

WORLDDEF

ISTANBUL | MAY 15-16, 25

GLOBAL E-COMMERCE



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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. The "O" is stylized with a blue and purple wave-like graphic behind it. The background of the entire slide is dark blue with a grid of glowing blue and purple dots and lines, suggesting a digital or network theme.The logo for ISTANBUL, featuring the word "ISTANBUL" in a bold, white, sans-serif font. The "I" and "S" are stylized with blue and purple wave-like graphics behind them. The background of the entire slide is dark blue with a grid of glowing blue and purple dots and lines, suggesting a digital or network theme.

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.

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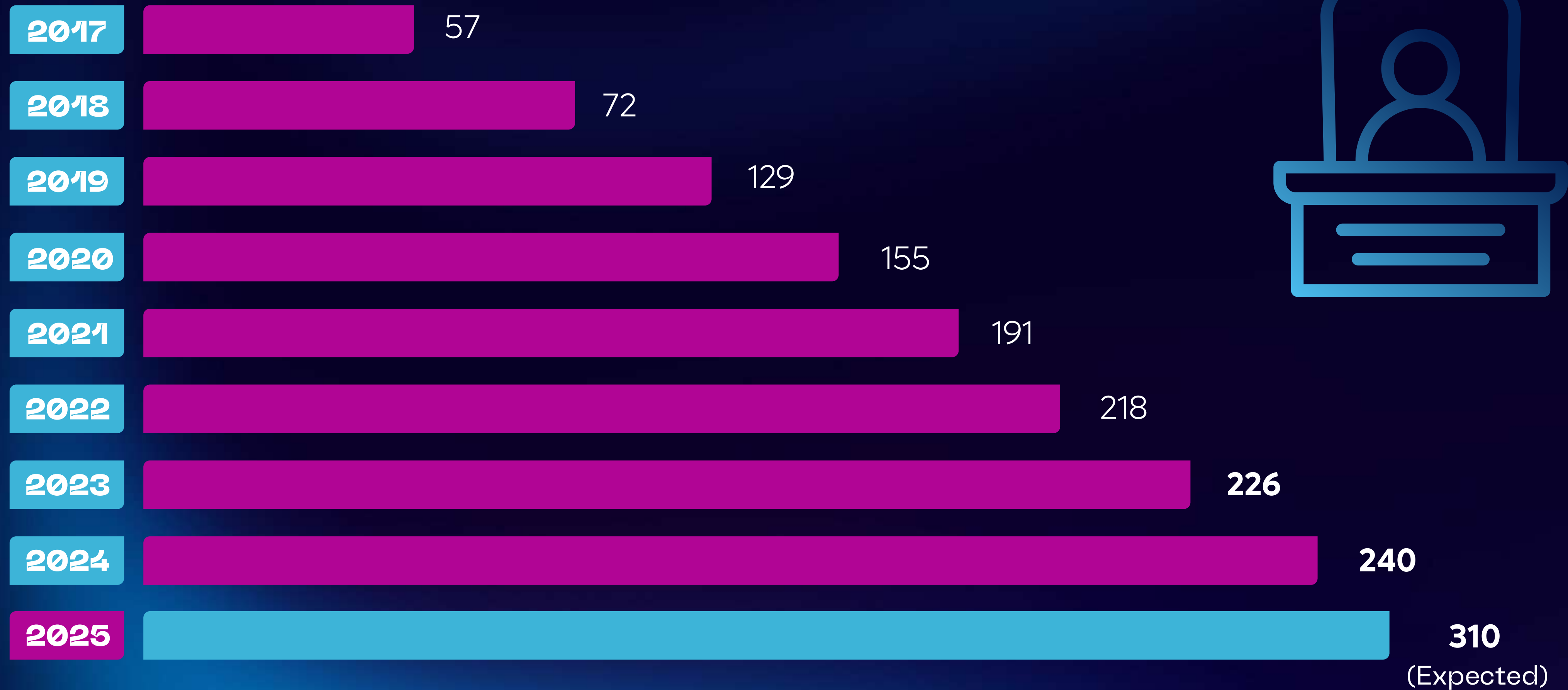
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EXHIBITOR GROWTH

exhibitors



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TOP SECTORS



Retail



Logistics



Payment



Tech



Marketing



Manufacturing

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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



