

WORLDDEF

📍 YENIKAPI

ISTANBUL

📅 15,16,17
MAY 25

GLOBAL E-COMMERCE



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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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EVENT JOURNEY



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Key Highlights For WORLDDEF ISTANBUL 2025

 **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



Erdem İnan

CEO

trendyol



Nilhan Onal Gökçetekin

CEO

hepsiburada



Mark Jaffe

President of the New York (NY)
Chamber of Commerce



Jijie Shen

General Manager Europe

Alibaba.com



Richard Marriott

Country Manager Amazon Türkiye

amazon



İlke Çarkıcı Toptaş

Country Director

Meta



Neil Patel

Co-Founder & Youtuber

NP digital



Celine Xu

Business Development
Manager at TMALL Europe

天猫
TMALL.COM



Daniel Vines

Vice President,
Domestic Sales and Shipping Manager

FedEx



Mehmet Gürcan Karakaş

CEO

Togg



James Dong

CEO | Lazada

Lazada



Francis Dufay

CEO

JUMIA



Colin Huang

CEO

Pinduoduo



Mona Ataya

Founder

mumzworld.com
#1 mother, baby & child site in the Middle East



Clara Shi

Chief Executive Officer

WORLDFIRST



Alastair Croker

Chief Executive Officer

tradeling



Manosij Ganguli

Chief Sustainability Officer

aramex



Ramazan Altınay

Head of International Affairs,
Business Development and Strategy

aras
cargo



Prakash Gurumoorthy

General Manager

VTEX



Francois Coron

Managing Director

hellmann
WORLDWIDE LOGISTICS



Bradley Sutton

Director of Training & Chief Evangelist

Helium 10



Enis Karşlıoğlu

CEO

BiggBrands
GLOBAL E-COMMERCE



Nazim Erdoğan

CMO

sahibinden.com



Krystel Abi-Assi

CEO

AMAZON
Sellers Society



Mohammed Sakhariya

Head of Sales

odoo



Ali Haidar

Head of Legal and External Affairs

Microsoft



Marina Khanayeva

CEO

JOOM

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POTENTIAL MEDIA PARTNERS

BBC
WORLD

The
Economist



[N] The
National



**Harvard
Business
Review**

euronews.



