

# WORLDDEF

 Dubai  
CommerCity

 DUBAI

 DEC. 4-5, 24

In partnership with DUBAI دبی کومیرسیتی **COMMER CITY**

# WORLDEF

GLOBAL  
E-COMMERCE

DUBAI

4-5 DEC 24

## OVERVIEW:

WORLDEF 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.

## Executive Summary

**EVENT:** WORLDEF 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

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## 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.



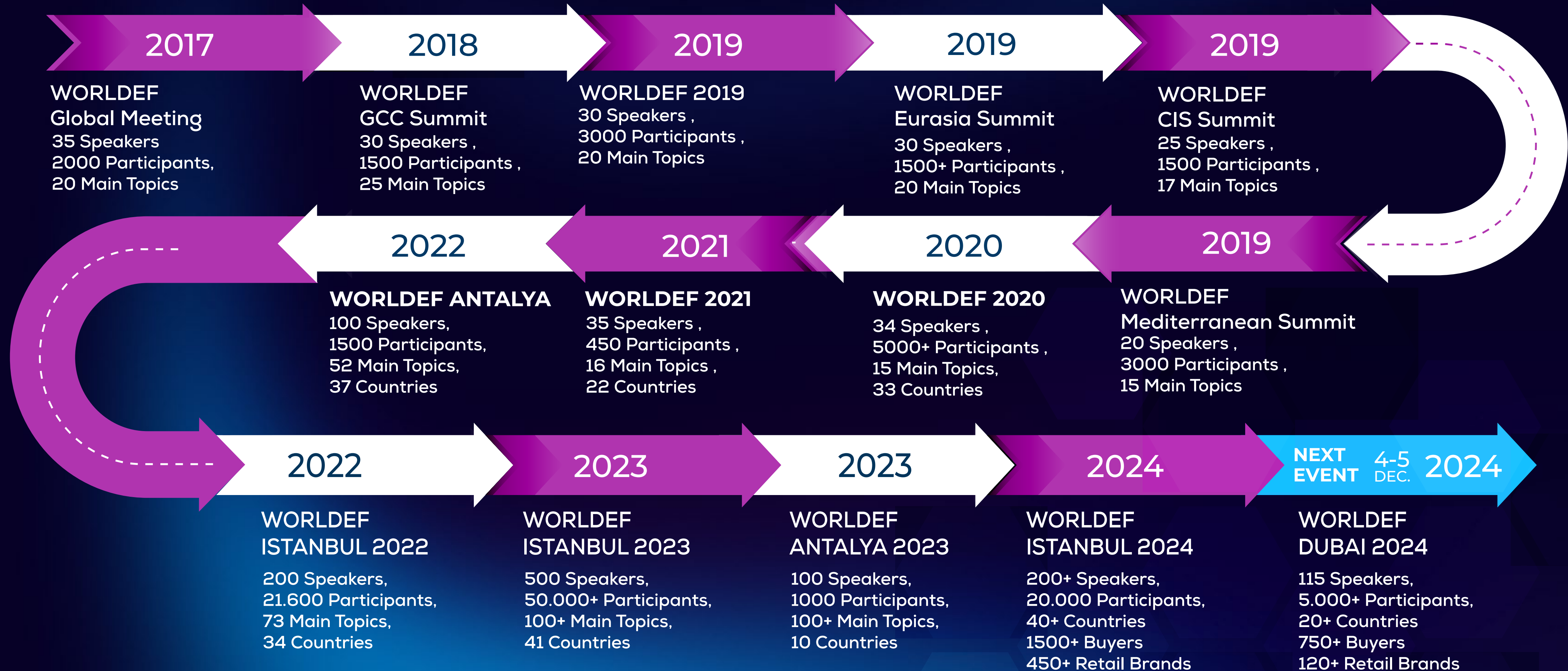
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## Event Journey



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## Dubai, the Global E-Commerce Hub

Dubai is rapidly establishing itself as a pivotal hub for e-commerce. Recent data highlights that Dubai's e-commerce market is expected to surpass USD 30 billion by 2025, reflecting a compound annual growth rate (CAGR) of 15.6%. This surge in market value underscores the significant investments being made by global e-commerce brands seeking to leverage the region's burgeoning opportunities.

In response to this dynamic growth, WORLDEF is proud to host one of the largest e-commerce events in the Gulf, strategically located in Dubai. This premier event aims to congregating key stakeholders from across the global e-commerce landscape, providing a platform to share insights, forge partnerships, and explore transformative strategies.

This event aims to unite the e-commerce ecosystem and facilitate its transformation in the new century, emphasizing Dubai's unique opportunities. Key sectors of the e-commerce ecosystem include online retail, digital payments, logistics, and last-mile delivery services. Notably, Dubai's strategic location, advanced infrastructure, and supportive government policies make it an ideal hub for these sectors, driving innovation and growth in the region.