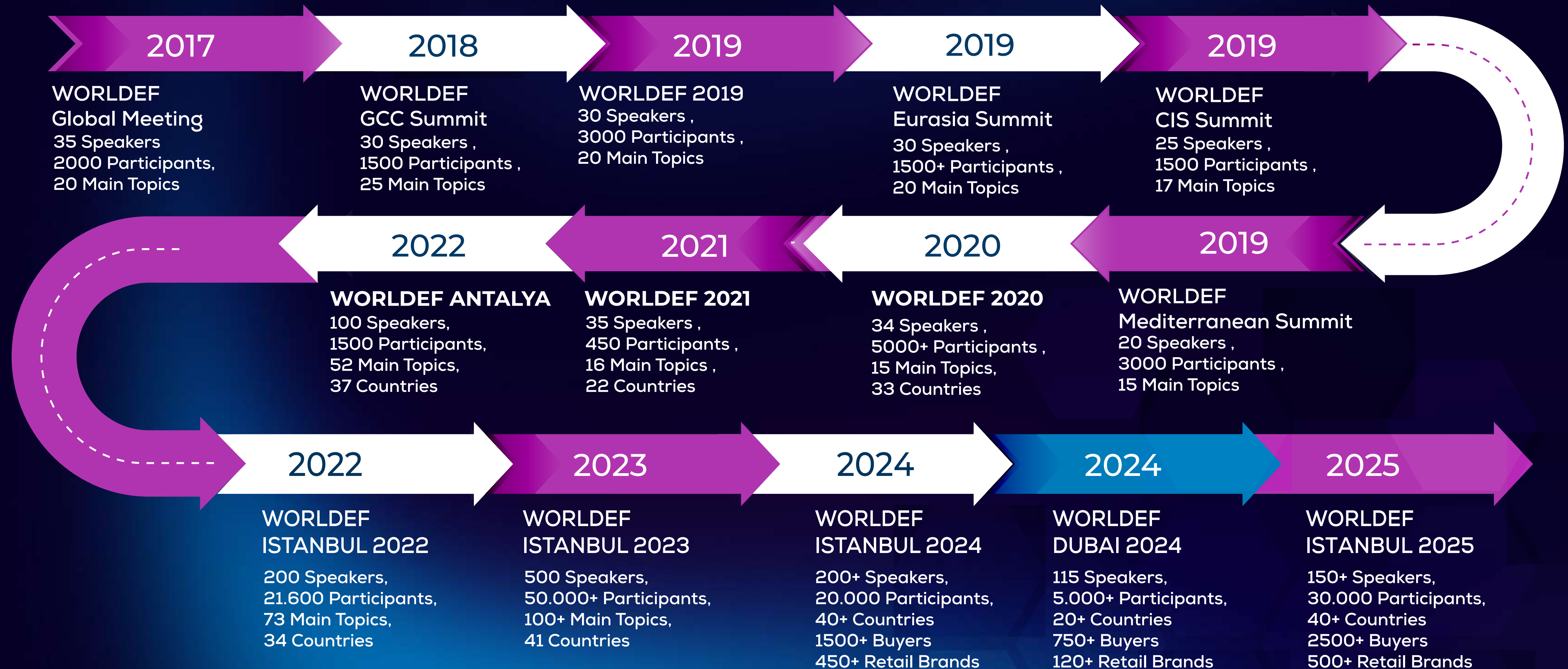
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PREVIOUS EVENTS





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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.



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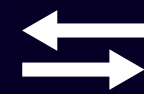
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ECOM MATCHMAKING NETWORK

Retail
Brands



Service
Providers

Global
Marketplaces



Sellers

Investors



E-Commerce
Entrepreneurs

Private Label
Suppliers



ETSY/Amazon
Sellers

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POTENTIAL SPEAKERS



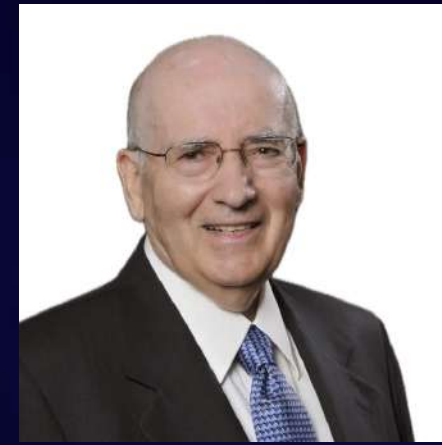
Dr. Mohammed Al Zarooni

Executive Chairman, DIEZ Authority



James Dong

CEO | Lazada



Philip Kotler

Father of Modern Marketing,
Marketing Professor and Author
Kotler Marketing Group (TBC)



