

WORLDDEF

GLOBAL
E-COMMERCE

ISFANBUL

15-16 MAY 25

WORLDDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

WORLDDEF ISTANBUL 2025 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.

WORLDDEF ISTANBUL 2025



The logo for WORLDDEF, featuring the word "WORLDDEF" in a bold, white, sans-serif font. To the left of the text are several curved, glowing lines in shades of blue and purple, suggesting a digital or network theme.

WORLDDEF

The logo for ISTANBUL, featuring the word "ISTANBUL" in a bold, white, sans-serif font. The letter "A" is stylized with a blue and purple wave-like shape behind it. To the left of the text are several curved, glowing lines in shades of blue and purple, suggesting a digital or network theme.

ISTANBUL

E-COMMERCE & RETAIL TECH

GLOBAL CROSSROADS

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



WORLDDEF

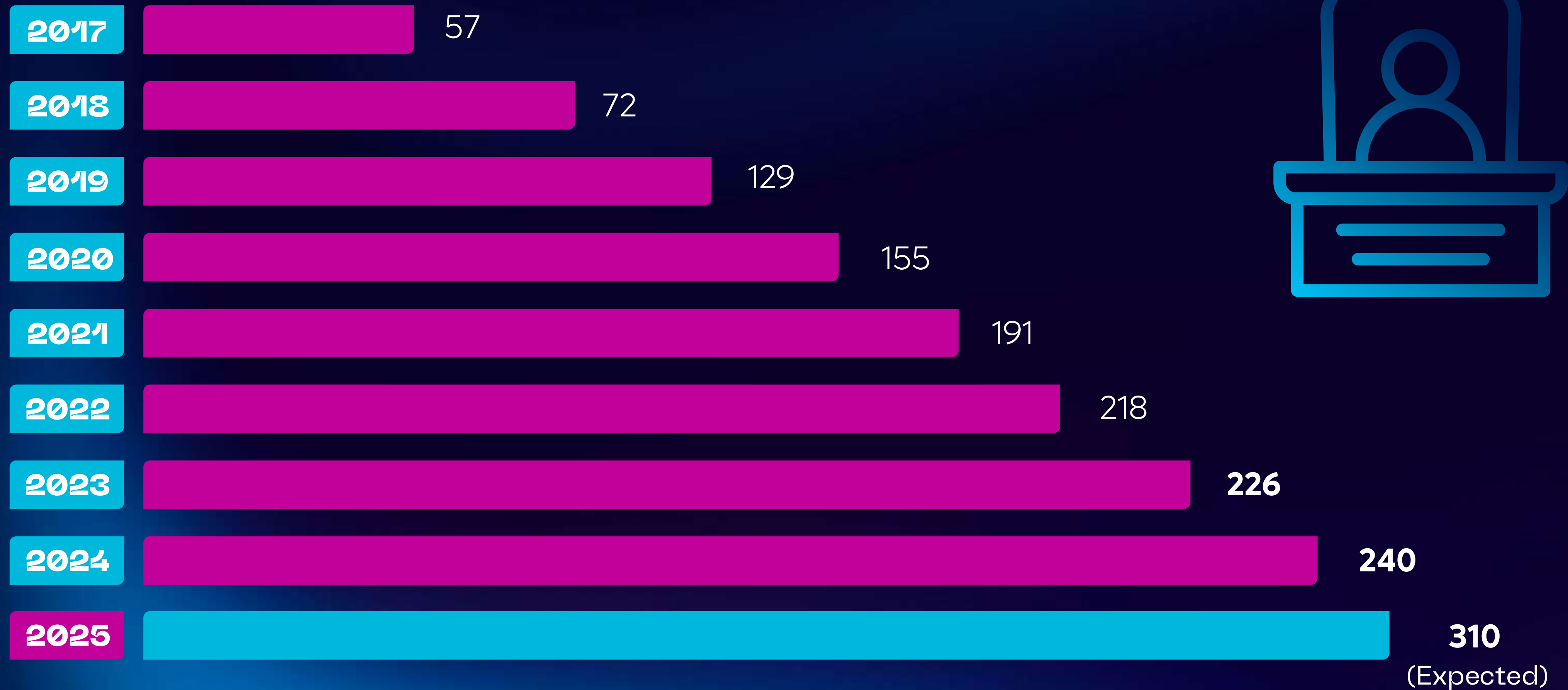
GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

