

WORLD DEF



Dubai
CommerCity

DUBAI



DEC. 4-5, 24

In partnership with ^{DUBAI} دبی کومیرسیتی **COMMER CITY**

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4-5 DEC 24

OVERVIEW:

WORLDEF DUBAI 2024 is the premier event for global e-commerce stakeholders brought to you in partnership with Dubai Commercitiy. 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.



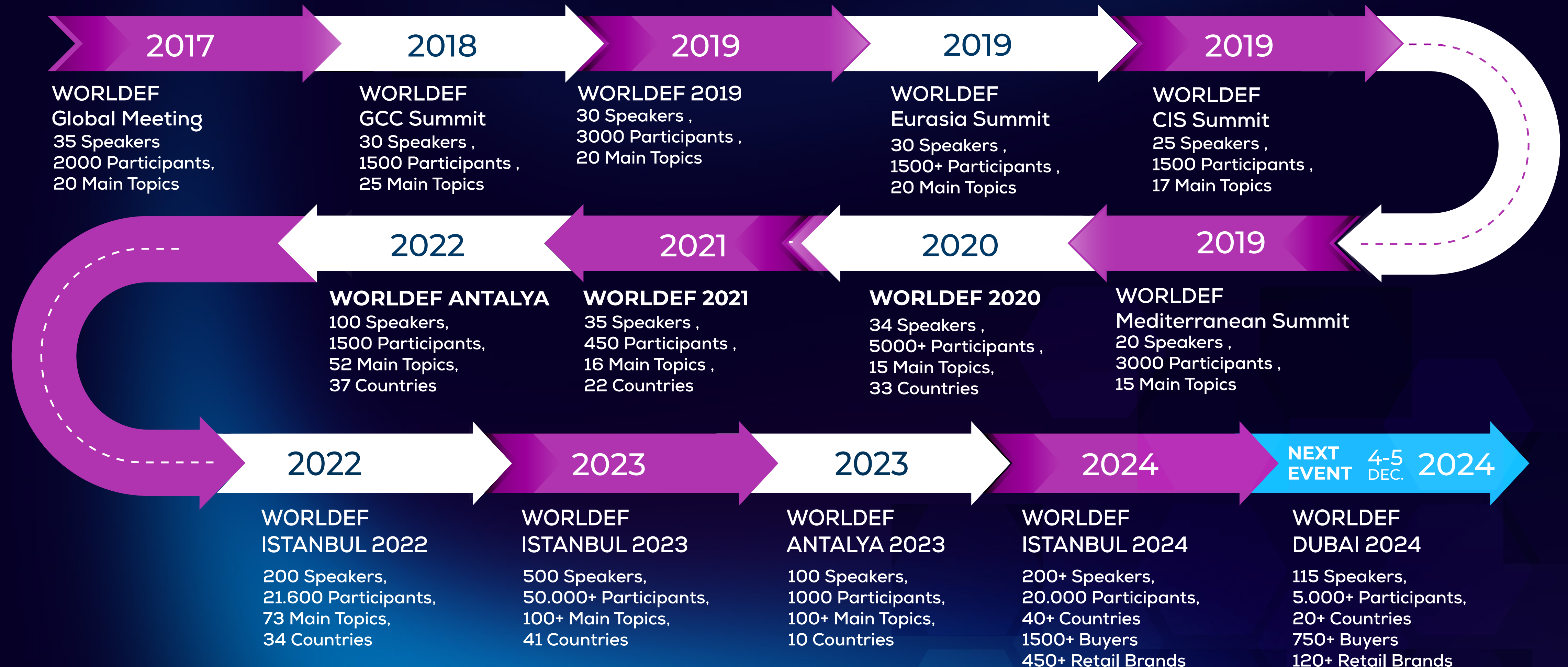
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Event Journey



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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 congregate 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.



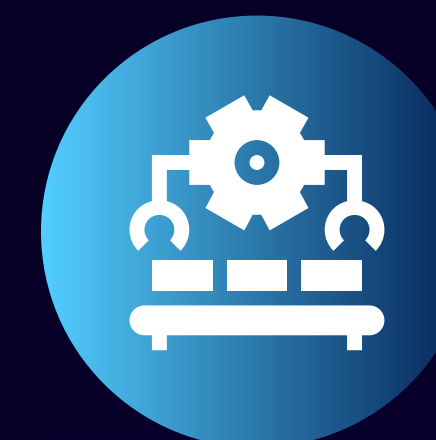
Logistics



Payment



Marketing



Manufacturing



Retail



Tech

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Main Strategic Partner

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

Dubai 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









Event Area
3D Animation



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Confirmed Participants

Social Media & Digital Marketing



Logistics



Payments



Marketplaces



Retail Brands



Technology & Consultancy



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Potential Media Partners



GULF NEWS 

Khaleej Times

 The
National

dubai eye ^{ARN}
103.8

euronews.