Francis Dufay

CEO | Jumia



Renuka Jagtiani

CEO | Landmark Group



Ronaldo Mouchawar

CEO | Amazon AE



Kemal Geçer

Tesla Türkiye | CEO



Colin Huang

CEO | Pinduoduo



İlke Çarkıcı Toptaş

Country Director at META



Oliver Samwer

CEO | Rocket Internet
(TBC)



Neil Patel

Co-Founder&Youtuber
Neil Patel Digital



Celine Xu

Business Development
Manager at TMALL Europe



Erdem İnan

Trendyol Group | CEO



Nilhan Onal Gökçetekin

HepsiBurada | CEO



Jack Straw

Former UK Prime Minister Tony Blair
Minister of the Interior and
Minister of Foreign Affairs



Mark Jaffe

President of the New York (NY)
Chamber of Commerce



Jijie Shen

General Manager Europe | Alibaba.com



Richard Philippe

Vice President | Jumia



Mona Ataya

Founder | Mumzworld.com
(TBC)



Daniel Vines

Vice President,
Domestic Sales and Shipping Manager
at Fedex Express Europe



Jean Claude Juncker

Former Prime Minister of Luxembourg
and Former President of the EU

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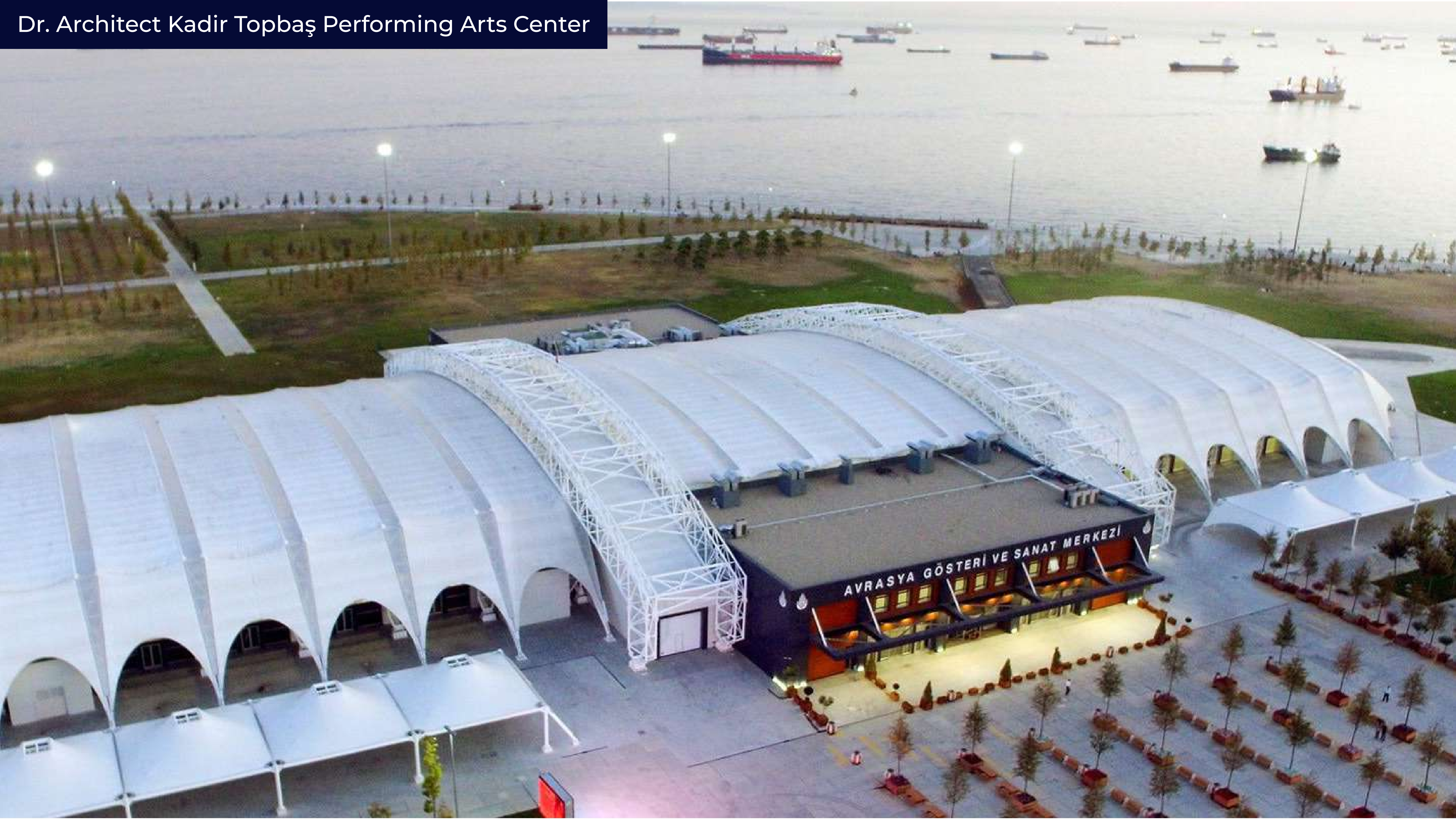
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EVENT AREA