Logistics



Payment



Marketing



Manufacturing



Retail



Tech

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Main Strategic Partner

"Together, we will set new *standards in global e-commerce.*"

DUBAI

دبی کو میر سیتی  
COMMERCTITY

Dubai CommerCity is the first and leading free zone dedicated exclusively to e-commerce in the Middle East and North Africa (MENA) region. Covering 2.1 million square feet with an investment of around \$1 billion, it is uniquely designed for top and upcoming e-commerce players. The zone benefits from the region's e-commerce growth, which surpasses the global average, and provides an environment fostering creativity and development to attract more foreign direct investment. It offers comprehensive e-commerce solutions, including tailored consultation services in strategy development.



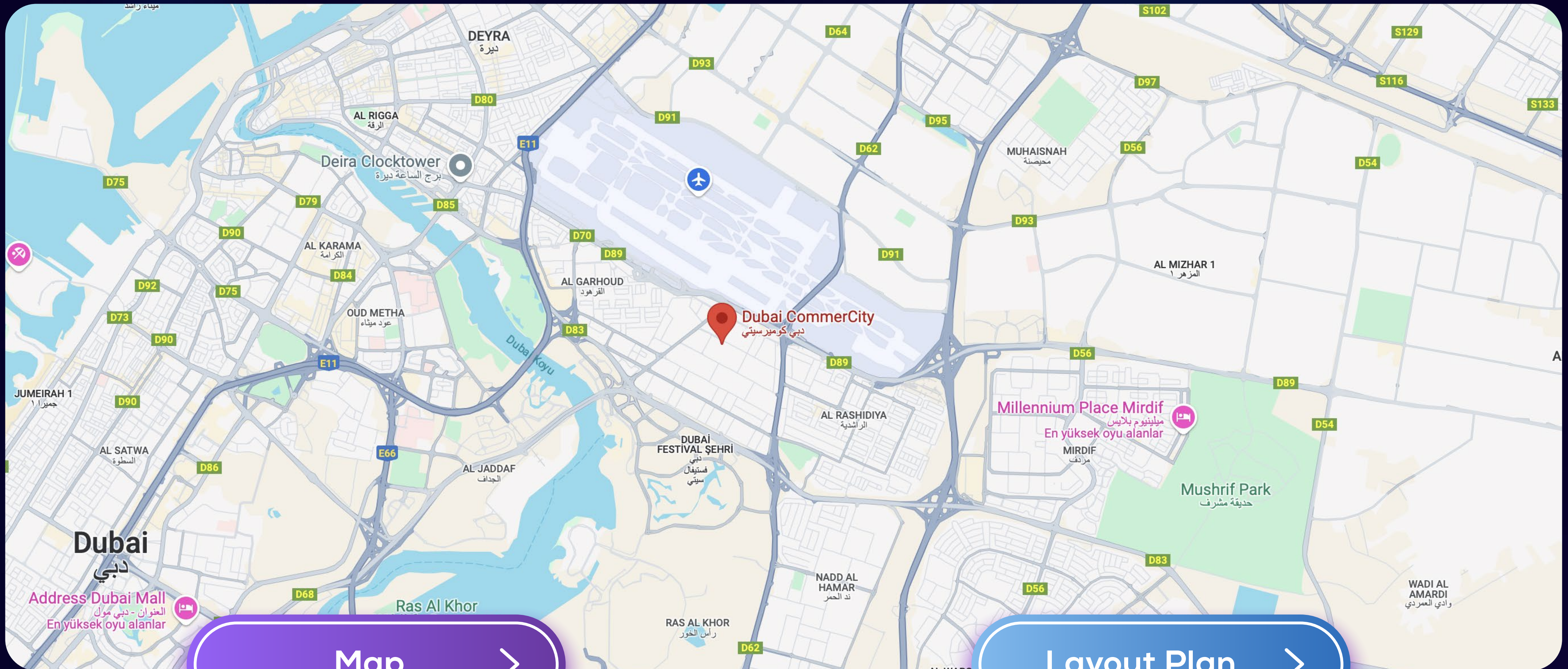
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## Map & Layout Plan



Map



Layout Plan











Event Area  
3D Animation >

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## 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.

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## Potential Media Partners



GULF NEWS 

Khaleej Times

The National

BBC

BBC  
WORLD

Bloomberg

CNN  
INTERNATIONAL

euronews.

