

WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

 Dubai CommerCity

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WORLDDEF DUBAI 2024

WORLDDEF 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.





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GLOBAL CROSSROADS

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. WORLDDEF is organising one of the biggest e-commerce events in the Gulf region for global e-commerce brands to take advantage of these opportunities!



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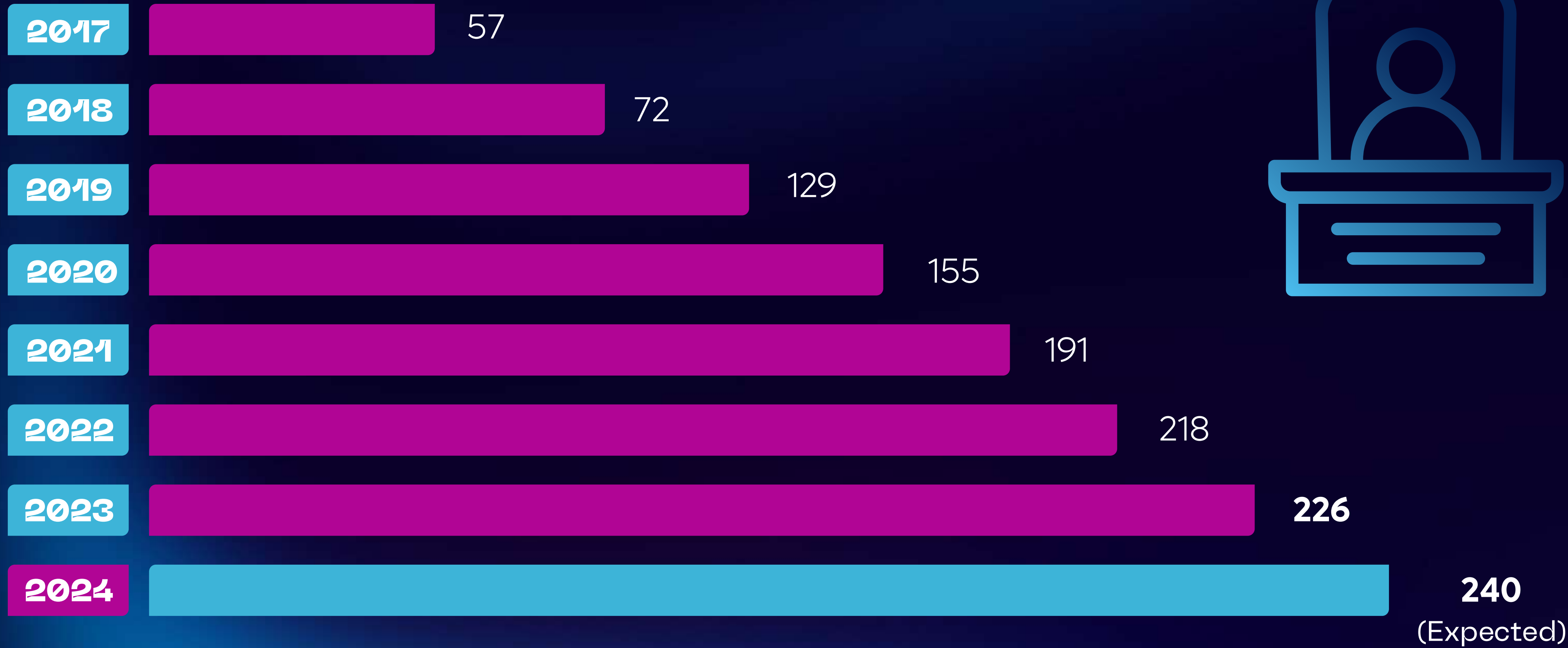
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EXHIBITOR GROWTH

exhibitors



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TOP SECTORS



Retail



Logistics



Payment



Tech



Marketing



Manufacturing

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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.