Economy
Middle East

TRT

BBC

AA Anadolu
Ajansı



Forbes
Middle East

Bloomberg

DÜNYA
EKONOMİ POLİTİKA



HABERLER.COM

SonDakika.com

AKŞAM



Hürriyet

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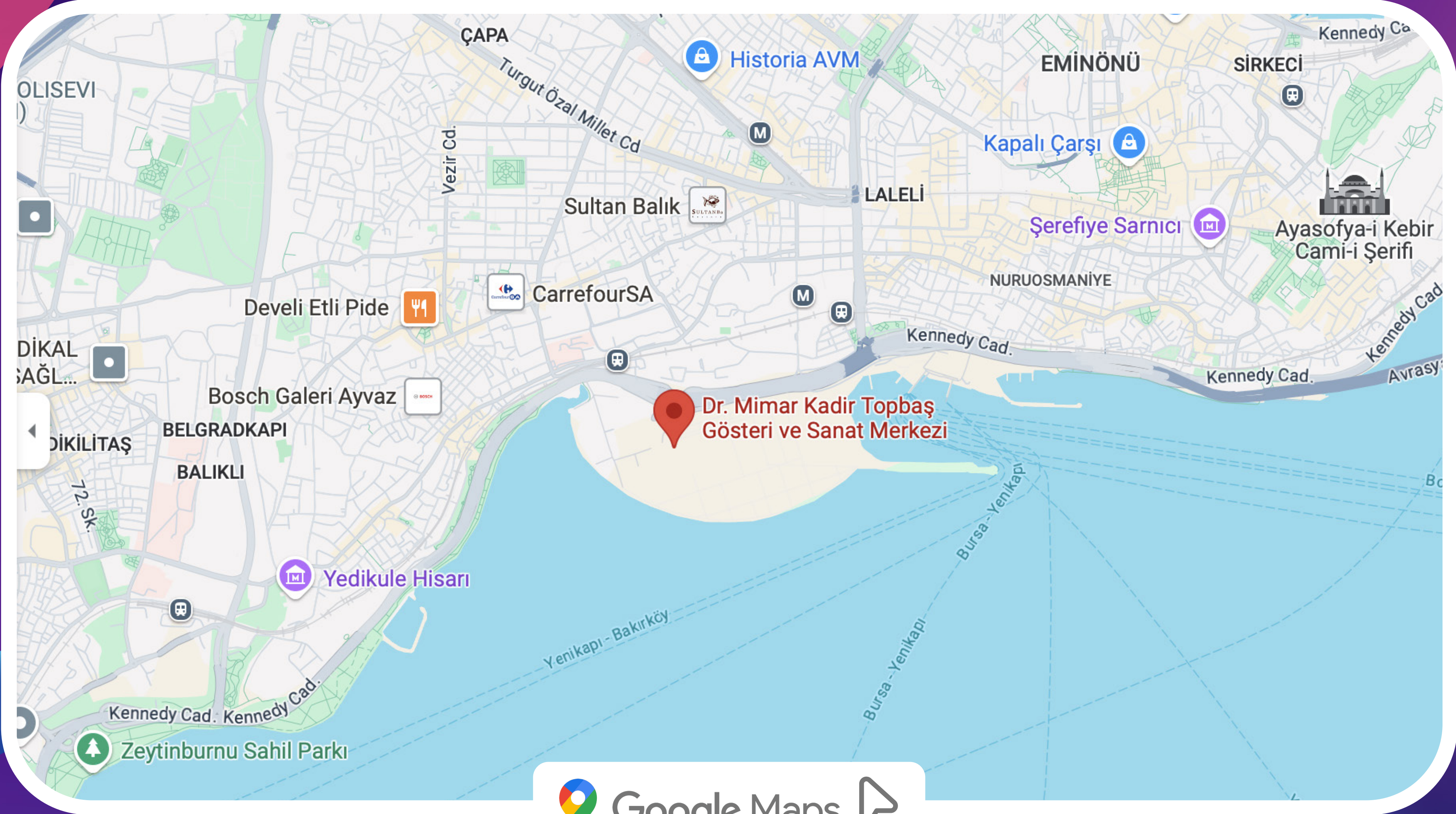
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EVENT VENUE

YENIKAPI – Dr. Mimar Kadir Topbaş Gösteri ve Sanat Merkezi



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PROGRAM THEMES & TRACKS

The logo consists of a stylized 'W' with a swoosh underneath, set against a 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



