

WORLDDEF

📍 YENIKAPI

ISTANBUL

📅 15,16,17
MAY 25

GLOBAL E-COMMERCE



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GLOBAL E-COMMERCE

WORLDDEF ISTANBUL 2025

WORLDDEF ISTANBUL 2025 brings together the global stakeholders of the e-commerce ecosystem in metropolitan Istanbul.

As e-commerce continues to evolve, the ecosystem seeking to be part of this transformation gathers at a unique e-commerce event in Istanbul to explore new opportunities for the future.



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PREVIOUS EVENTS



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GLOBAL E-COMMERCE

Key Highlights For WORLDDEF DUBAI 2024

 **30.000+**
Participants

Lead
Generation

Government
Relations
Development

Expand
Global Trade

 **500+**
Retail Brands

 **50+**
Countries

Brand
Visibility

Networking
& Collaboration

Investment
Opportunity

 **240+**
Exhibitors

 **3**
Stages

 **200+**
Speakers

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POTENTIAL EXHIBITORS

Social Media & Digital Marketing

TikTok Meta

amazon ads DIGIFIST

CHAMPS Digest Media

Logistics

DHL IQ fulfillment

widect hellmann aramex
WORLDWIDE LOGISTICS

aras NAQEL TURKISH CARGO
önem taşı... EXPRESS

Payments

WORLDFIRST tamara

amazon payments QUIVO elexse
ELEKTRONIK PARA A.Ş.

checkout.com tabby

Marketplaces

amazon JOOM hepsiburada

JUMIA tradeling ebay

trendyol

Retail Brands

LANDMARK GROUP D'S damat CHALHOUB GROUP
pierre cardin U.S. POLO ASSN. SINCE 1899 homesrus

KOTON LCWAIKIKI

Technology & Consultancy

CHINA BOSS BIG TOPTANTR TÜRKİYE'NİN TOPTANI ShopiVerse
superapp of ecommerce
Lunatec Shape the automated world IBM BiggBrands
GLOBAL E-COMMERCE
VTEX odoo Deloitte.
TECHIES INFOTECH Vinculum
Sell Anywhere, Faster.

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POTENTIAL PARTICIPANTS



REPUBLIC OF TÜRKİYE
MINISTRY OF TRADE

TİM TÜRKİYE
EXPORTERS
ASSEMBLY

AliExpress™

ASSET
Worldwide
Express

ebebek

CAMPER

e★star

LCwaikiki

modanisa

hopi

allegro

ARZUM

sefamerve

ŞOK

wish

zalando

wayfair®



Penti

DECATHLON

adidas

Vatan
COMPUTER

ÇiçekSepeti
VAR VAR

Columbia

bkmkitap
"Benim Kitap Merkezim"

ATASAY

AVVA

TEKNO SA

Torku

MediaMarkt

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POTENTIAL SPEAKERS



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



James Dong
CEO | Lazada



Francis Dufay
CEO



Mehmet Gürcan Karakaş
CEO



Colin Huang
CEO



İlke Çarkıcı Toptaş
Country Director



Neil Patel
Co-Founder & Youtuber



Celine Xu
Business Development
Manager at TMALL Europe



Daniel Vines
Vice President,
Domestic Sales and Shipping Manager



Erdem İnan
CEO



Nilhan Onal Gökçetekin
CEO



Mark Jaffe
President of the New York (NY)
Chamber of Commerce



Jijie Shen
General Manager Europe



Mona Ataya
Founder



Clara Shi
Chief Executive Officer



Alastair Croker
Chief Executive Officer



Manosij Ganguli
Chief Sustainability Officer



Ramazan Altınay
Head of International Affairs,
Business Development and Strategy



Prakash Gurumoorthy
General Manager



Francois Coron
Managing Director



Bradley Sutton
Director of Training & Chief Evangelist



Enis Karşlıoğlu
CEO



Nazim Erdoğan
CMO



Krystel Abi-Assi
CEO



Mohammed Sakhariya
Head of Sales



Ali Haidar
Head of Legal and External Affairs



Marina Khanayeva
CEO



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POTENTIAL MEDIA PARTNERS

BBC
WORLD

The
Economist

a
PARA

[N] The
National

CNN
INTERNATIONAL

NTV

**Harvard
Business
Review**

euronews.

