

# WORLDDEF

 Dubai  
CommerCity

DUBAI

 DEC. 4-5, 24

In partnership with <sup>DUBAI</sup> <sup>دبي كومير سيتي</sup> **COMMER CITY**

Sponsorship Prospectus





## 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



## 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



# WORLDEF

GLOBAL  
E-COMMERCE

DUBAI

4-5 DEC 24

## Confirmed Participants

### Social Media & Digital Marketing



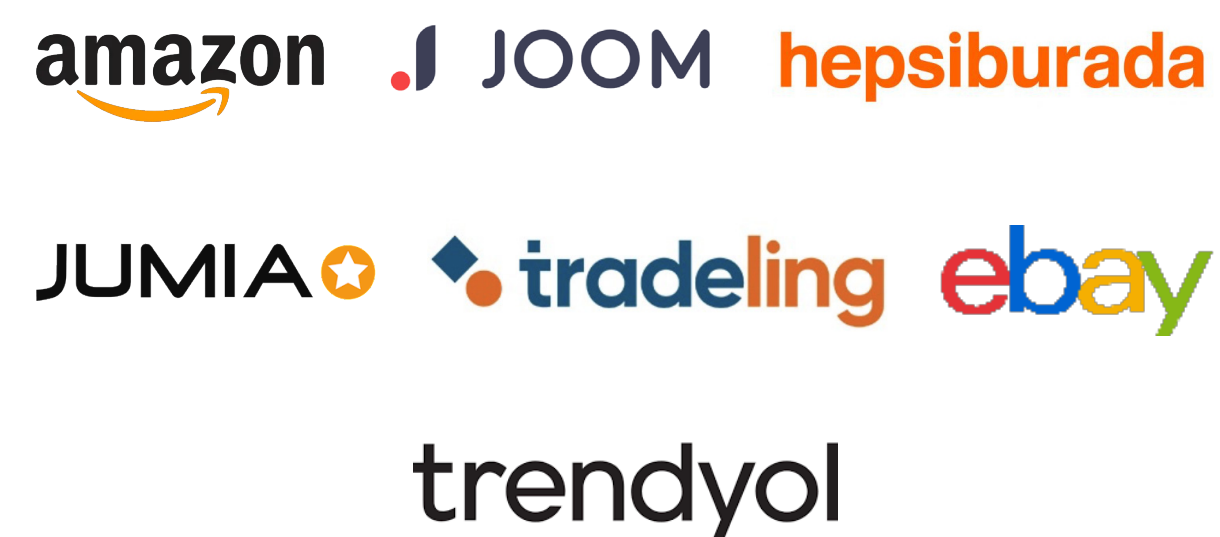
### Logistics



### Payments



### Marketplaces



### Retail Brands



### Technology & Consultancy





# WORLDDEF

GLOBAL  
E-COMMERCE

DUBAI

4-5 DEC 24

## Potential Media Partners



GULF NEWS



Khaleej Times

[N]The  
National



dubai eye  
103.8

euronews.



Middle East  
Economy

TRT



AA Anadolu  
Ajansı



Forbes  
Middle East

Bloomberg



HABERLER.COM

SonDakika.com

AKŞAM



Hürriyet

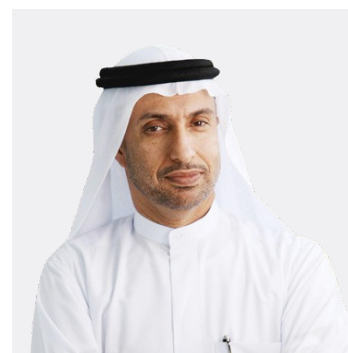


## Meet Our Speakers



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

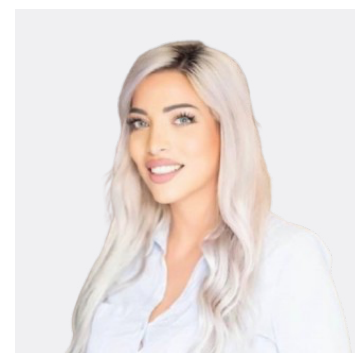
Minister of State for Foreign Trade  
of the United Arab Emirates