Forbes

FORTUNE

Harvard  
Business  
Review

 REUTERS

The  
Economist

The New York Times

The Washington Post

TRT

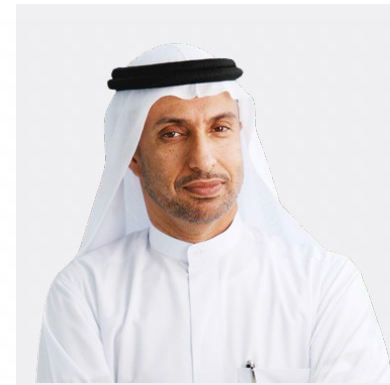
mbc  
GROUP

sky  
news  
عربية



**H.E. Dr. Thani bin  
Ahmed Al Zeyoudi**

Minister of State for Foreign Trade  
of the United Arab Emirates



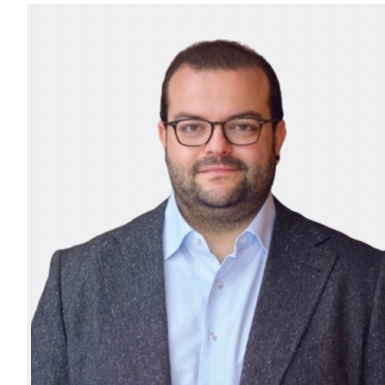
**H.E. Dr. Mohammed Al Zarooni**  
Executive Chairman, DIEZ Authority



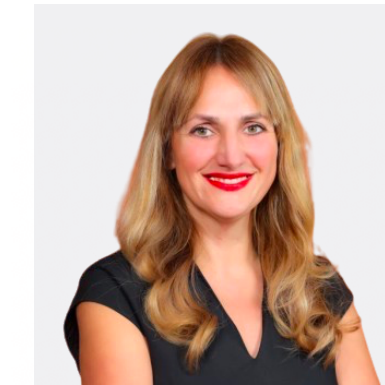
**Francis Dufay**  
CEO



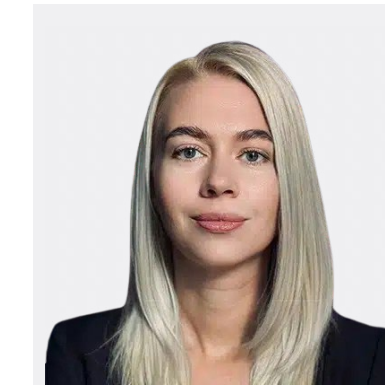
**Ronaldo Mouchawar**  
CEO of souq.com & VP Amazon MENA



**Erdem Inan**  
CEO



**Nilhan Gökçetekin**  
CEO



**Marina Khanayeva**  
CEO

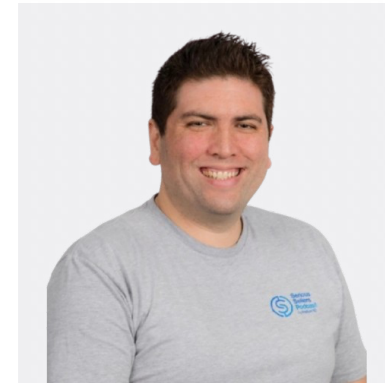


**Clara Shi**

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

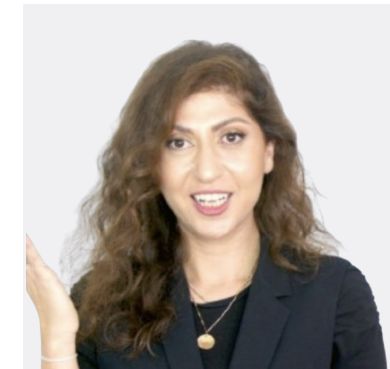


**Nazım Erdoğan**  
CMO



**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

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## Program Themes & Tracks



W

### Future Commerce Stage



## Topics:

Future of Retail

Supply Chain Innovation

Payments 2.0

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## Program Themes & Tracks



Masterclass  
Stage



Case Study  
Stage

### Topics:

Compliance

Customer Experience

Marketplace selling

### Topics:

Success Story

Cross-border growth strategy

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## Key Highlights For WORLDDEF DUBAI 2024



**5.000+**  
Attendees

Meet Service  
Providers and  
Marketplaces

Knowledge  
Sharing

Meet  
Investors



**115**  
Speakers



**40+**  
Countries

Networking  
&  
Collaboration

Discover  
the Latest  
Trends and  
Technologies

Inspirational  
Talks and  
Masterclasses



**240+**  
Exhibitors



**3**  
Stages



**15K** m<sup>2</sup>  
Event Area







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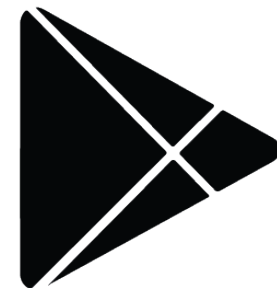
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# deal room



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ANDROID APP ON  
**Google Play**

[Click here to download the application](#)

**Event App**



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# Thank you!



Tickets >



/worldefglobal