 REUTERS

Economy
Middle East

TRT

BBC

AA Anadolu
Ajansı

atv

Forbes
Middle East

Bloomberg

DÜNYA
EKONOMİ POLİTİKA

CNN
TÜRK

24

HABERLER.COM

SonDakika.com

AKŞAM

a
HBR

Hürriyet

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EVENT VENUE

YENIKAPI – Dr. Mimar Kadir Topbaş Gösteri ve Sanat Merkezi



 Google Maps 

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GLOBAL E-COMMERCE

PROGRAM THEMES & TRACKS

The logo consists of a stylized white 'W' with a swoosh underneath, set against a blue circular background.

Future Commerce Stage



Topics:

Future of Retail

AI in E-Commerce

Payments 2.0

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PROGRAM THEMES & TRACKS



Masterclass Stage

Topics:

Compliance

Customer Experience

Marketplace selling



Case Study Stage

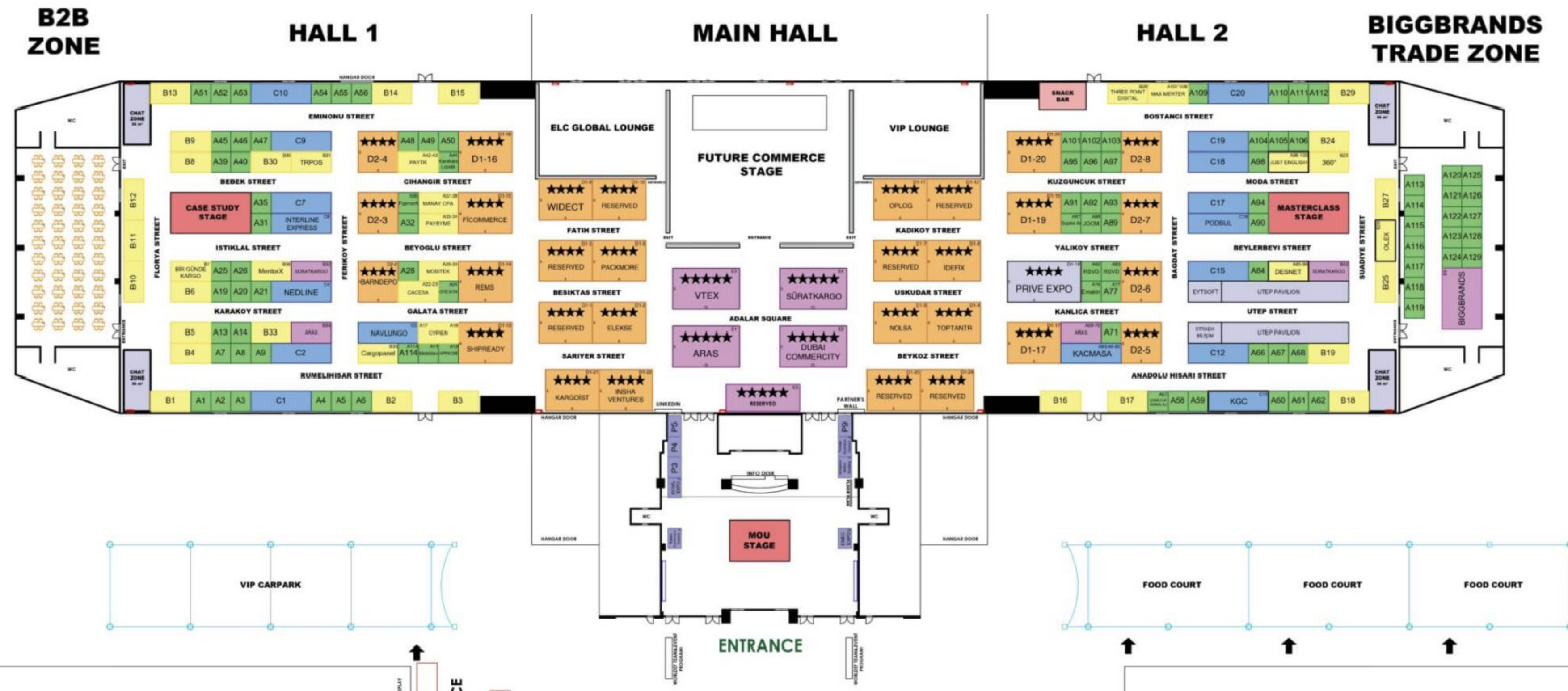
Topics:

Success Story

Cross-border growth strategy

FAIR LAYOUT PLAN

YENIKAPI - Dr. Mimar Kadir Topbaş Gösteri ve Sanat Merkezi



[View in Detail](#)

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VIP *Reception*

 14 May 25

 18:00 - 22:00

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LAST EVENT IN NUMBERS

TOP 10 Countries



TR



UAE



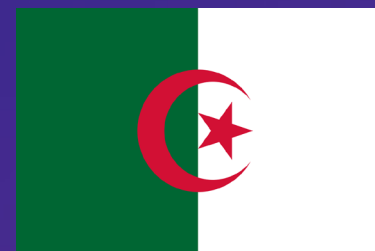
USA



UK



SA



DZ



MA



INDIA



EGYPT



PK

Total Countries

80+

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LAST EVENT IN NUMBERS

Net Promote Score (NPS)

85,77%

Event expectation fulfillment rate

87,69%

Lead Quality Rate

73,80%

Percentage of participants to attend next year

94,23%

Churn rate

5,77%

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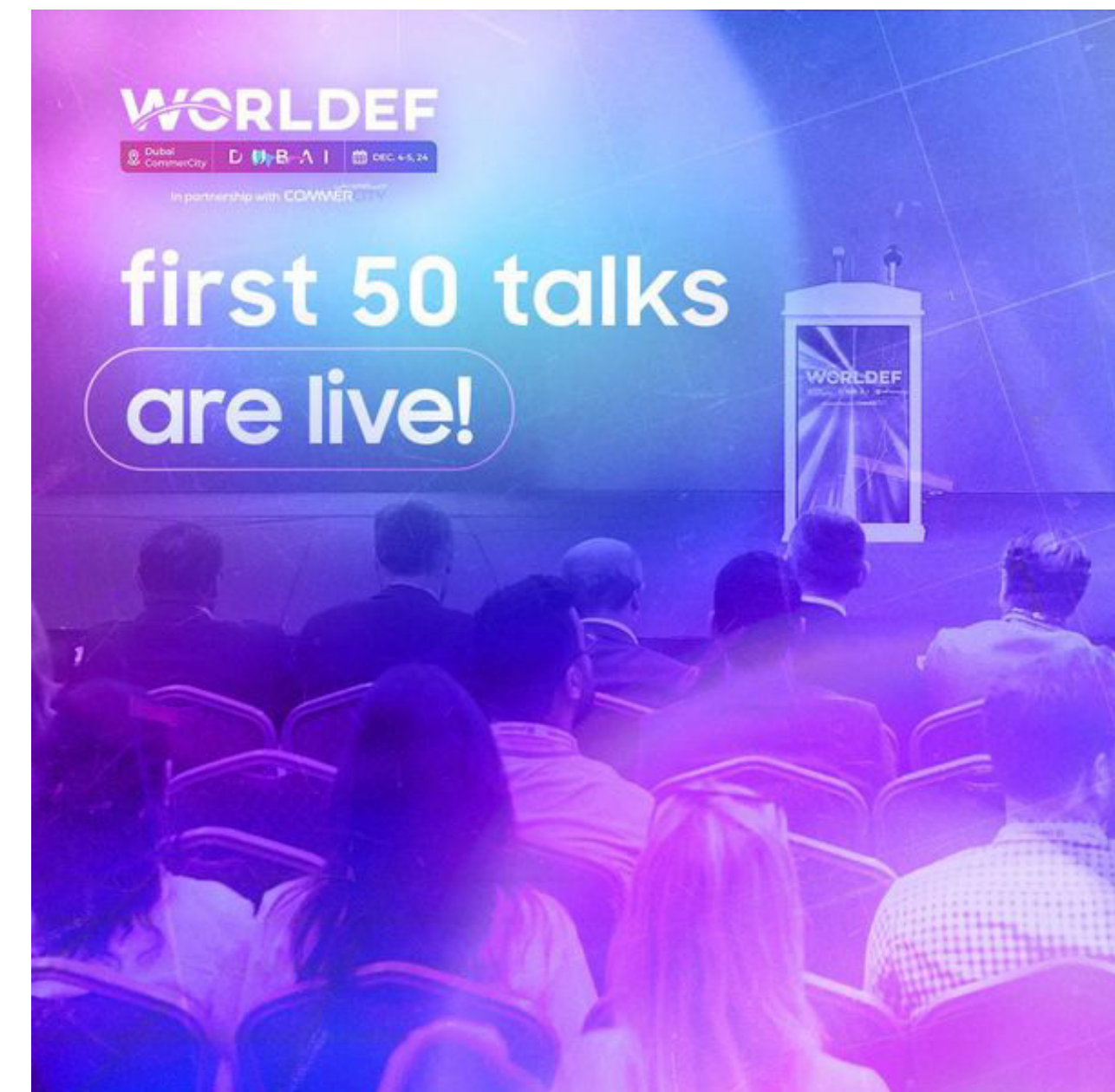
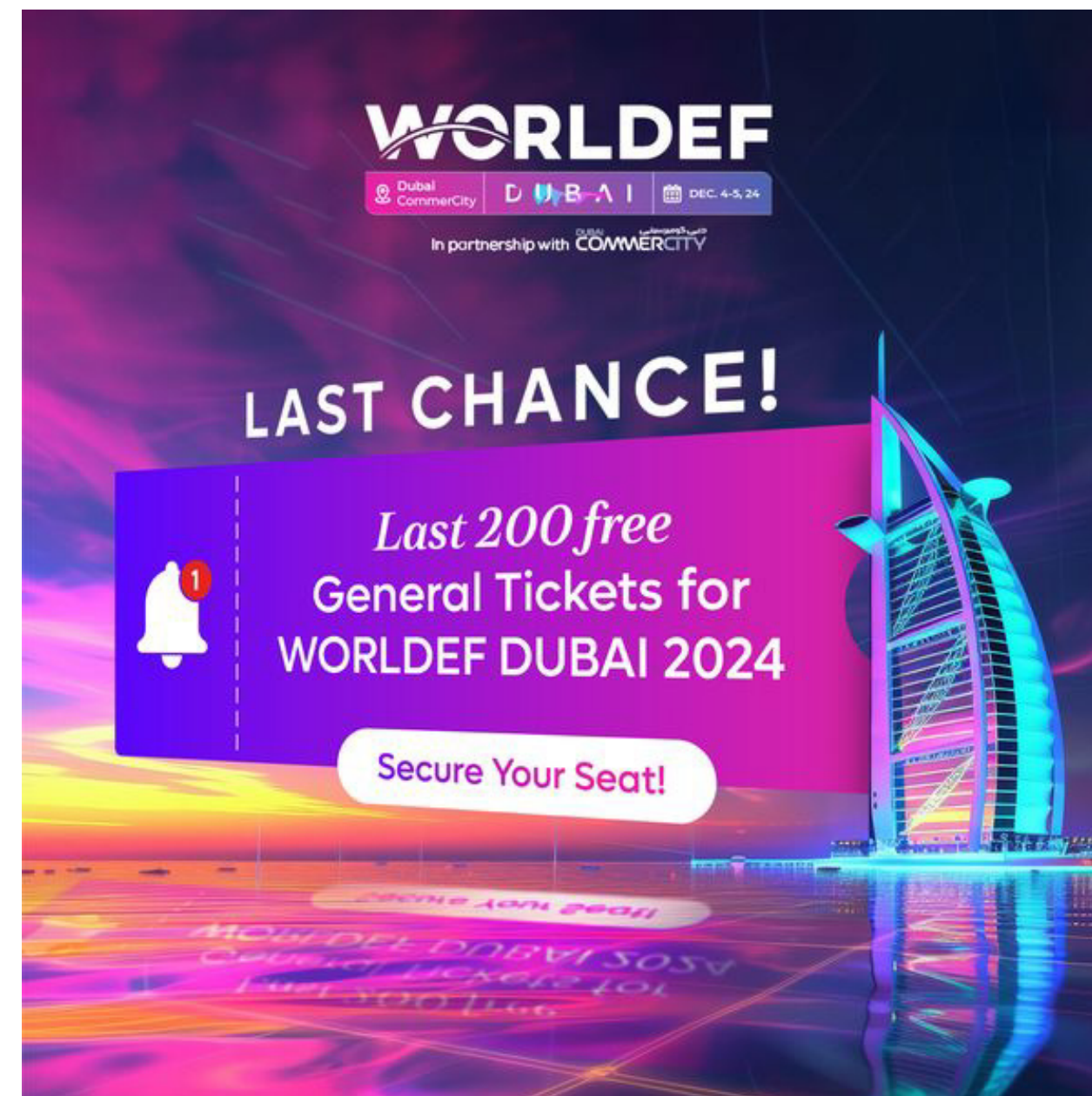
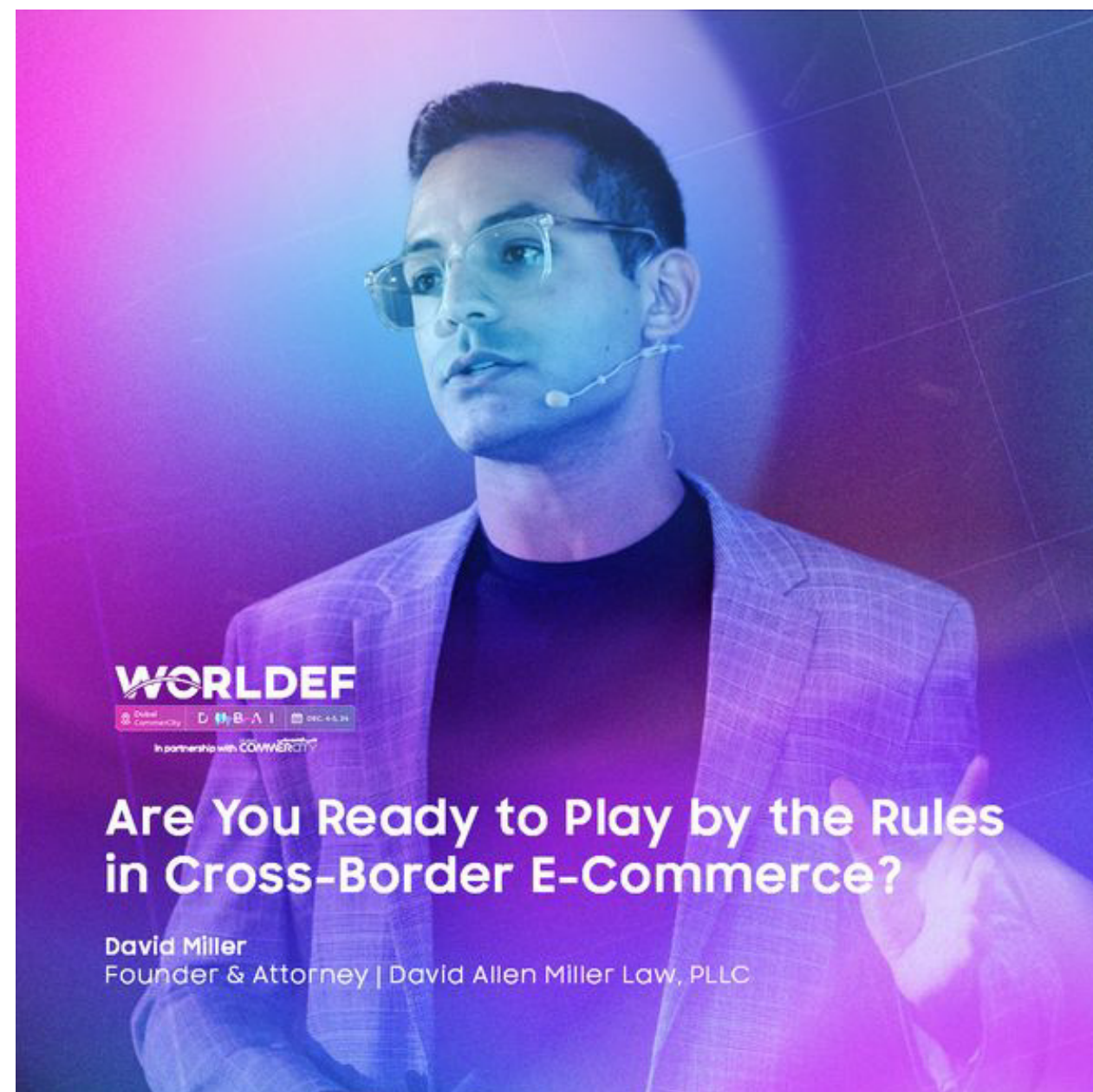
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LAST EVENT IN NUMBERS