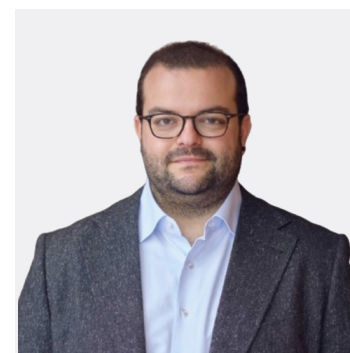
**H.E. Dr. Mohammed Al Zarooni**  
Executive Chairman, DIEZ Authority



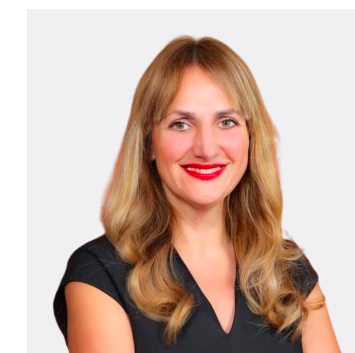
**Francis Dufay**  
CEO



**Yasmine Ali Hassan**  
General Manager | Amazon Advertising  
Turkiye, Egypt and South Africa



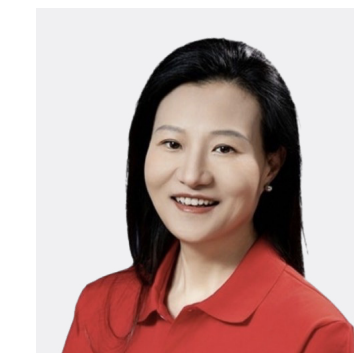
**Erdem Inan**  
CEO



**Nilhan Gökçetekin**  
CEO



**Dr. Sohail Choudhry**  
CEO | Naqel Express  
Group CCO | Saudi Post Logistics



**Clara Shi**  
Chief Executive Officer (CEO)



**Alastair Croker**  
CEO



**Sami Louali**  
Chief Revenue Officer (CRO)



**Bala Subramaniam**  
Head of Omnichannel



**Manosij Ganguli**  
Chief Sustainability Officer | Aramex



**Ramazan Altınay**  
Head of International Affairs,  
Business Development and Strategy  
Aras Kargo



**Sundeep Khanna**  
Partner, Deloitte Middle East,  
Consumer & Retail | Deloitte



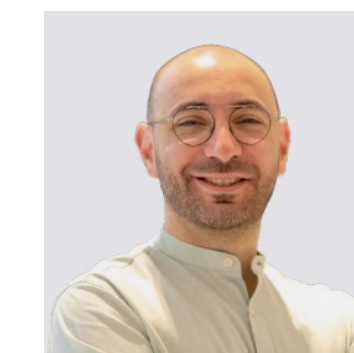
**Muhannad Hasan**  
Ecosystem Development Manager,  
Meta Business Partnerships,  
Middle East and Africa



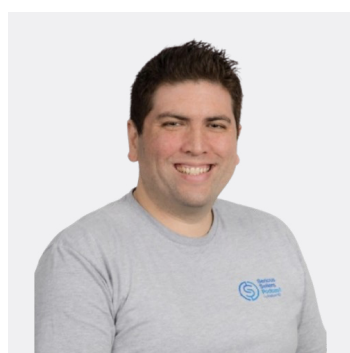
**Prakash Gurumoorthy**  
General Manager | EMEA & APAC



**Francois Coron**  
Managing Director  
Hellmann Logistics



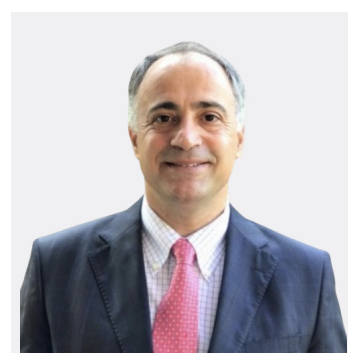
**Hosam Arab**  
CEO | Tabby



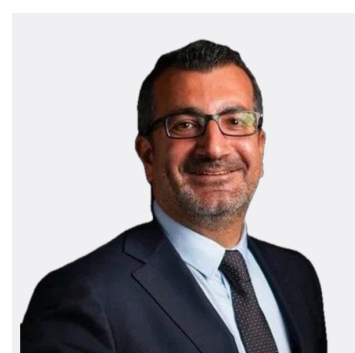
**Bradley Sutton**  
Director of Training & Chief Evangelist



