



WORLDDEF

 Dubai
CommerCity

 DUBAI

 DEC. 4-5, 24

In partnership with ^{DUBAI} **COMMER**CITY ^{دبي كوميرسیتی}

Sponsorship Prospectus



WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

Executive Summary

OVERVIEW:

WORLDDEF DUBAI 2024 is the premier event for global e-commerce stakeholders brought to you in partnership with Dubai Commercity. This transformative event in metropolitan Dubai invites the e-commerce ecosystem to form strategic partnerships, build international networks, and explore new opportunities. Engage in insightful discussions and gain perspectives from leading global e-commerce experts and industry leaders. This forum serves as a catalyst for change, uniting visionary leaders to shape the future of e-commerce.

EVENT: WORLDDEF DUBAI 2024

DATE: Dec. 4-5, 2024

VENUE: Dubai CommerCity, Dubai

TARGET AUDIENCE: MNCs - SMEs - Government - Manufacturers - Sellers - Investors - Retail Brands - Service Providers

TARGET SECTORS: Logistic - Payment - Marketing - IT Software- Retail - Marketplaces - Packaging

TARGET MARKETS: The Middle East, Africa, UK, Europe, India, Central Asia

WORLDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

About WORLDEF

WORLDEF is a premier global platform dedicated to e-commerce events, designed to facilitate international expansion for businesses through innovative e-commerce solutions.

Our platform not only supports company growth on a global scale but also fosters a vibrant community where professionals can exchange experiences and connect within the expansive e-commerce network. WORLDEF addresses diverse industry needs by presenting cutting-edge trends, insightful forecasts, and effective strategies, as a critical resource for the e-commerce ecosystem.

Our mission is to serve as a pivotal reference in the ongoing evolution of e-commerce, driving transformation and excellence in the digital marketplace.



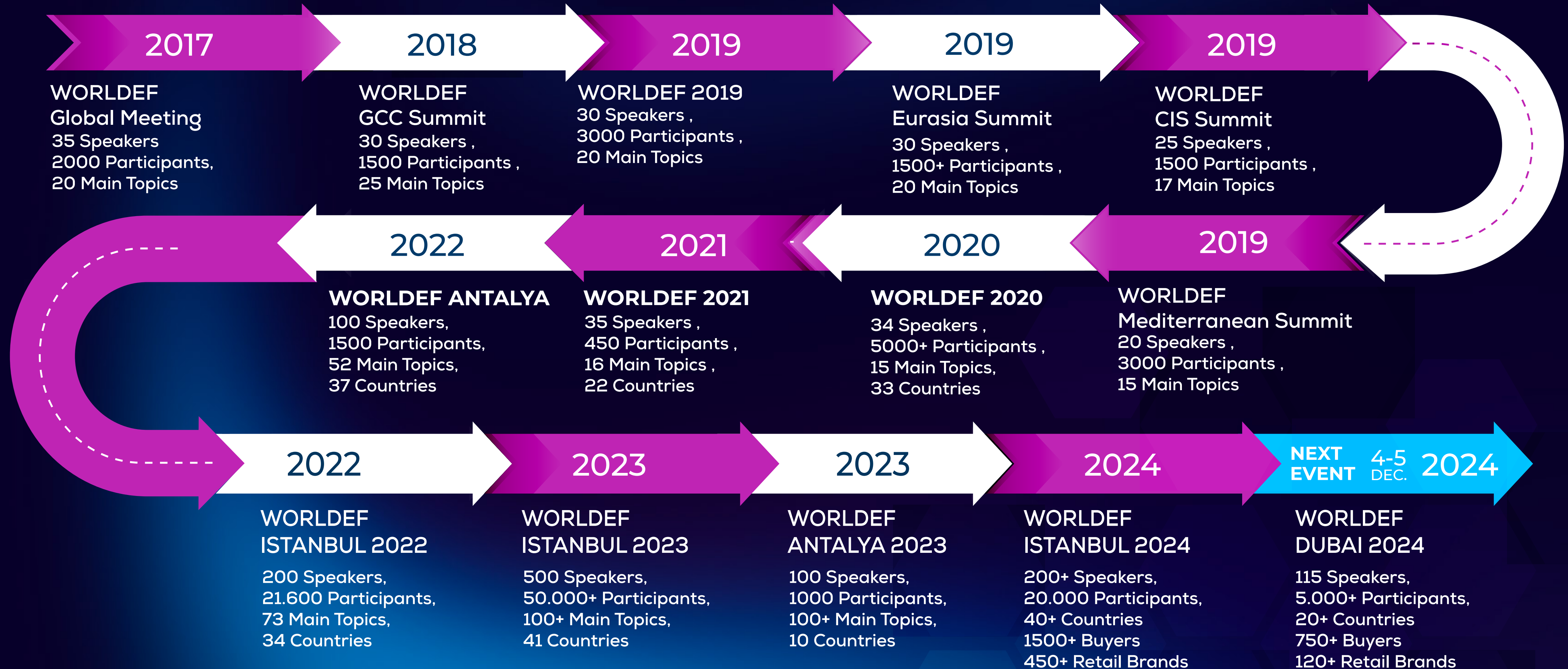
WORLDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