Impression
42m+

Reach
6m+

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Event App

Event App



Download on the
App Store



ANDROID APP ON
Google Play

[Click here to download the application](#)

It is an application that enables the planning of meetings and interviews during the event. After the event, the ten most active and ten most inactive users are reported.



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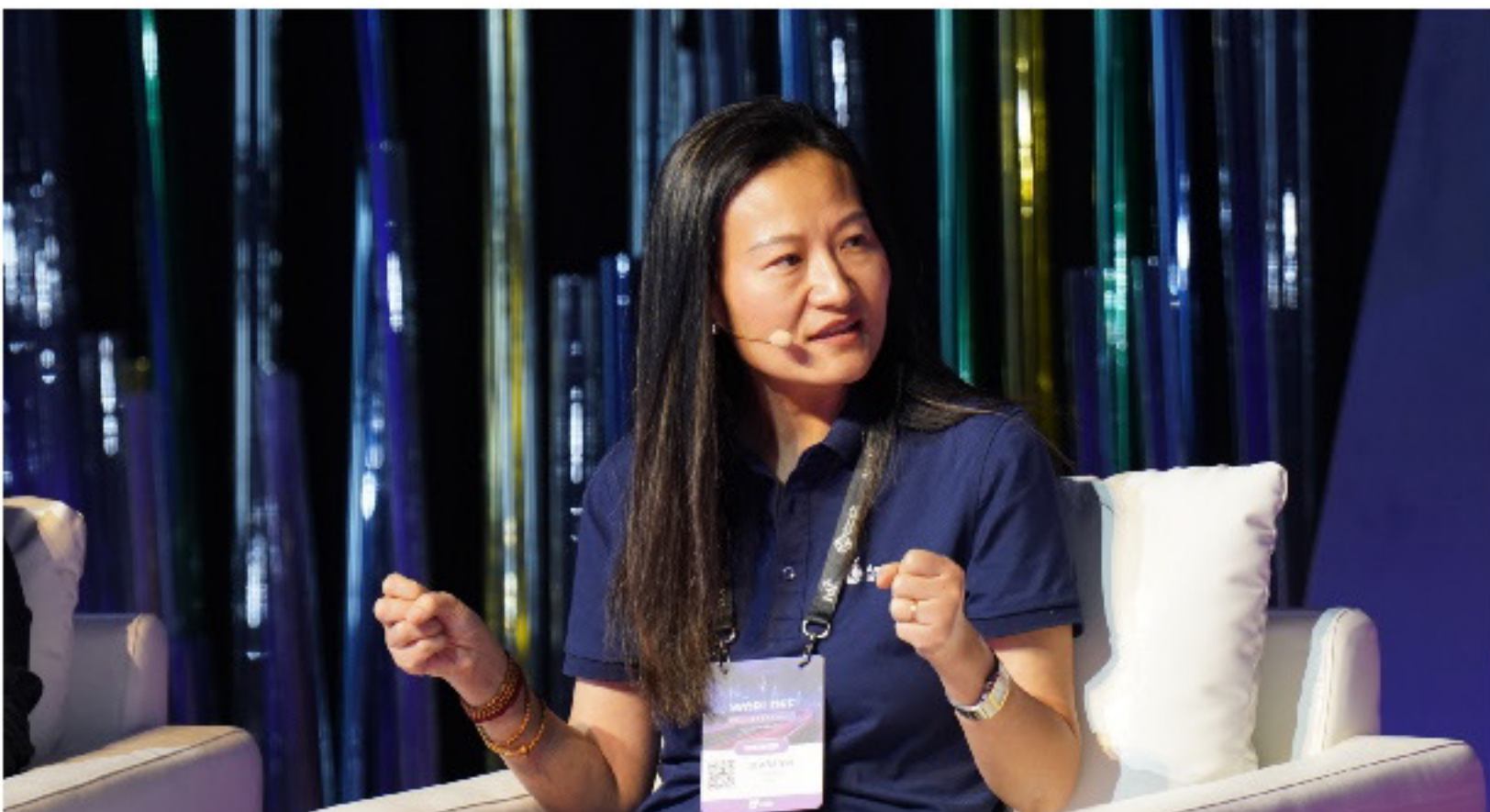
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VISUALS FROM PAST EVENTS





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Thank you!



/worldefglobal