EXHIBITOR GROWTH

exhibitors



WORLDDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

TOP VISITOR INDUSTRIES



Fashion



Electronics
& Media



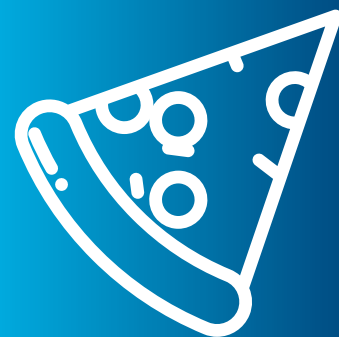
Health & Beauty



Toys & Hobbies



Home & Garden



Food
& Beverage



Sports
& Outdoors



Automotive
& Industrial



Travel
& Hospitality



Gifts
& Collectibles

WORLDDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

THE DIVISION INTO JOB POSITION



Management

%37



C-Level

%33



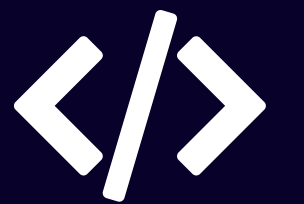
Specialist

%18



Other

%10



IT

%2

WORLDDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

EVENT IN NUMBERS

20 K m²
EVENT AREA

2
DAYS

40+
COUNTRIES

90+
E-COMMERCE
MANUFACTURERS

300+
INVESTORS / FUNDS

150+
SPEAKERS

30 K+
ATTENDEES

2500+
BUYERS

3
STAGES

310
EXHIBITORS

500+
RETAIL BRANDS

6 K+
GLOBAL MARKETPLACE
SELLERS

WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

VISITORS PROFILE



WORLDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

PREVIOUS EVENTS





WORLDDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

COOPERATION OPPORTUNITIES

COOPERATION OPPORTUNITY FOR MANUFACTURERS WITH GLOBAL MARKETPLACE SELLERS

WORLDDEF ISTANBUL, 2025 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.



WORLDDEF

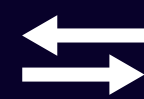
GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