Event Journey



WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

Program Themes & Tracks



W

Future Commerce Stage



Topics:

Future of Retail

Supply Chain Innovation

Payments 2.0

WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

Program Themes & Tracks



Masterclass
Stage



Case Study
Stage

Topics:

Compliance

Customer Experience

Marketplace selling

Topics:

Success Story

Cross-border growth strategy







Event Area
3D Animation >

WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

Key Highlights For WORLDDEF DUBAI 2024



5.000+
Attendees

Global
Exposure

Government
Relation
Development

Expand
Global Trade



120+
Retail Brands



40+
Countries

Global Client
Acquisition

Networking
& Collaboration

Investment
Opportunity



50+
Big Investors



3
Stages



1000+
Global Marketplace
Sellers

WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

Confirmed Participants

Social Media & Digital Marketing

TikTok Meta

Google DIGIFIST

CHAMPS Digest Media

Logistics

DHL

hellmann
WORLDWIDE LOGISTICS

ups

aramex

aras
önem taşı...

NAQEL
EXPRESS

Payments

WORLDFIRST

WIO

tamara

Careem

checkout.com

QUIVO

Marketplaces

amazon JOOM hepsiburada

noon tradeling ebay

trendyol JUMIA eMAG

Retail Brands

LANDMARK
GROUP

APPAREL GROUP
EXCEED EXPECTATIONS EVERYDAY

homesrus

D'S
damat

U.S. POLO ASSN.
SINCE 1890

pierre cardin

KOTON LC WAIKIKI

Technology

CHINA BOSS
BIG

TOPTANTR
TÜRKİYE'NİN TOPTANI

ShopiVerse
superapp of ecommerce

AS
ATLAS SERVICE
GLOBAL SOURCING

Lunatec
Shape the automated world

BiggBrands
GLOBAL E-COMMERCE

TECHIES INFOTECH

Vinculum®
Sell Anywhere, Faster.

WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

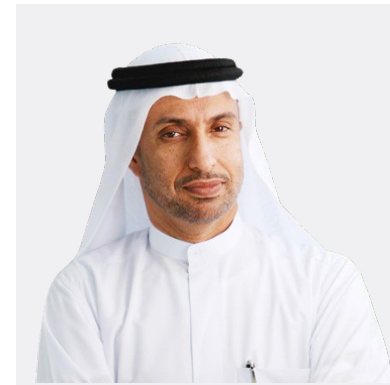
Potential Media Partners





H.E. Dr. Thani bin Ahmed Al Zeyoudi

Minister of State for Foreign Trade
of the United Arab Emirates



H.E. Dr. Mohammed Al Zarooni

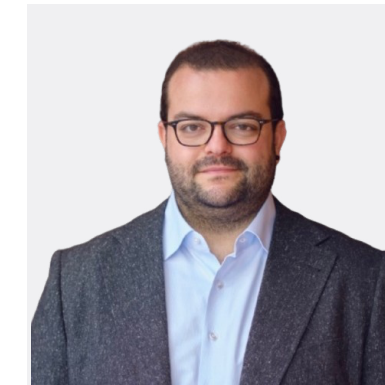
Executive Chairman, DIEZ Authority



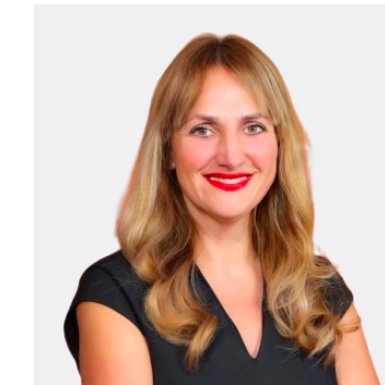
Francis Dufay
CEO



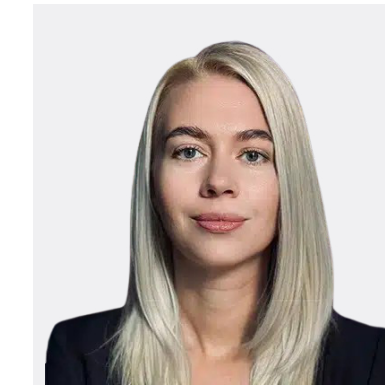
Ronaldo Mouchawar
CEO of souq.com & VP Amazon MENA



