

# WORLDEF

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26





# WORLDDEF

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

**WORLDDEF DUBAI 2026** brings together the global stakeholders of the e-commerce ecosystem in metropolitan Dubai.

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.

## WORLDDEF DUBAI 2026



# WORLDEF

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

## EVENT JOURNEY





# WORLDDEF

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

## Key Highlights For WORLDDEF DUBAI 2026

 **15.000+**  
Participants

Lead  
Generation

Government  
Relations  
Development

Expand  
Global Trade

 **100+**  
Retail Brands

 **80+**  
Countries

Brand  
Visibility

Networking  
& Collaboration

Investment  
Opportunity

 **200+**  
Exhibitors

 **3**  
Stages

 **200+**  
Speakers



# WORLDDEF

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

## POTENTIAL EXHIBITORS

### Social Media & Digital Marketing

 TikTok  Meta

 amazon ads  DIGIFIST

 CHAMPS  Digest Media

### Logistics

 DHL  IQ fulfillment

 wirect  hellmann  aramex

 aras  NAQEL EXPRESS  TURKISH CARGO

### Payments



 WORLDFIRST  tamara

 amazon payments  QUIVO  elexse  
ELEKTRONIK PARA A.Ş.

 checkout.com  tabby

### Marketplaces

 amazon  JOOB  hepsiburada

 JUMIA  tradeling  ebay

 trendyol

### Retail Brands

 LANDMARK GROUP  D'S damat  CHALHOUB GROUP  
SINCE 1955

 pierre cardin  U.S. POLO ASSN.  
SINCE 1890  homesrus

 KOTON  LCWAIKIKI

### Technology & Consultancy

 CHINA BOSS BIG  TOPTANTR  
TÜRKİYE'NİN TOPTANI  ShopiVerse  
superapp of ecommerce

 Lunatec  IBM  BiggBrands  
GLOBAL E-COMMERCE

 VTEX  odoo  Deloitte.

 TECHIES INFOTECH  Vinculum  
Sell Anywhere, Faster.