ECOM MATCHMAKING NETWORK

Retail
Brands



Service
Providers

Global
Marketplaces



Sellers

Investors



E-Commerce
Entrepreneurs

Private Label
Suppliers



ETSY/Amazon
Sellers

WORLDDEF

GLOBAL
E-COMMERCE

ISIRANBUL

15-16 MAY 25

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

WORLDDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

EVENT AREA

Dr. Architect Kadir Topbaş Performing Arts Center



WORLDEF

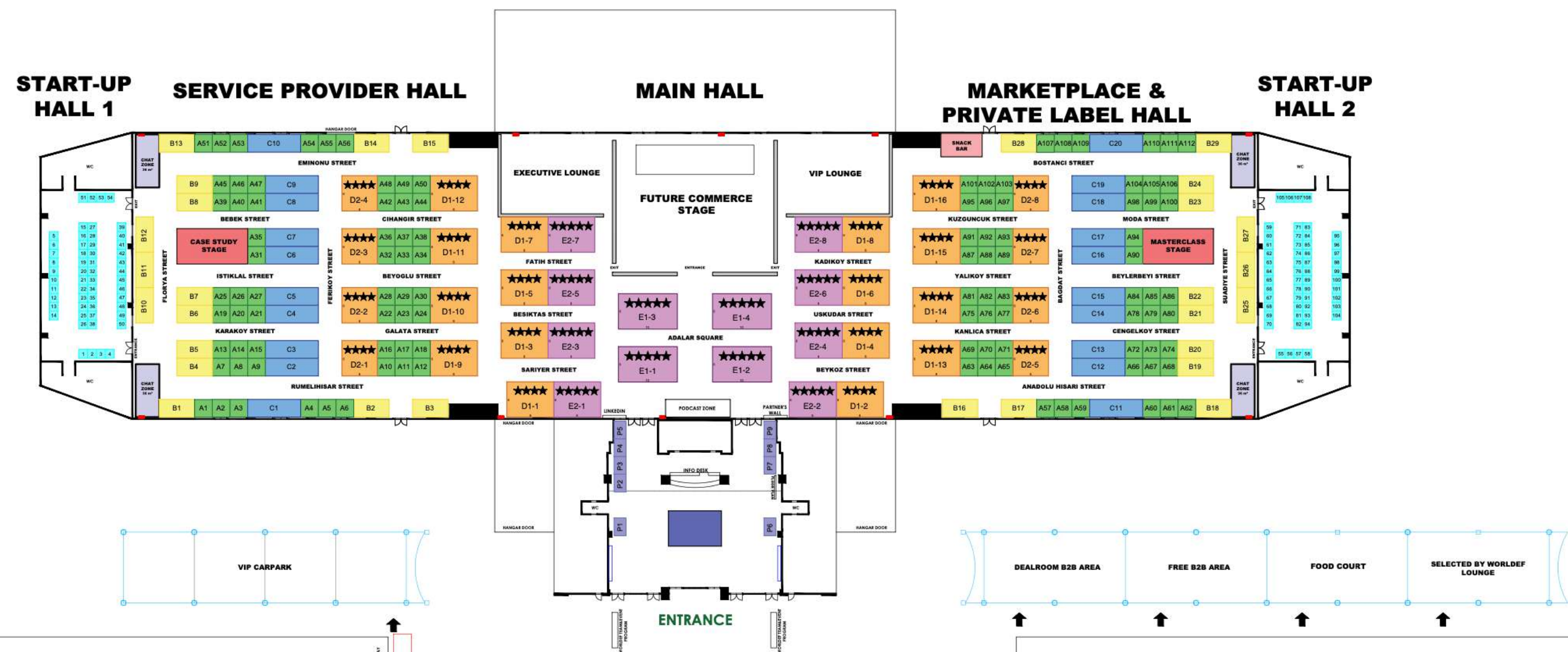
GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

FAIR LAYOUT PLAN

START-UP HALL 1	SERVICE PROVIDER HALL	MAIN HALL	MARKETPLACE & PRIVATE LABEL HALL	START-UP HALL 2
<p>MINI STAND 54 (2,25m²)</p>	<p>D1 - 4 LEVEL 4 (48 m²)</p> <p>D2 - 4 LEVEL 4 (36 m²)</p> <p>3 LEVEL 10 (27 m²)</p> <p>2 LEVEL 15 (18 m²)</p> <p>1 LEVEL 56 (9 m²)</p>	<p>E1 - 5 LEVEL 4 (60 m²)</p> <p>E2 - 5 LEVEL 8 (48 m²)</p> <p>D1 - 4 LEVEL 8 (48 m²)</p>	<p>D1 - 4 LEVEL 4 (48 m²)</p> <p>D2 - 4 LEVEL 4 (36 m²)</p> <p>3 LEVEL 10 (27 m²)</p> <p>2 LEVEL 14 (18 m²)</p> <p>1 LEVEL 56 (9 m²)</p>	<p>MINI STAND 54 (2,25m²)</p> <p>TOTAL : 305</p>



Examine in Detail >

WORLDDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

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™

WORLDDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

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

	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	9 m ²	18 m ²	27 m ²	36-48 m ²	48-60 m ²
One2One Session	×	×	×	×	30 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	×	×	×	×	
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 WORLDDEF Magazine	×	×	News Coverage Right		
Panel Slot	×	×	×		
Ads on All Stages and Digital Billboards	×	×	×		
Website Logo Positioning					