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EVENT IN NUMBERS

15 Km²
EVENT AREA

2
DAYS

20
COUNTRIES

70+
PRIVATE LABEL
SUPPLIERS

50+
INVESTORS / FUNDS

115
SPEAKERS

5K+
ATTENDEES

2
HALLS

3
STAGES

240
EXHIBITORS

120+
RETAIL BRANDS

1K+
GLOBAL MARKETPLACE
SELLERS

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VISITORS PROFILE



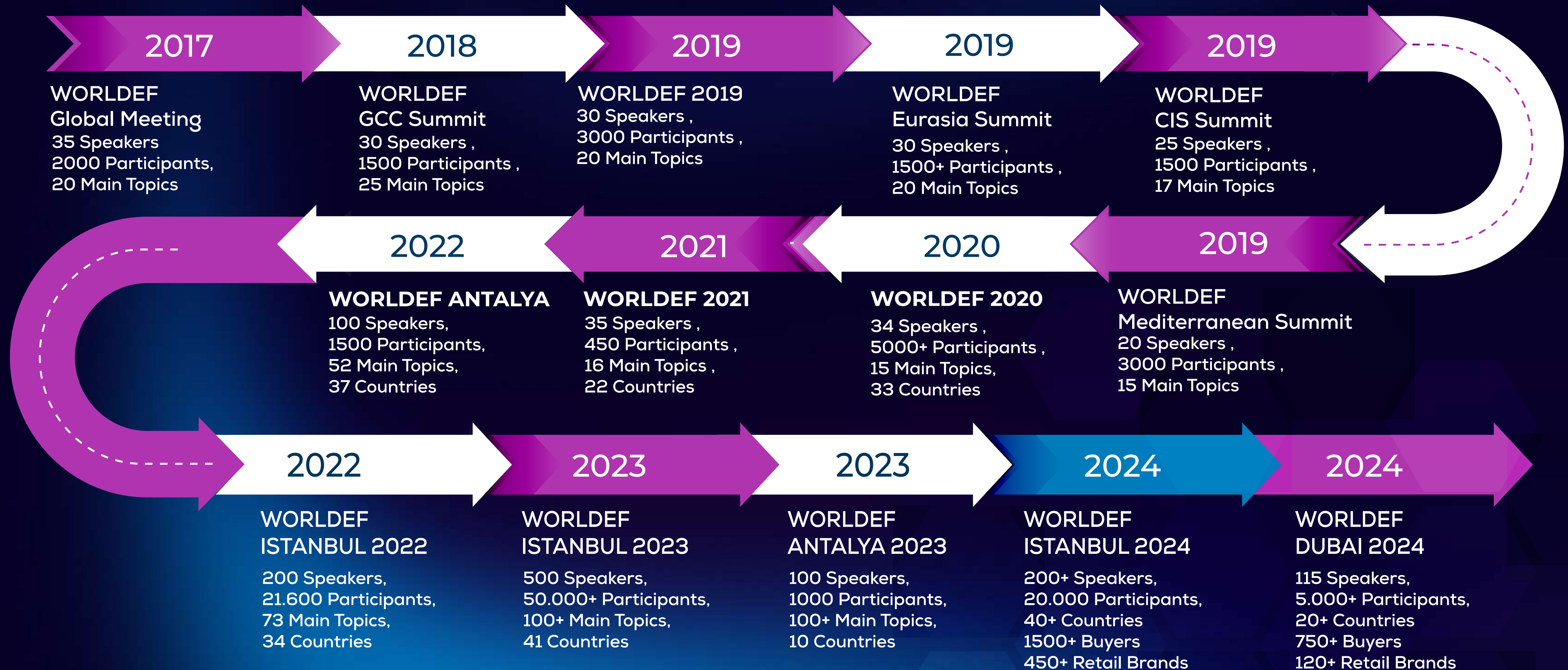
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PREVIOUS EVENTS



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COOPERATION OPPORTUNITIES

**Cooperation Opportunity
For Manufacturers & Ecom Suppliers
With Global Marketplace Sellers**

WORLDDEF 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.



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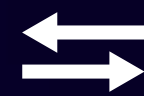
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ECOM MATCHMAKING NETWORK

Retail
Brands



Service
Providers

Global
Marketplaces



Sellers

Investors



E-Commerce
Entrepreneurs

Private Label
Suppliers



ETSY/Amazon
Sellers

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SOME OF OUR PREVIOUS SPEAKERS