Forbes ^{Middle East}

 REUTERS

^{Middle East}
Economy

 AA Anadolu
Ajansı

TRT

 a tv

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PARA

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DÜNYA

 CNN
TÜRK

 24

HABERLER.COM

SonDakika.com

AKŞAM

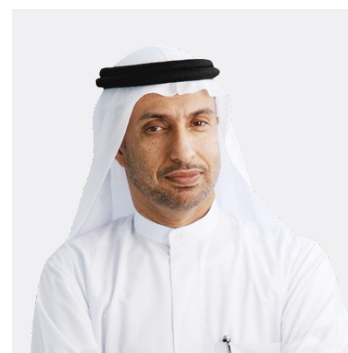
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HBR

Hürriyet

Meet Our Speakers



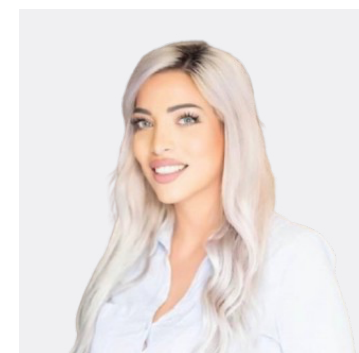
**H.E. Dr. Thani bin
Ahmed Al Zeyoudi**
Minister of State for Foreign Trade
of the United Arab Emirates

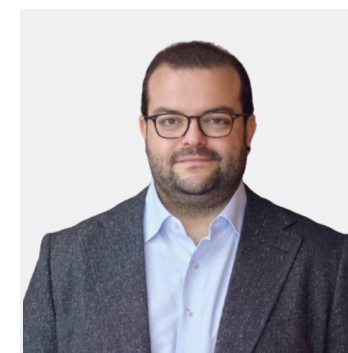
H.E. Dr. Mohammed Al Zarooni
Executive Chairman, DIEZ Authority



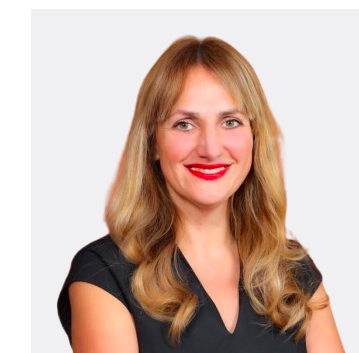

Francis Dufay
CEO

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

Erdem İnan
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)



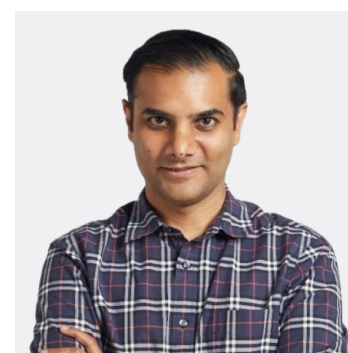

Bala Subramaniam
Head of Omnichannel




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



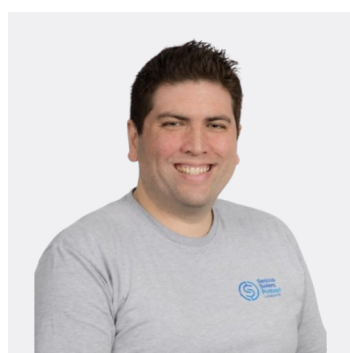

Prakash Gurumoorthy
General Manager | EMEA & APAC




Francois Coron
Managing Director
Hellmann Logistics



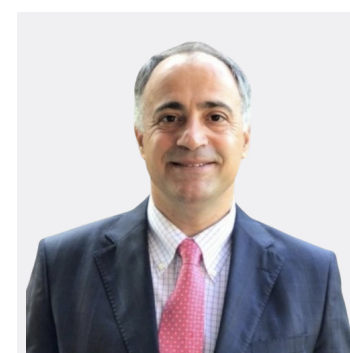

Hosam Arab
CEO | Tabby

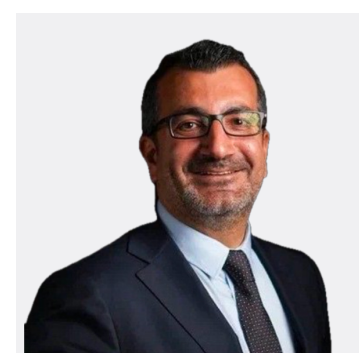
Bradley Sutton
Director of Training & Chief Evangelist