**Dharmendra Mehta**  
Group of Head of E-Commerce



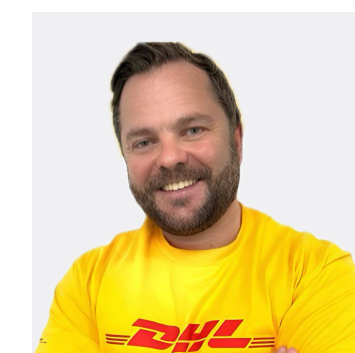
**Enis Karslıoğlu**  
Chairman, CEO



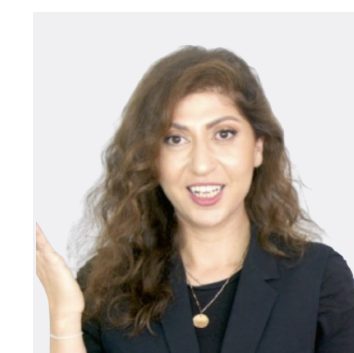
**Kanat Kutluk**  
President



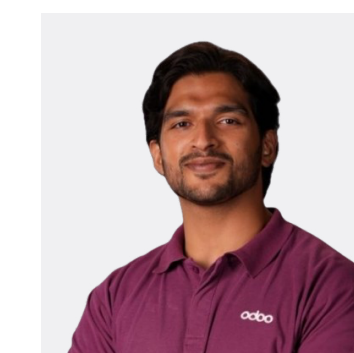
**Nazım Erdoğan**  
CMO



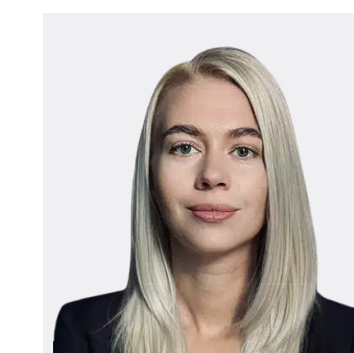
**Ben Mclean**  
Head of E-Commerce DHL UAE



**Krystel Abi-Assi**  
CEO



**Mohammed Sakhariya**  
Head of Direct Sales | Odoo








**Marina Khanayeva**  
CEO



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

**SOLD**



### 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

**SOLD**



## 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**



# WORLDDEF

GLOBAL  
E-COMMERCE

DUBAI

4-5 DEC 24

## 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

SOLD



# WORLDDEF

GLOBAL  
E-COMMERCE

DUBAI

4-5 DEC 24

## 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

X

@ deal room



# 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!



# WORLDDEF



Dubai  
CommerCity

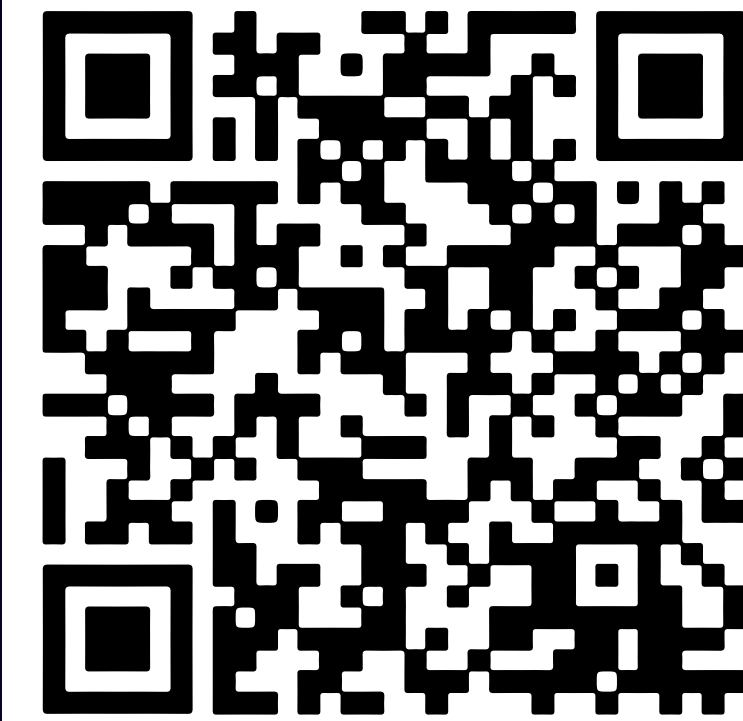
DUBAI



DEC. 4-5, 24

In partnership with DUBAI دبي كوميرسيتي **COMMERCCITY**

# Thank you!



Partnership >



/worldefglobal