PRICING

6.000\$

11.000\$

21.000\$

46.000\$

102.000\$

WORLDDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

MINI STAND

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



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

WORLDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

ADDITIONAL PARTNERSHIP



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



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

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

TICKET TYPE

General Attendee

~~€20~~

€10

APPLY NOW

TICKET TYPE

Executive

~~€699~~

€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 Acces



VIP Lounge Access



VIP Speed Networking



VIP Reception



WORLDDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

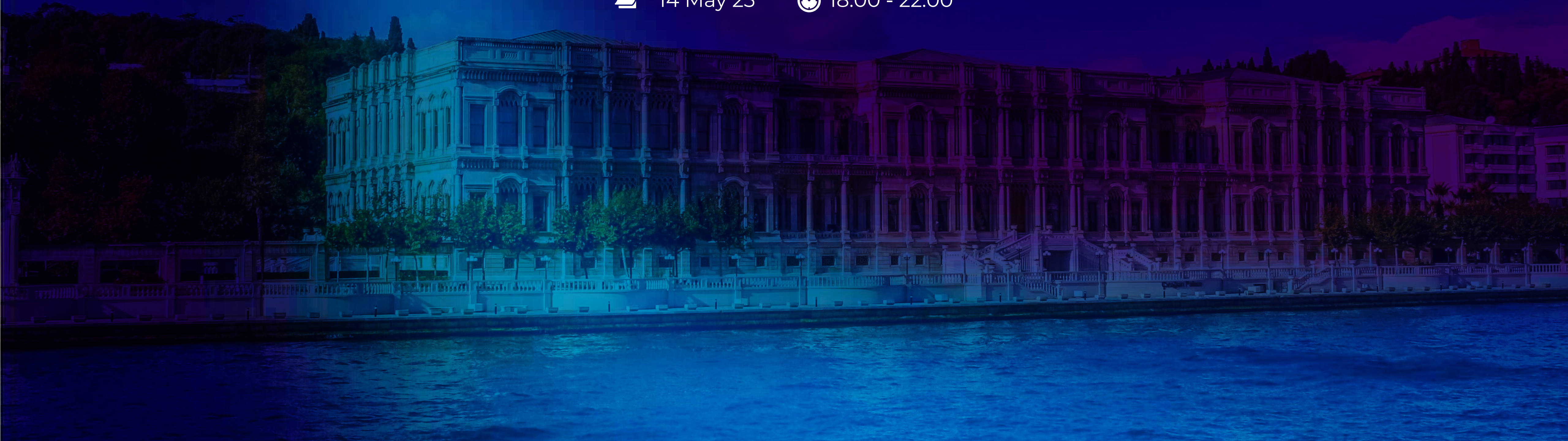
ÇIRAĞAN PALACE VIP RECEPTION



14 May 25



18:00 - 22:00





Çırağan Palace / Mabeyn Room

Çırağan Palace VIP Reception ÇIRAĞAN PALACE VIP Reception will be held on Wednesday, 14.05.2025, between 20:00 - 22:00. Our 4 Level Partners are entitled to attend the reception for 1 person, 5 Level Partners for 2 persons and VIP ticket holders for 1 person.

WORLDDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

VISUALS FROM PAST EVENTS

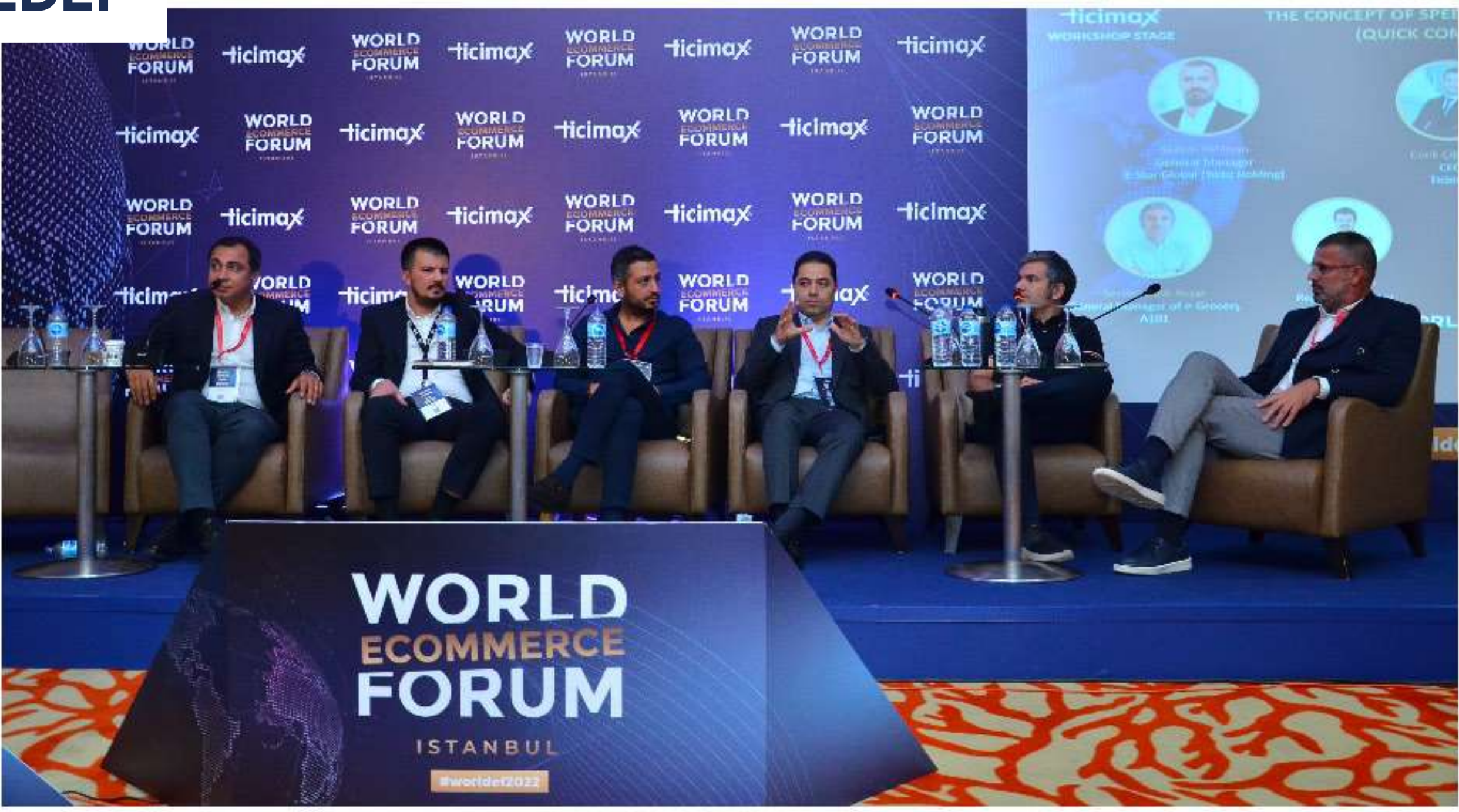


WORLDEF





WORLDDEF





WORLD DEF





WORLDDEF



WORLDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

SALES TEAM



Adem Özkara

International Sales Specialist

✉ adem.ozkara@worldef.com

☎ +90 554 149 27 74



Aslı Yavuz

Sales Specialist

✉ asli.yavuz@worldef.com

☎ +90 549 592 00 52



Serdar Kandı

Türkiye Sales Team Leader

✉ serdar.kandı@worldef.com

☎ +90 535 524 47 10

WORLDEF

GLOBAL
E-COMMERCE

ISTANBUL

15-16 MAY 25

Thank you!



/worldefnet