Arjun Sarkar

Senior Director
Dubai CommerCity



Peter Umundum

Board member
Austrian Post Office



Prof. Dr.
Özgür Demirtaş
Chair of Finance at Sabancı University



Richard Marriott

Country Manager
Amazon Türkiye



Erdem İnan

Trendyol Group | CEO



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

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EVENT AREA

DUBAI COMMERCITY



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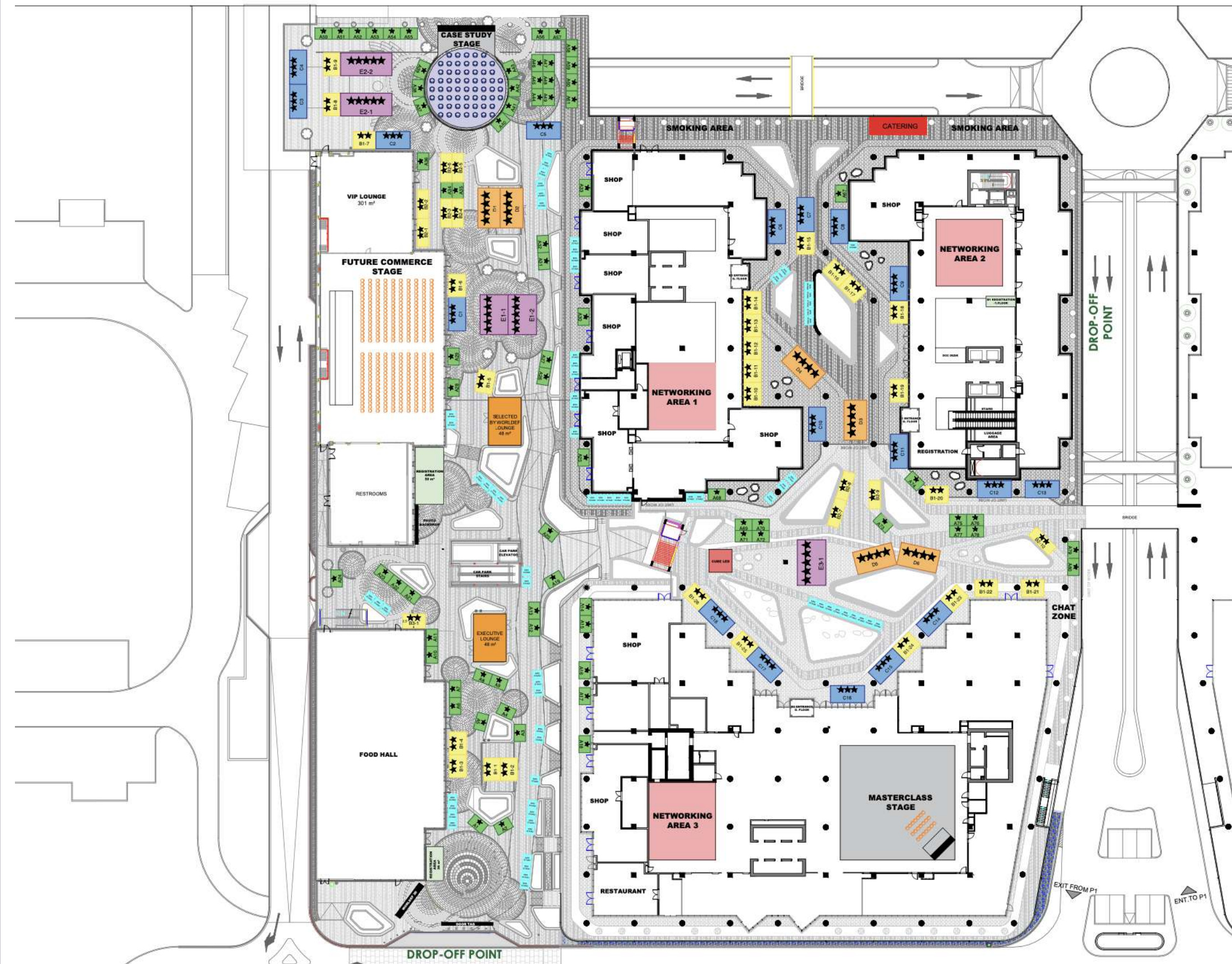
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FAIR LAYOUT PLAN

★★★★	E1 5 LEVEL (5x7=35 m²) 2	★★★★	D 4 LEVEL (4x7=28 m²) 6	**	B2 2 LEVEL (2x5=10 m²) 10
★★★★	E2 5 LEVEL (4x9=36 m²) 2	★★★	C 3 LEVEL (3x6=18 m²) 18	**	B3 2 LEVEL (2,5x4=10 m²) 1
★★★★	E3 5 LEVEL (5x8=40 m²) 1	**	B1 2 LEVEL (3x4=12 m²) 26	■	A 1 LEVEL (2x3=6 m²) 75
		■	MINI STAND (1,5x1,5=2,25 m²) 72		

TOTAL : 213



Examine in Detail >

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SOME PREVIOUS PARTNERS

amazon

AliExpress™

allegro

ebay

EMAG

Google

hepsiburada

TikTok

JUMIA★

mastercard

Meta

MIRAKL

FedEx

Payoneer

ShopiVerse
superapp of ecommerce

trendyol

TURKISH
CARGO

TURKCELL

ups

wayfair®

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SOME PREVIOUS PARTICIPANTS



T.C. TİCARET
BAKANLIĞI



AliExpress™



ebebek



e★star

LC Waikiki

modanisa



allegro

ARZUM

sefamerve



wish



wayfair



Penti

DECATHLON



Vatan
COMPUTER



Columbia

bkmkitap
"Benim Kitap Merkezim"

ATASAY



TEKNO SA



MediaMarkt

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POTENTIAL MEDIA PARTNERS

BBC

BBC
WORLD

Bloomberg

CNN
INTERNATIONAL

euronews.