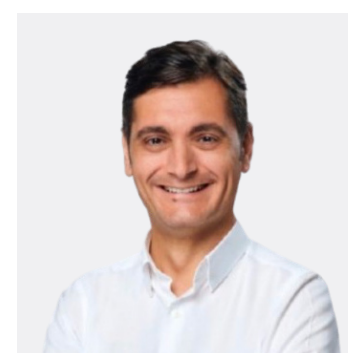

Dharmendra Mehta
Group of Head of E-Commerce

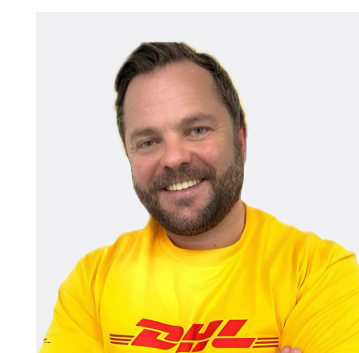
Enis Karslıoğlu
Chairman, CEO

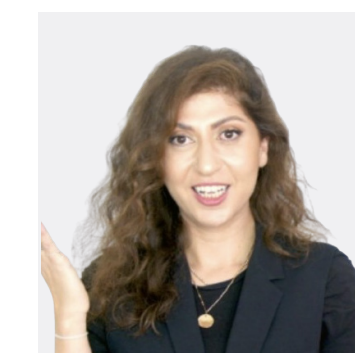
Kanat Kutluk
President

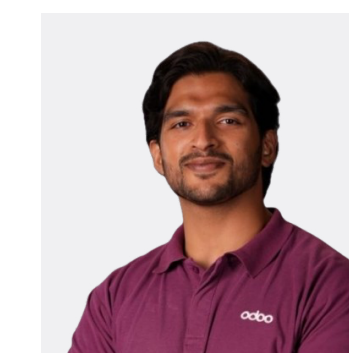
Nazım Erdoğan
CMO

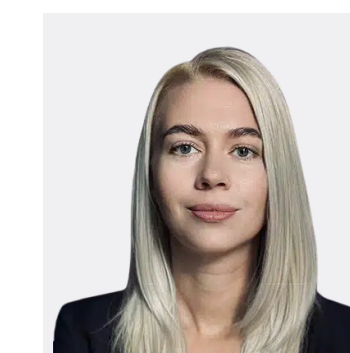
Ben Mclean
Head of E-Commerce DHL UAE

Krystel Abi-Assi
CEO

Mohammed Sakhariya
Head of Direct Sales | Odoo

Marina Khanayeva
CEO



FOR MORE

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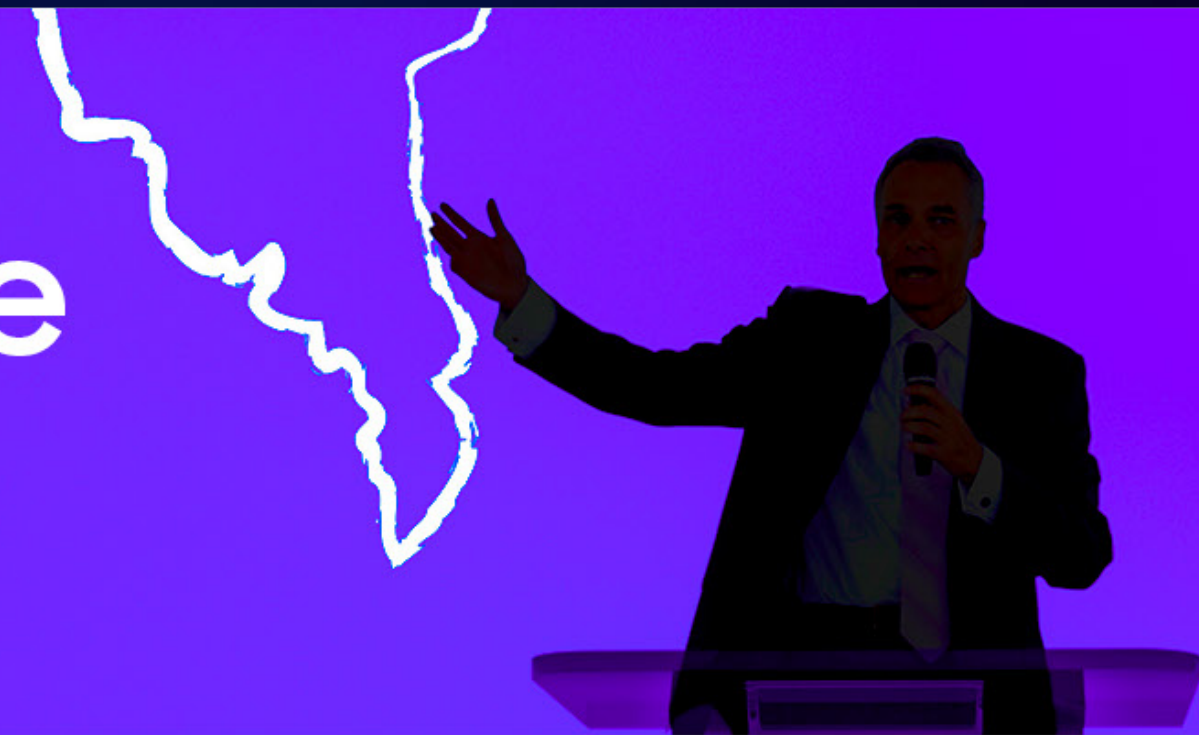
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Program Themes & Tracks



Future Commerce Stage



Topics:

Future of Retail

Supply Chain Innovation

Payments 2.0



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Program Themes & Tracks



Masterclass Stage

Topics:

Compliance

Customer Experience

Marketplace selling



Case Study Stage

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 m2
Event Area





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Event App



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Google Play

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Thank you!



Tickets



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