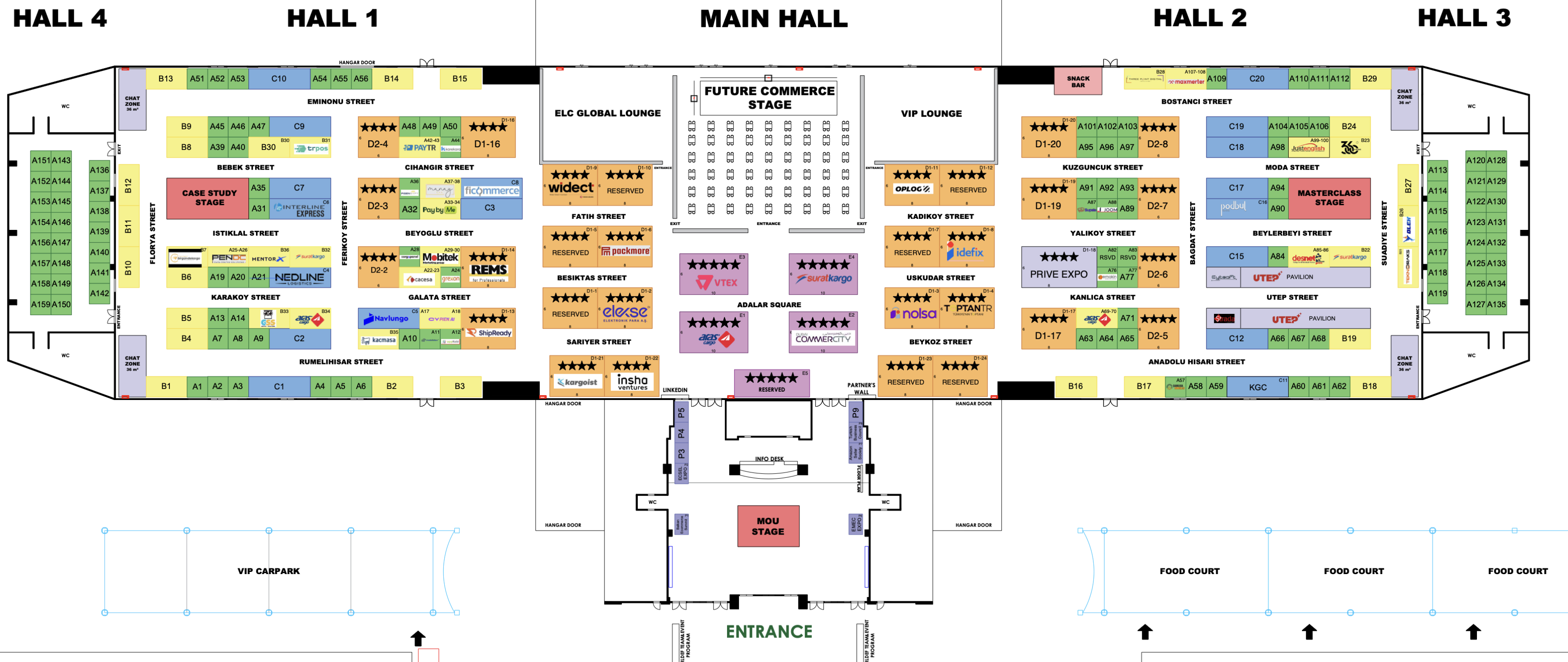
Case Study Stage

Topics:

Success Story

Cross-border growth strategy

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

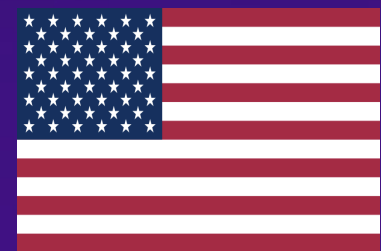
TOP 10 Countries



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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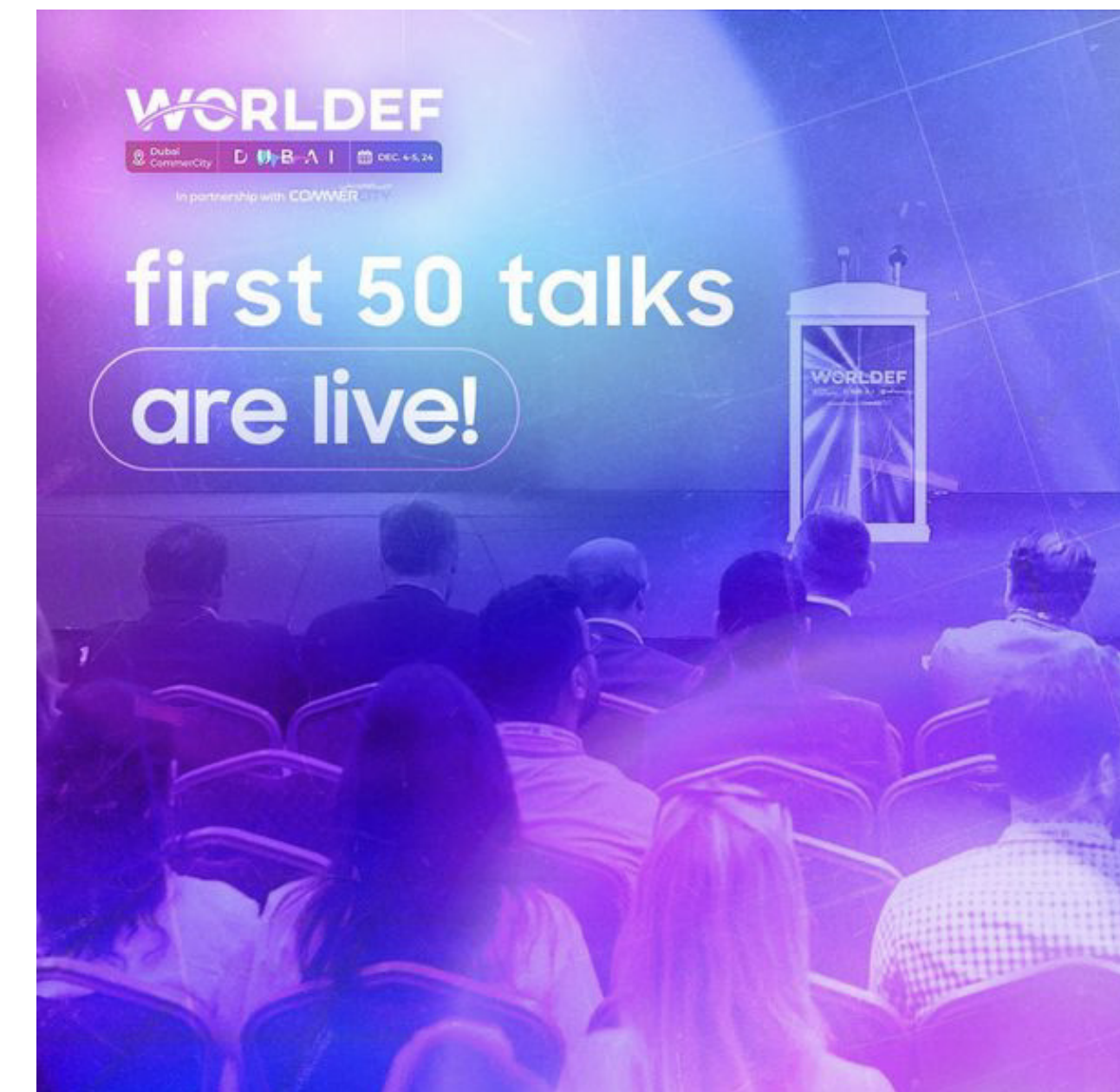
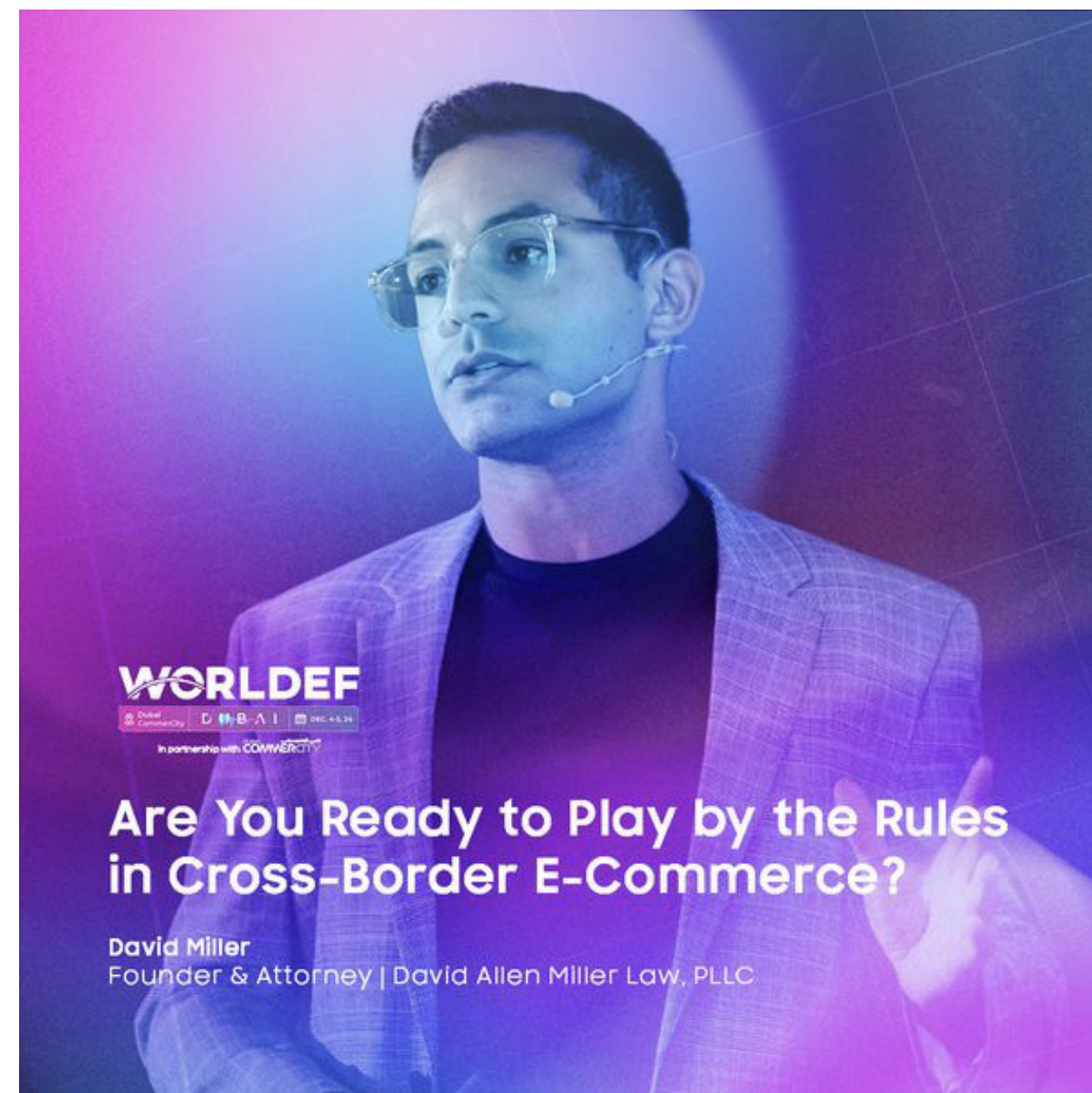
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LAST EVENT IN NUMBERS