Forbes

FORTUNE

Harvard
Business
Review






 REUTERS

The
Economist

The New York Times

The Washington Post

TRT

	Level Type LEVEL 1 	Level Type LEVEL 2 	Level Type LEVEL 3 	Level Type LEVEL 4 	Level Type LEVEL 5 
VIP Reception Access	×	×	1 Person	2 Person	5 Person
VIP Lounge Access	×	×	1 Person	2 Person	5 Person
VIP Reception Logo Positioning	×	×	×	×	✓
Booth Space	6 m2	10 m2	18 m2	28 m2	35-40 m2
One2One Session	×	×	×	×	30 min
Panel Slot	×	×	×	✓	✓
Private Reception in VIP Lounge	×	×	×	×	✓
Event After Movie	×	×	×	×	✓
Private PR Studies	×	×	×	×	✓
Logo Positioning on Outdoor 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
Interview/News in WORLDEF Magazine	×	×	News Coverage Right	✓	✓
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
Ads on All Stages and Digital Billboards	×	×	×	✓	✓
Website Logo Positioning	✓	✓	✓	✓	✓
PRICING	8.000\$	13.000\$	21.000\$	43.000\$	103.000\$

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MINI STAND

A unique opportunity for start-ups to promote their brand globally.

Price: \$5000



ADDITIONAL PARTNERSHIP



WiFi Partnership

- ✓ 3 VIP Tickets
- ✓ 15 Executive Tickets
- ✓ Branding: Wifi Naming Rights
- ✓ Website Logo Placement

Price: \$20.000



Bag Partnership

- ✓ 3 VIP Tickets
- ✓ 10 Executive Tickets
- ✓ Branding: Logo Placement on Bags
- ✓ Website Logo Placement

Price: \$15.000



VIP Lanyard Partnership

- ✓ 5 VIP Tickets
- ✓ 20 Executive Tickets
- ✓ Branding: Logo Placement on VIP Lanyards
- ✓ Website Logo Placement

Price: \$35.000



General Lanyard Partnership

- ✓ 2 VIP Tickets
- ✓ 20 Executive Tickets
- ✓ Branding: Logo Placement on Lanyards
- ✓ Website Logo Placement

Price: \$25.000



Badge Partnership

- ✓ 10 VIP Tickets
- ✓ 30 Executive Tickets
- ✓ Branding: Logo Placement on Name Badges
- ✓ Website Logo Placement

Price: \$55.000



Beverage Cup Partnership

- ✓ 3 VIP Tickets
- ✓ 15 Executive Tickets
- ✓ Branding: Logo Placement on Cups
- ✓ Website Logo Placement

Price: \$20.000

ADDITIONAL PARTNERSHIP



VIP Lounge Partnership

- ✔ 10 VIP Tickets
- ✔ 20 Executive Tickets
- ✔ Branding: Promotional Video on Screens
- ✔ Website Logo Placement

Price: \$40.000



Executive Lounge

- ✔ 3 VIP Tickets
- ✔ 20 Executive Tickets
- ✔ Branding: Promotional Video on Screens
- ✔ Website Logo Placement

Price: \$35.000



SBW Lounge Partnership

- ✔ 3 VIP Tickets
- ✔ 20 Executive Tickets
- ✔ Branding: Promotional Video on Screens
- ✔ Website Logo Placement

Price: \$25.000



Chair Cover Partnership

- ✓ 5 VIP Tickets
- ✓ 20 Executive Tickets
- ✓ Branding: Logo Placement on Chair Covers
- ✓ Website Logo Placement

Price: \$35.000



E-com Night Party Partnership

- ✓ 20 VIP Tickets
- ✓ 50 Executive Tickets
- ✓ Branding: Welcome Speech and Logo Placement
- ✓ Website Logo Placement

Price: \$85.000



VIP Reception Partnership

- ✓ 10 VIP Tickets
- ✓ 10 Executive Tickets
- ✓ Branding: Welcome Speech and Logo Placement
- ✓ Website Logo Placement

