



# WORLDDEF

GLOBAL E-COMMERCE





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GLOBAL E-COMMERCE

## WHO IS WORLDDEF?

WORLDDEF organizes the world's largest cross-border e-commerce events in Istanbul, Dubai, and Riyadh, bringing together exhibitors and visitors from over 80 countries. We connect key industry players to facilitate international trade, expand businesses, increase brand awareness, and share insights on the future of e-commerce with top speakers.



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## EVENT JOURNEY





## EXHIBITORS

Logistic Companies  
Fintech Companies  
Digital Marketing Agencies  
Marketplaces  
IT & Software Solutions  
Accounting Services  
Consultancy Companies  
Legal & Law Companies  
Fulfillment Companies  
Packaging Companies



## VISITORS

Retail Brands  
.com Sellers  
Marketplace Sellers  
Influencers  
Social Media Sellers  
Manufacturers  
Investors  
Drop-shippers

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## Key Highlights For WORLDEF

 **30,000+**  
Participants

Lead  
Generation

Government  
Relations  
Development

Expand  
Global Trade

 **500+**  
Enterprise  
Retail Brands

 **80+**  
Countries

Brand  
Visibility

Networking  
& Collaboration

Investment  
Opportunity

 **240+**  
Exhibitors

 **3**  
Stages

 **200+**  
Speakers



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## PREVIOUS EXHIBITORS

### Social Media & Digital Marketing



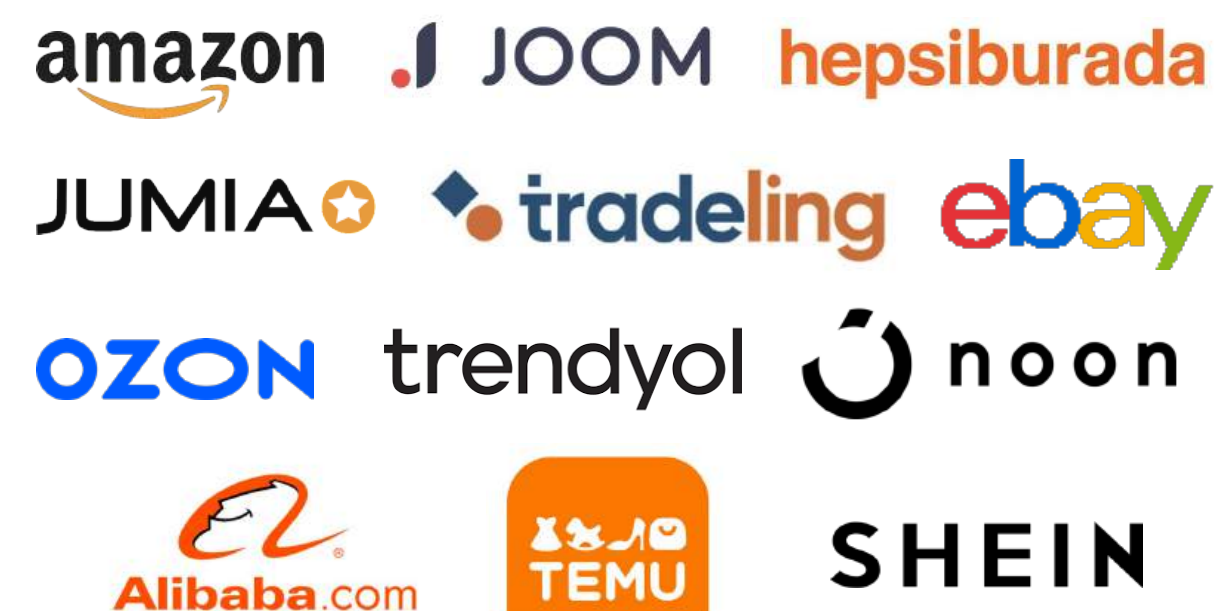
### Logistics



### Payments



### Marketplaces



### Retail Brands



### Technology & Consultancy





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## COMMUNITY PARTNERS





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## POTENTIAL SPEAKERS



**Anya Tyurina**  
EMEA Revenue and Agency Partnerships at Shopify



**Eddie Chen**  
Director of Business Development of Temu U.S.



**Francis Dufay**  
CEO



**Erdem İnan**  
CEO



**Nilhan Onal Gökçetekin**  
CEO



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



**Jijie Shen**  
General Manager Europe



**Richard Marriott**  
Country Manager Amazon Türkiye



**İlke Çarkıcı Toptaş**  
Country Director



**Daniel Vines**  
Vice President, Domestic Sales and Shipping Manager



**Cem Oğuz**  
General Manager



**James Dong**  
CEO



**Mustafa Namoğlu**  
CEO



**Ali Haidar**  
Head of Legal and External Affairs



**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



**Celine Xu**  
Business Development Manager at TMALL Europe



**Prakash Gurumoorthy**  
General Manager



**Francois Coron**  
Managing Director



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



**Enis Karslıoğlu**  
CEO



**Nazim Erdoğan**  
CMO



**Krystel Abi-Assi**  
CEO



**Mohammed Sakhariya**  
Head of Sales



**Colin Huang**  
CEO



**Marina Khanayeva**  
CEO



**Neil Patel**  
Co-Founder & Youtuber





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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