# WORLDEF

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

## 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



# WORLDDEF

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

## 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





# WORLDDEF

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

## POTENTIAL MEDIA PARTNERS





# WORLDDEF

GLOBAL  
E-COMMERCE

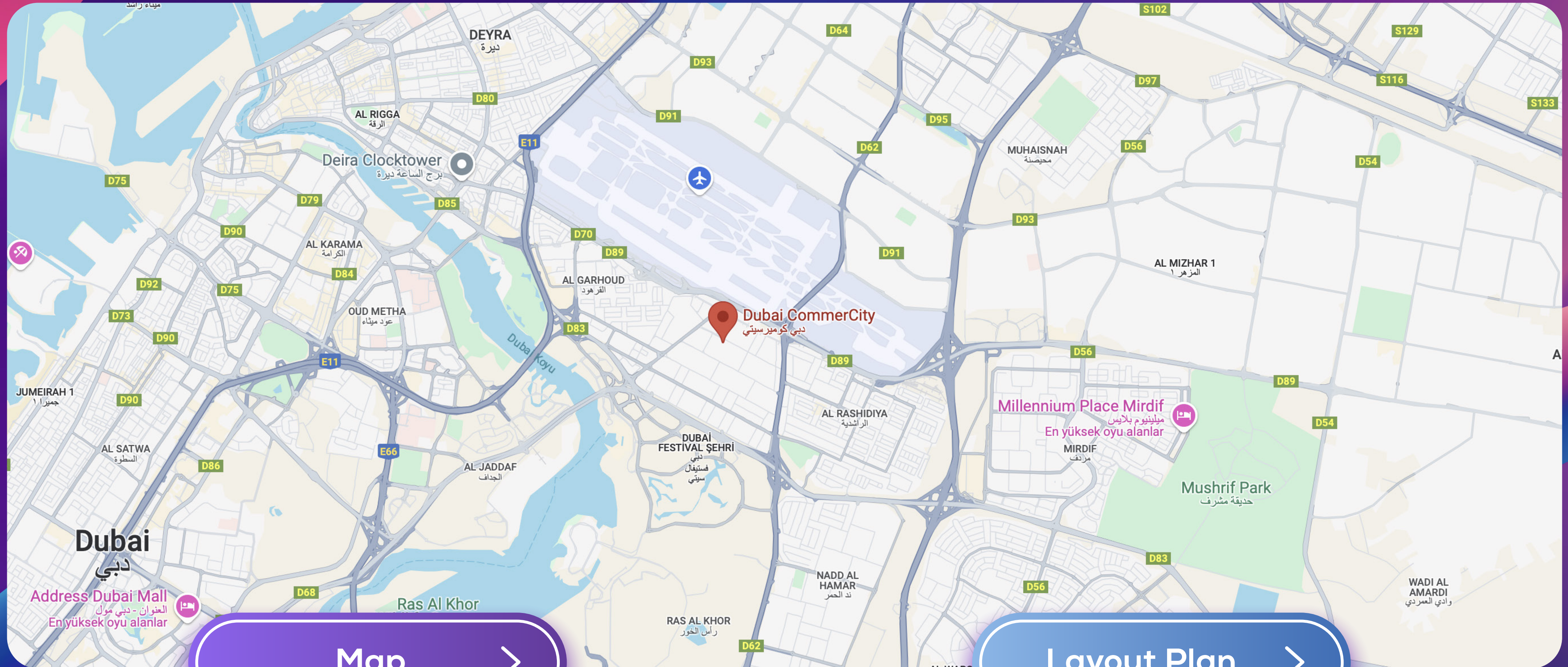
DUBAI

20-21-22  
JAN, 26

# EVENT VENUE



# DUBAI CommerCity



Map

Layout Plan



# WORLDDEF

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

## PROGRAM THEMES & TRACKS



### Future Commerce Stage



### Topics:

Future of Retail

AI in E-Commerce

Payments 2.0



# WORLDDEF

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

## PROGRAM THEMES & TRACKS



### Masterclass Stage

### Topics:

Compliance

Customer Experience

Marketplace selling



### Case Study Stage

### Topics:

Success Story

Cross-border growth strategy



**WORLDDEF**

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

# VIP *Reception*



19 Jan 26



18:00 - 22:00



# WORLDDEF

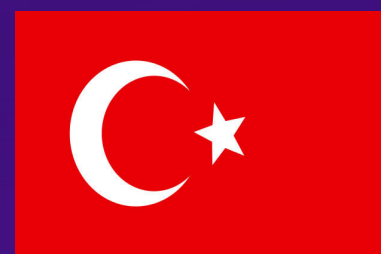
GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