Price: \$65.000

	TICKET TYPE General Attendee \$20 FREE APPLY NOW	TICKET TYPE Executive \$599 \$299.50 APPLY NOW	TICKET TYPE VIP \$1299 \$649.50 APPLY NOW
Exhibition Area Access	✓	✓	✓
Side Stages Access	✓	✓	✓
Perks from Partners	✓	✓	✓
Main Stages Access	✗	✓	✓
Fast Track Access	✗	✓	✓
Executive Lounge Access	✗	✓	✓
Executive Speed Networking Access	✗	✓	✓
Event App Full Access	✗	✓	✓
VIP Lounge Access	✗	✗	✓
VIP B2B Matchmaking	✗	✗	✓
VIP Reception	✗	✗	✓

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VISUALS FROM PAST EVENTS

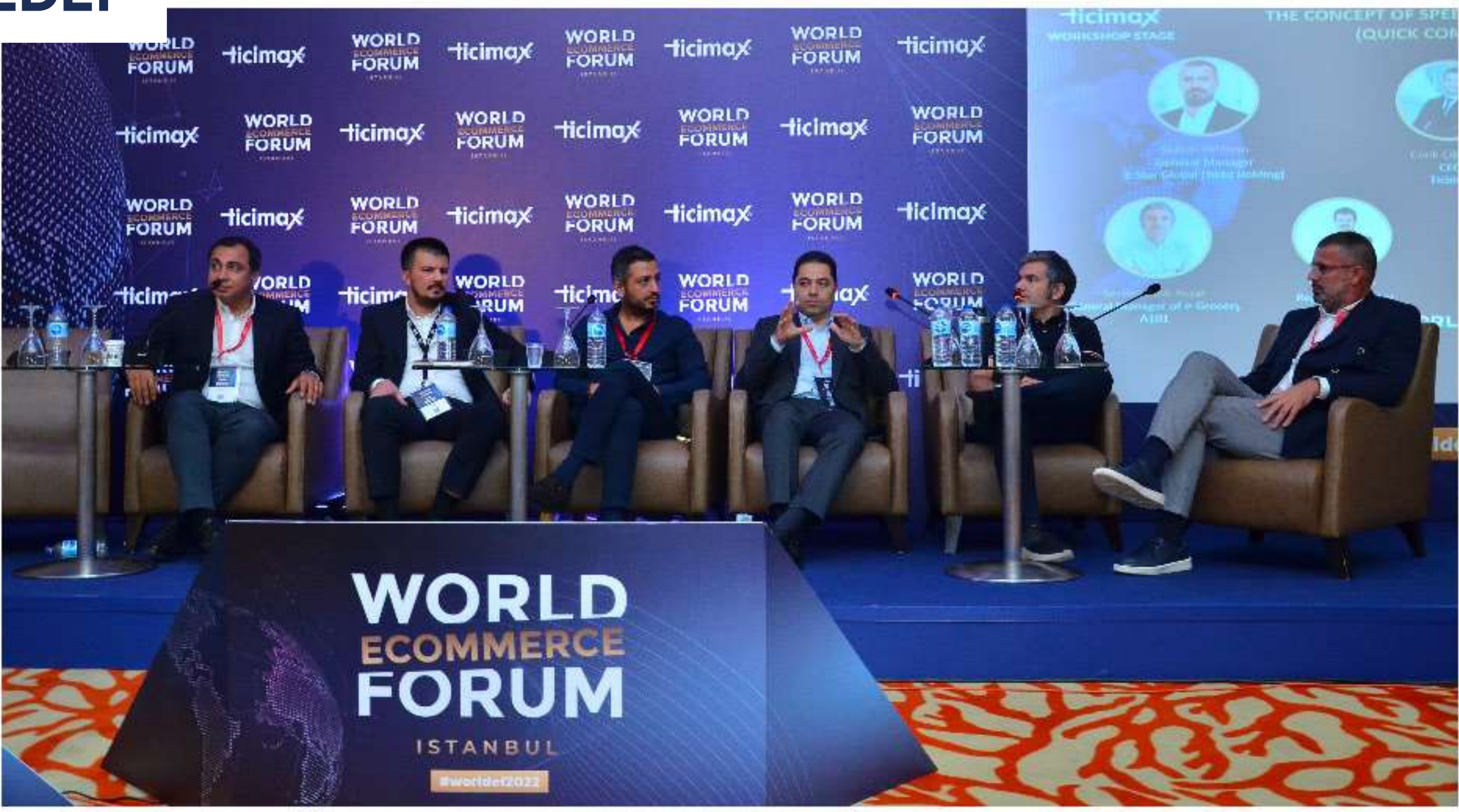


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Thank you!



/worldefnet