level Logo Placement
Private Reception in VIP Lounge	✘	✘	✘	✘	✓
Event After Movie	✘	✘	✘	✘	✓
Private Pr Studies	✘	✘	✘	✘	✓
Logo Positioning On Outdoor Billboards	✘	✘	✘	✘	✓
Panel Slot	✘	✘	✘	✓	✓
Ads On All Stages And Digital Billboards	✘	✘	✘	✓	✓
Company Participant Right	5 Person	8 Person	10 Person	30 Person	50 Person
Executive Tickets	2 Tickets	3 Tickets	5 Tickets	8 Tickets	10 Tickets
General Attendee Tickets	5 Tickets	10 Tickets	20 Tickets	30 Tickets	50 Tickets
Interview/News in WORLDEF Magazine	✘	✘	News	✓	✓
Classified Attendees Data	✘	✘	✓	✓	✓
Website Logo Positioning	✓	✓	✓	✓	✓

LEVEL TYPE	LIST PRICE
Mini Stand	5.000\$
1 Level	7.500\$
2 Level	12.500\$
3 Level	20.000\$
4 Level	40.000\$
5 Level	95.000\$

SOME PREVIOUS PARTNERS

AliExpress™

allegro

ebay

FedEx

Google

hepsiburada

JUMIA★



Meta

MIRAKL

Payoneer

ShopiVerse
superapp of ecommerce

trendyol

TURKISH
CARGO



wayfair™

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CROSS-BORDER E-COMMERCE

SOME PREVIOUS PARTICIPANTS



AliExpress



ebebek



e★star

LC Waikiki

modanisa



allegro

ARZUM

sefamerve



wish

zalando

wayfair



Penti

DECATHLON



Vatan
COMPUTER

ÇiçekSepeti
VAR VAR

Columbia

bkmkitap
"Benim Kitap Merkezim"

ATASAY

AVVA

TEKNO SA

Torku

MediaMarkt

SALES TEAM



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Thank you!



/worldefnet