Dr. Architect Kadir Topbaş Performing Arts Center



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FAIR LAYOUT PLAN

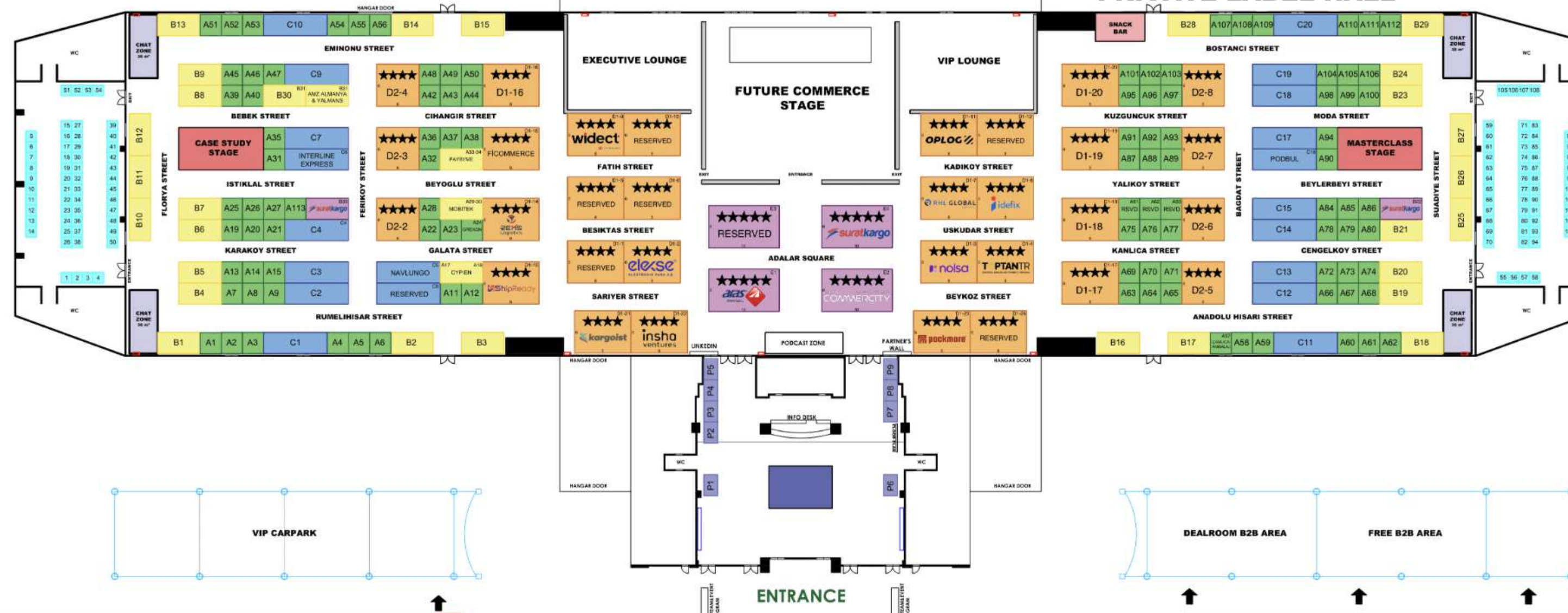
START-UP HALL 1

SERVICE PROVIDER HALL

MAIN HALL

MARKETPLACE & PRIVATE LABEL HALL

START-UP HALL 2



Examine in Detail >

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POTENTIAL 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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POTENTIAL 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

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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	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

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: \$4000



ADDITIONAL PARTNERSHIP



Badge Partnership

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

Price: \$55.000



General Lanyard Partnership

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

Price: \$25.000



VIP Lanyard Partnership

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

Price: \$35.000

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

Price: \$15.000



Chair Cover Partnership

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

Price: \$35.000