Impression
42m+

Reach
6m+

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Event App

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.



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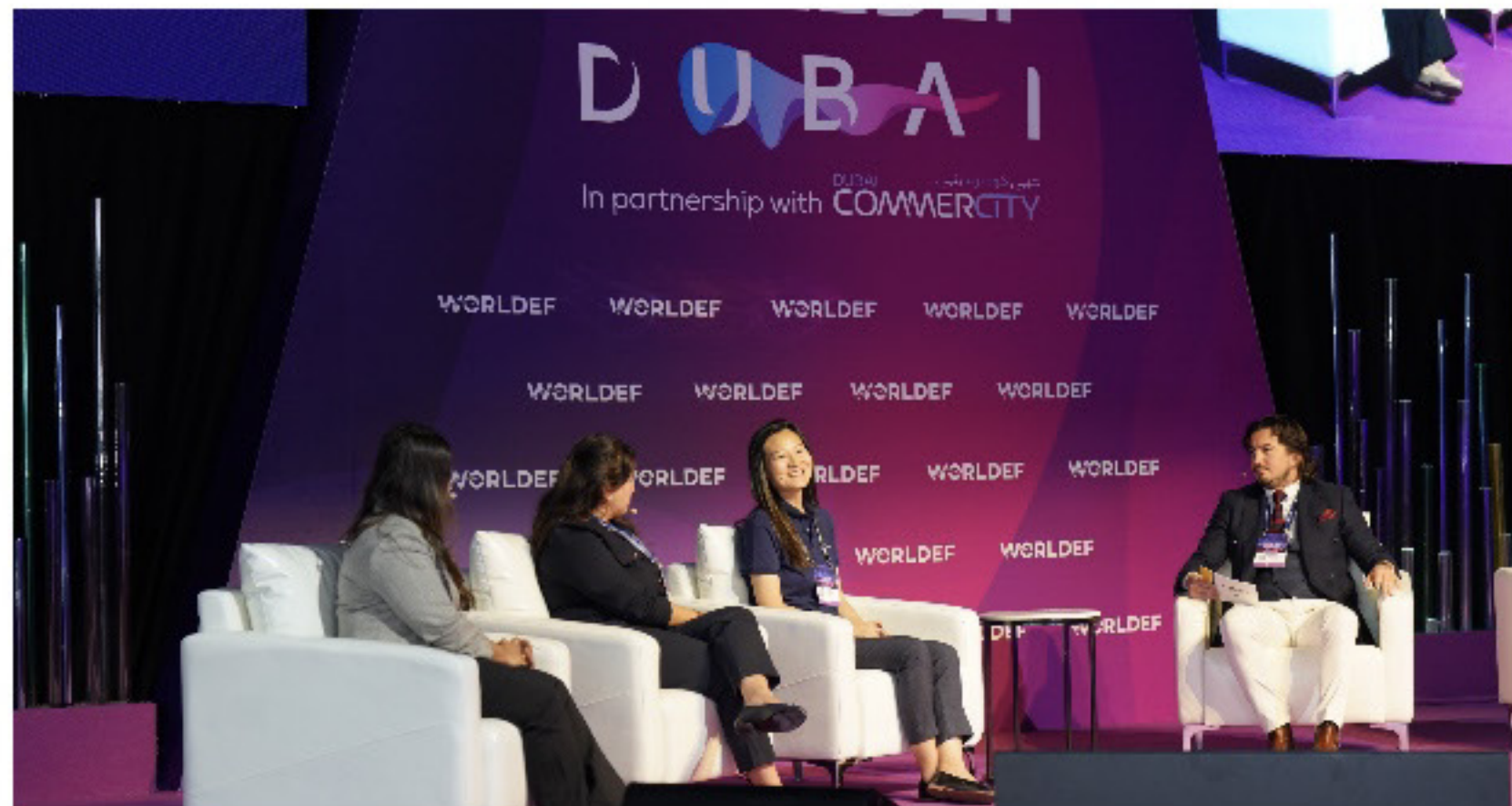
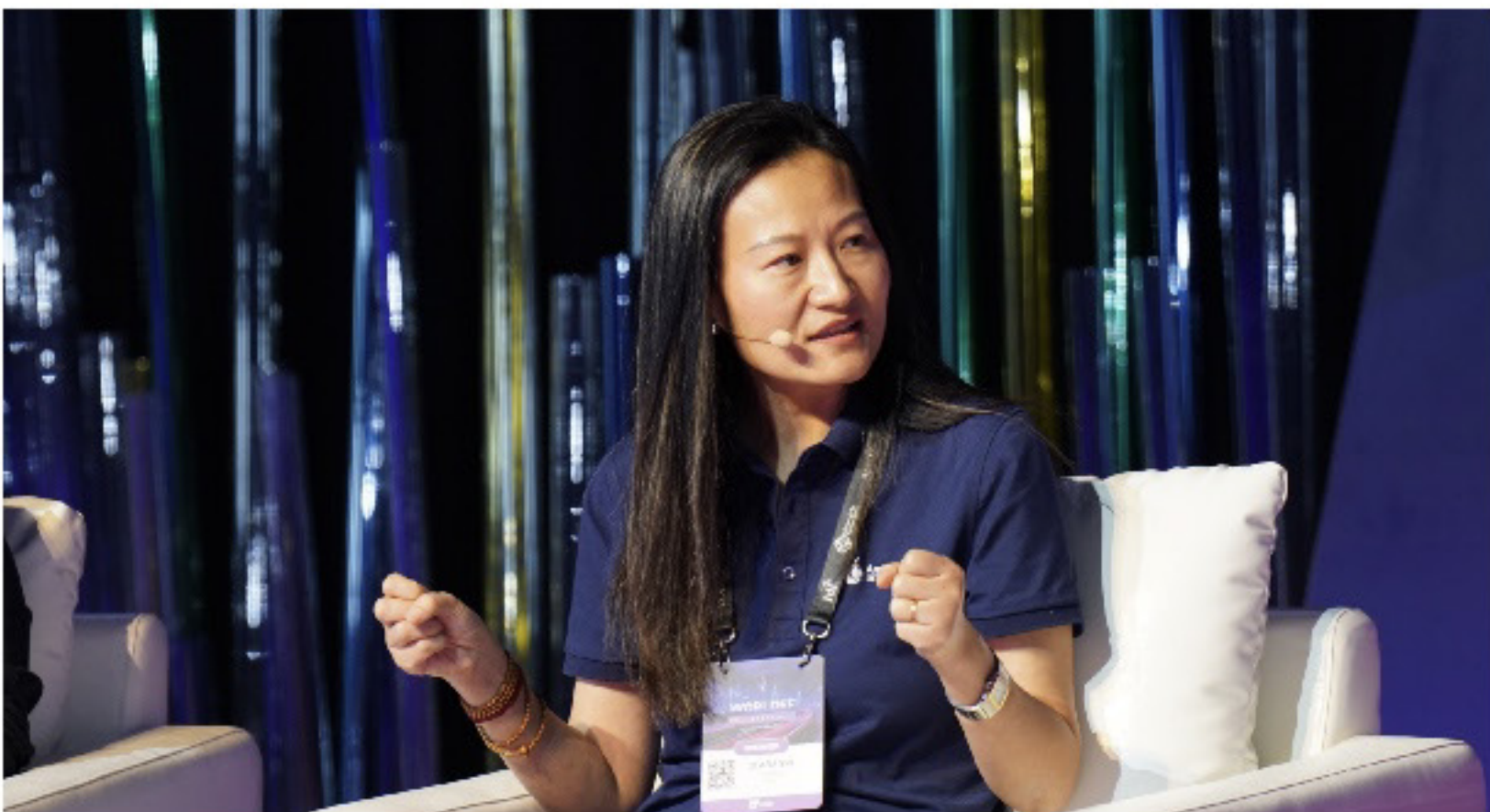
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VISUALS FROM PAST EVENTS





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Thank you!



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