## LAST EVENT IN NUMBERS

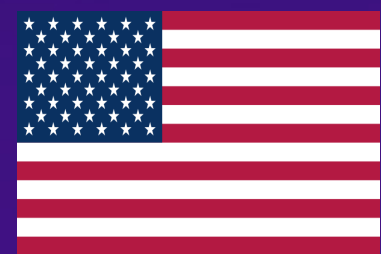
### TOP 10 Countries



TR



UAE



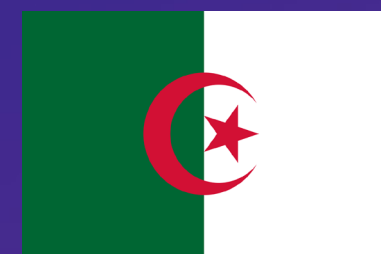
USA



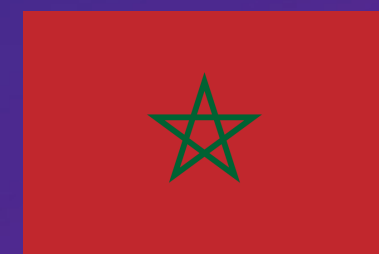
UK



SA



DZ



MA



INDIA



EGYPT



PK

### Total Countries

# 80+



## 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%**



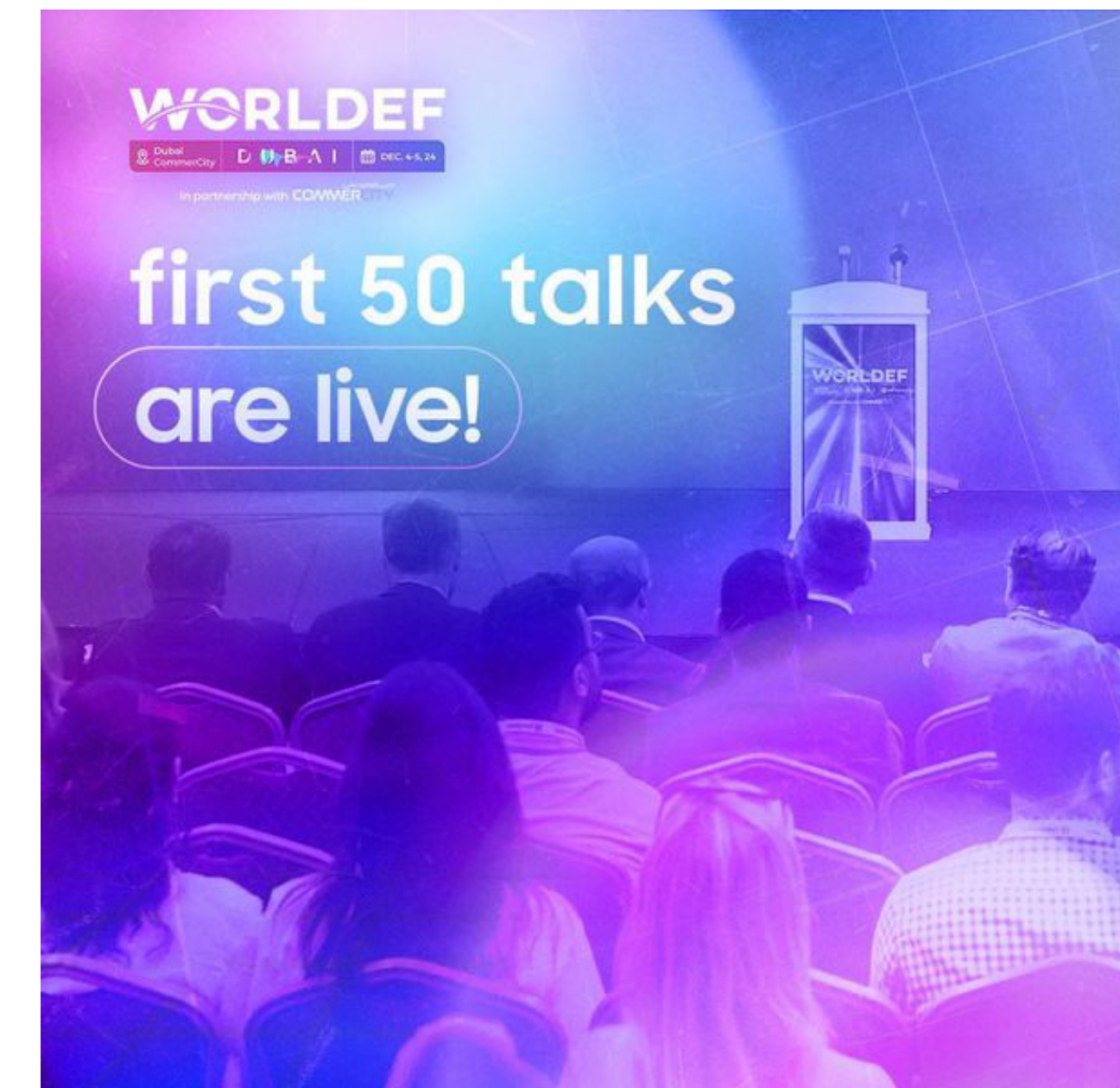
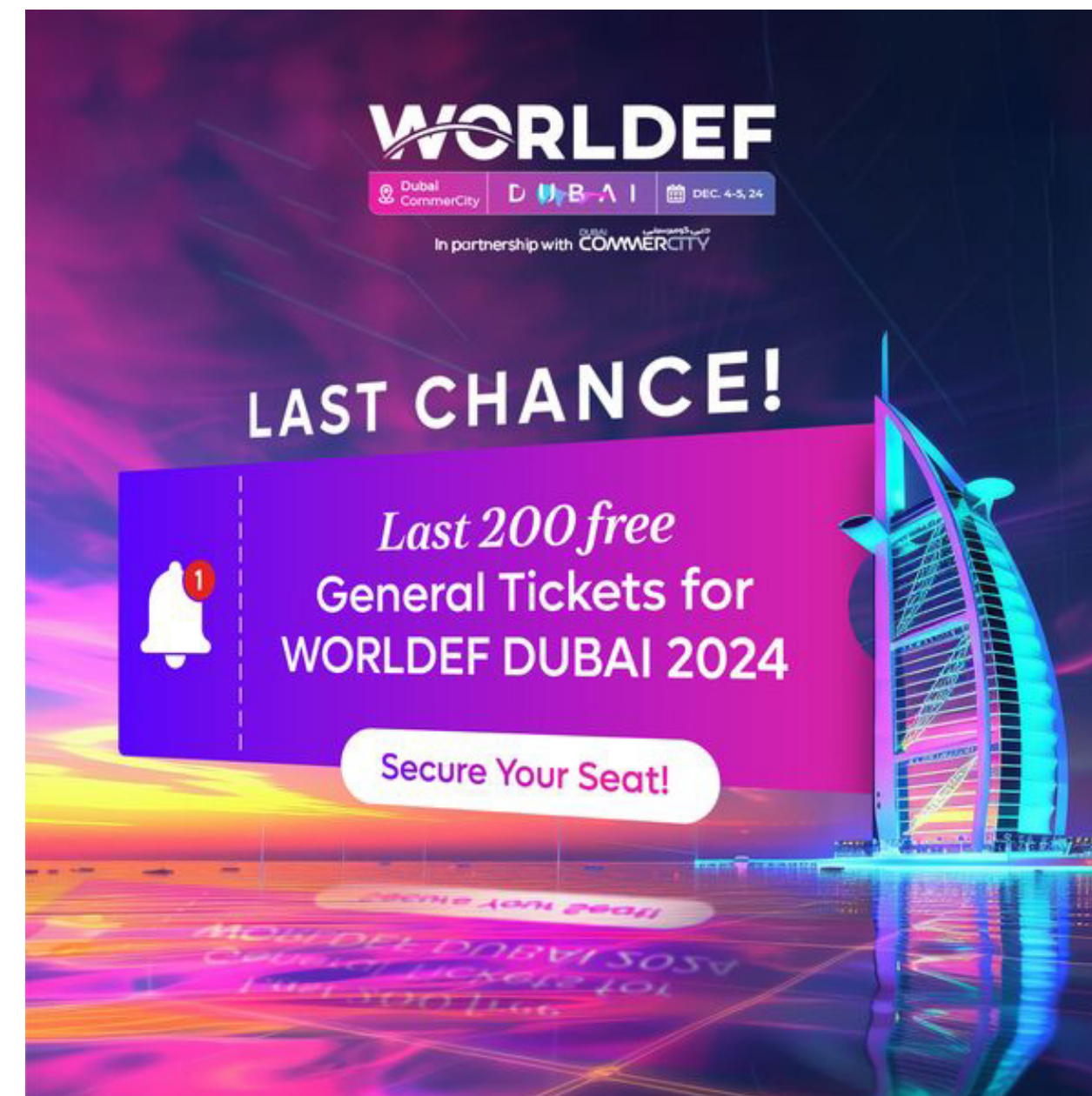
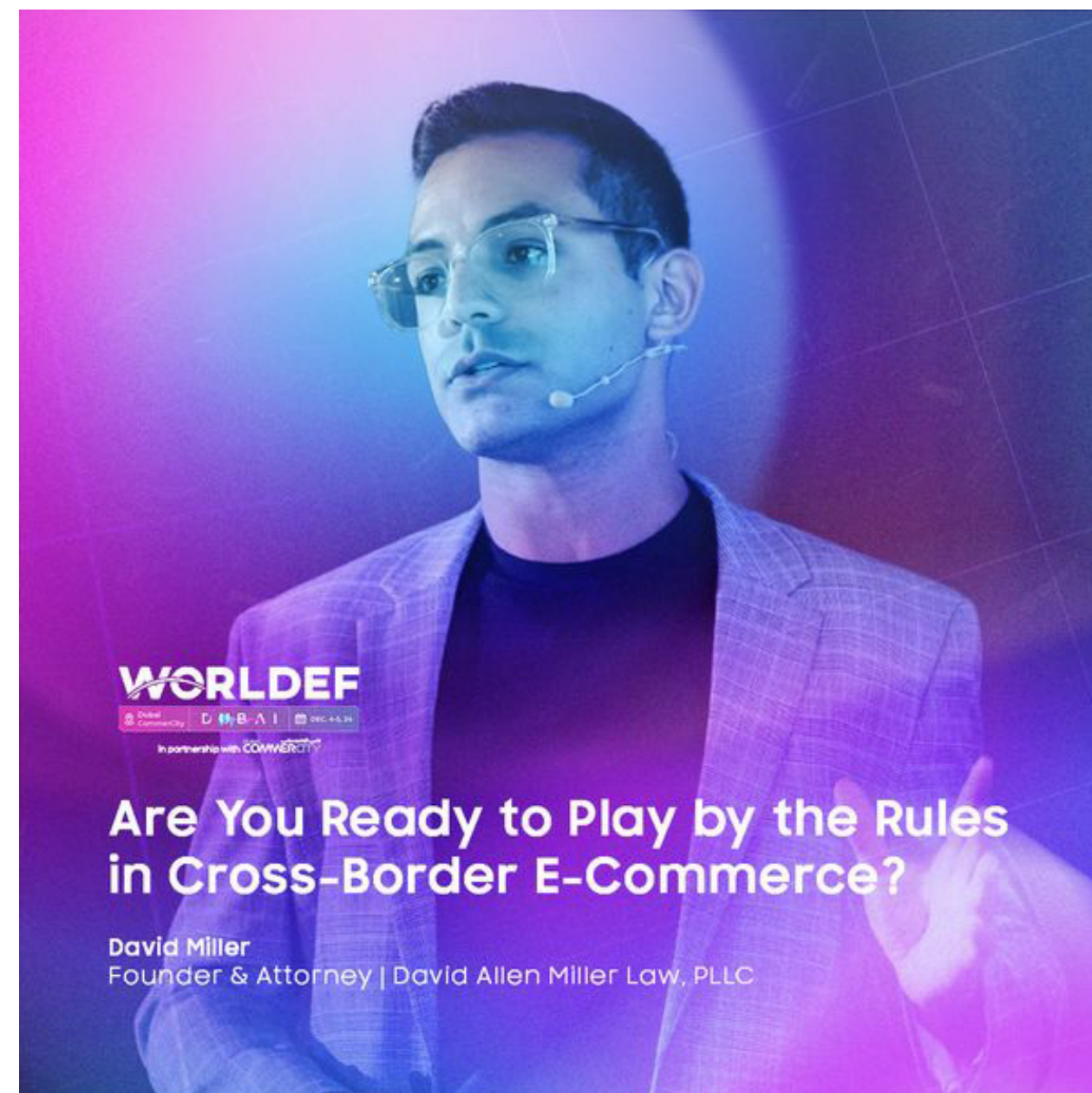
# WORLDDEF