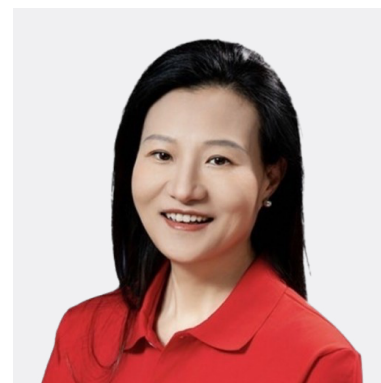
Erdem Inan
CEO



Nilhan Gökçetekin
CEO



Marina Khanayeva
CEO



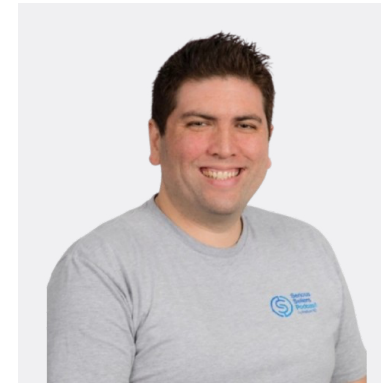
Clara Shi

Chief Executive Officer (CEO)



Alastair Croker

CEO



Bradley Sutton

Director of Training & Chief Evangelist



Dharmendra Mehta

Group of Head of E-Commerce



Enis Karslıoğlu

Chairman, CEO



Kanat Kutluk

President



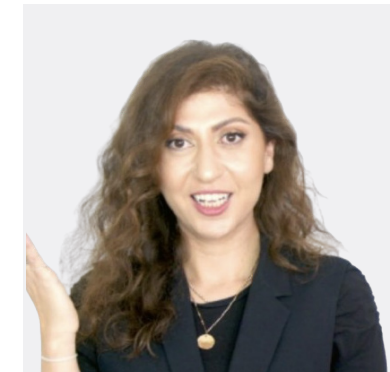
Nazım Erdoğan

CMO



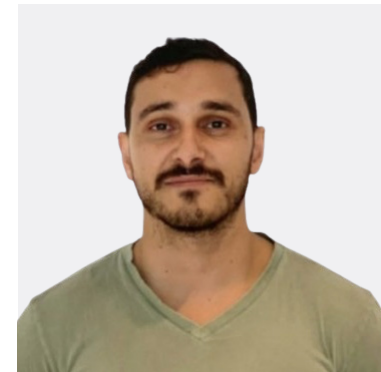
Ben Mclean

Head of E-Commerce DHL UAE



Krystel Abi-Assi

CEO



Muhannad Hasan

Ecosystem Development Manager,
Meta Business Partnerships,
Middle East and Africa



Ömer Barbaros Yiş

CEO



Sami Louali

Chief Revenue Officer (CRO)



Bala Subramaniam

Head of Omnichannel








Sina Chakeri

Director of Sales Europe



FOR MORE

	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

*The cost of booth production and setup is not included in the prices.

WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

Mini Stand

for Start-Ups

We offer a perfect platform to introduce your **start-up** to global investors and industry professionals.

Price: \$5000



Additional Partnership



Badge Partnership

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

Price: \$55.000



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

Additional Partnership



Beverage Cup Partnership

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

Price: \$20.000



Bag Partnership

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

SOLD



Chair Cover Partnership

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

Price: \$35.000

Additional Partnership



ELC Global & Executive Lounge

Ecom Leaders Club Global & Executive Lounge

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

Price: \$35.000



VIP Lounge

VIP Lounge

- ✓ 5 VIP Tickets
- ✓ 20 Executive Tickets
- ✓ Branding: Promotional Video on Screens
- ✓ Website Logo Placement

Price: \$45.000

Additional Partnership



VIP Reception Partnership

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

Price: \$65.000



E-com Night Party Partnership

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

Price: \$85.000

WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

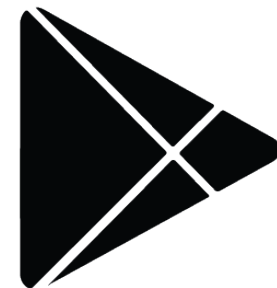
4-5 DEC 24

Event App

deal room



Download on the
App Store



ANDROID APP ON
Google Play

[Click here to download the application](#)



WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

Join Us at WORLDDEF DUBAI 2024!

Go Global

Break into the international e-commerce market and expand your reach.

Network

Meet industry leaders and innovators from around the world, all in one place.

Innovate

Discover the latest trends, technologies, and strategies transforming e-commerce today.

Don't miss this chance to propel your business into the future of e-commerce. Secure your spot at WORLDDEF DUBAI 2024 and be part of the next wave of global e-commerce success!

Register Now and Transform Your Business!

WORLDEF

 Dubai
CommerCity

DUBAI

 DEC. 4-5, 24

In partnership with DUBAI دبي كوميرسيتي **COMMERCCITY**

Thank you!



Partnership >



/worldefglobal