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ADDITIONAL PARTNERSHIP



Executive Lounge

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

Price: \$35.000



ELC Lounge Partnership

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

Price: \$25.000

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

TICKET TYPE

General Attendee

~~€ 20~~

€ 10

BOOK NOW

Exhibition Area Access



Perks From Partners



Stages Access

Limited - 3 Times

Fast Track Registration



Pre-Scheduled B2B Matchmaking



Executive Lounge Access



Event App Messaging



Event App Full Access



Delicious Catered Food and Drinks



Meeting Spaces



VIP Lounge Access



Istanbul Bosphorus Tour



VIP Reception



TICKET TYPE

Executive

~~€ 599~~

€ 300

BOOK NOW



TICKET TYPE

VIP

~~€ 1299~~

€ 650

BOOK NOW



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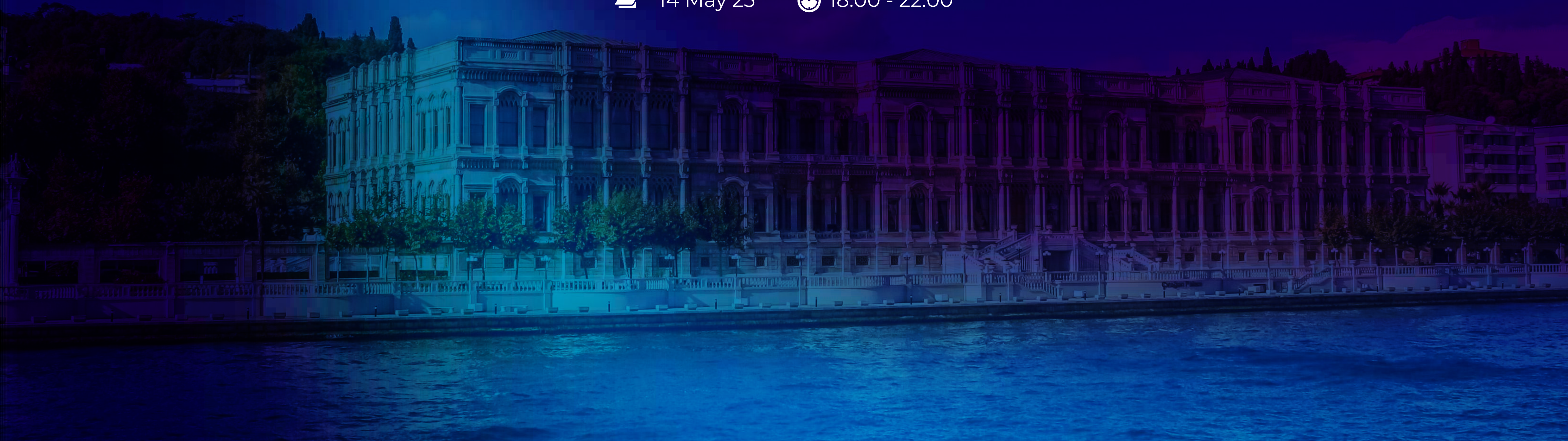
ÇIRAĞAN PALACE VIP RECEPTION



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.

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VISUALS FROM PAST EVENTS





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SALES TEAM



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Thank you!



/worldefglobal