

WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

CONCEPT NOTE



GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

Event Name: : WORLDDEF DUBAI 2024

Date: December 4-5 2024

Place: Dubai CommerCity

"The Region's Biggest E-Commerce Show"

<https://worlddef.com/events/dubai-2024/>

As e-commerce strengthens its position in traditional trade, some markets are becoming increasingly attractive for e-commerce! Brands with a global vision are particularly focusing on the MENA/Gulf region. Among the emirates in the United Arab Emirates (UAE), Dubai, the most populous capital, leads the market. In recent years, Dubai has become the fastest-growing digital economy in the region, offering many advantages with its young customer base inclined towards technology and online shopping, bureaucratic conveniences, and economic and political cooperation between countries.

E-commerce in Dubai is growing faster than in most European countries. This vast market, where the popularity of e-commerce is steadily increasing, offers attractive opportunities for brands seeking to expand into new markets. In the UAE, the e-commerce volume reached \$7.5 billion (27.5 AED) in 2023, with an average annual growth rate of 15% expected in the ecosystem until 2028. The e-commerce volume in the Gulf region is expected to exceed \$50 billion by 2026. Research shows that the number of online shoppers in the UAE has nearly doubled in the past five years. In summary, with its tech-savvy consumer base, advanced e-commerce infrastructure, and e-commerce spirit, Dubai offers a dynamic environment for businesses aiming to thrive in the digital economy.

In this context, the international e-commerce platform WORLDDEF brings Turkish e-commerce brands together with their stakeholders in Dubai. Positioned as "the region's biggest e-commerce show," WORLDDEF DUBAI provides suppliers, service providers, and technology brands with B2B collaboration opportunities with e-commerce companies and marketplace sellers in Dubai. From e-commerce investors to sellers, it offers networking and growth opportunities in the market with stakeholders connected to the Dubai and Gulf e-commerce ecosystem.

Secure your spot at WORLDDEF DUBAI, which will be held on December 4-5, 2024, at the region's first and only e-commerce free zone, Dubai CommerCity! Be part of the e-commerce transformation in the Gulf region as the future of e-commerce shapes in the new century!

F.A.Q

You can find answers to all your questions about the event [here](#).

Note: The entire event program will take place in English.

Thanks