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

## LAST EVENT IN NUMBERS



Impression  
**42m+**

Reach  
**6m+**



# WORLDDEF

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

Event App

# WORLDDEF 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.





**WORLDDEF**

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

# VISUALS FROM PAST EVENTS



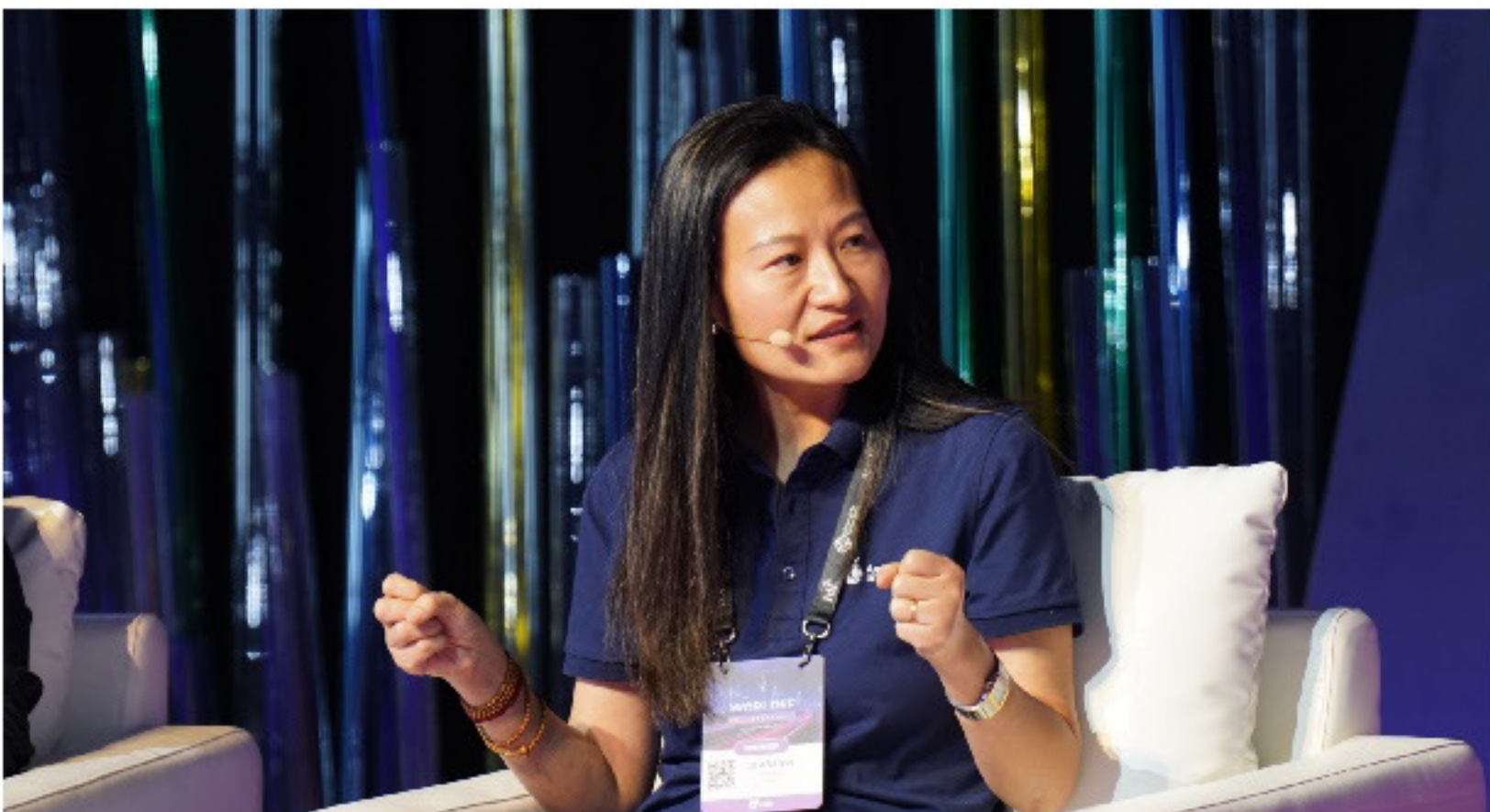








**WORLDDEF**





# WORLDEF

GLOBAL  
E-COMMERCE

DUBAI

20-21-22  
JAN, 26

*Thank you!*



/worldefglobal