**a**tv

**Forbes**  
Middle East

**Bloomberg**

**DÜNYA**  
EKONOMİ POLİTİKA

**CNN**  
TÜRK

**24**

**HABERLER.COM**

**SonDakika.com**

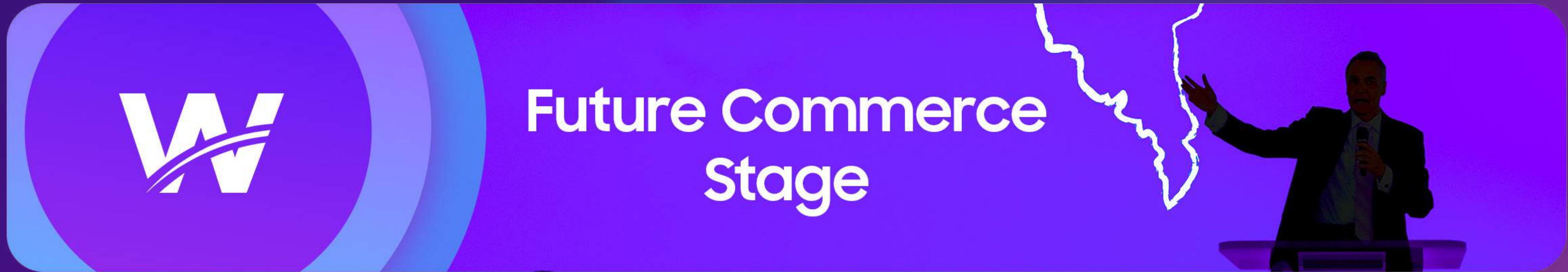
**AKŞAM**

**a**  
HBR

**Hürriyet**



**PROGRAM THEMES & TRACKS**

A purple banner with a white 'W' logo on the left. The text 'Future Commerce Stage' is in the center. On the right, there is a silhouette of a man in a suit pointing at a screen that shows a map of South America.

**Future Commerce Stage**

**Topics:**

Future of Retail

AI in E-Commerce

Payments 2.0

A teal banner with a white 'W' logo on the left. The text 'Masterclass Stage' is in the center.

**Masterclass Stage**

Compliance

Customer Experience

Marketplace selling

A red banner with a white 'W' logo on the left. The text 'Case Study Stage' is in the center.

**Case Study Stage**

Success Story

Cross-border growth strategy



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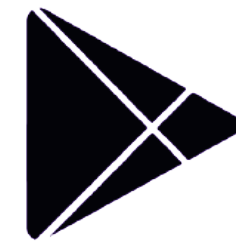
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**B2B EVENT APP**

## B2B 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.



# B2B Experience WORLDEF ISTANBUL 2025 | Agenda

		May 14 Wednesday	May 15 Thursday			May 16 Friday			May 17 Saturday
Time									
Morning	8		Registration						
	9				Exhibition Area B2B Matchmaking Partner Booths		Exhibition Area B2B Matchmaking Partner Booths	Exhibition Day B2B Matchmaking Partner Booths	
	10								
	11		Marketplace Dedicated B2B Matchmaking B2B Matchmaking Zone	Round Tables Deep Dive B2B Matchmaking Speaker Lounge		Marketplace Dedicated B2B Matchmaking B2B Matchmaking Zone			Round Tables Deep Dive B2B Matchmaking Speaker Lounge
	12								
13									
Afternoon	14	WORLDEF VIP Connect Event 3, 4, 5 Star Partners & High Level Guests Wyndham Grand Hotel							
	15								
	16			3, 4, 5 Star Partners B2B Matchmaking Future Commerce Stage		3, 4, 5 Star Partners B2B Matchmaking Future Commerce Stage			
	17								
	18								
19									
Evening	20				Marketplace Bosphorus Tour 3, 4, 5 Star Partners & High Level Guests				
	21								
	22								
	23								
	24								



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YENIKAPI

ISIRANBUL

15-17  
MAY 25

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## WORLDDEF VIP *Connect*

 14 May 25

 14:00 - 19:00

 WYNDHAM Grand Hotel



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Roundtable Sessions will take place in the Speaker Lounge during the event and will last 50 minutes. Each participant will be carefully selected, with a total capacity of 10 people.

The sessions will host C-Level executives from e-commerce service providers and retail brands, high-volume e-commerce sellers, and Turkish and international public officials.

Speakers will engage in discussions and answer participant questions on the designated topic in a roundtable format.

## ROUNDTABLES





**Net Promoter Score (NPS)**

**85.77%**

**Lead Quality Rate**

**73.80%**

**Percentage of participants to attend  
next year**

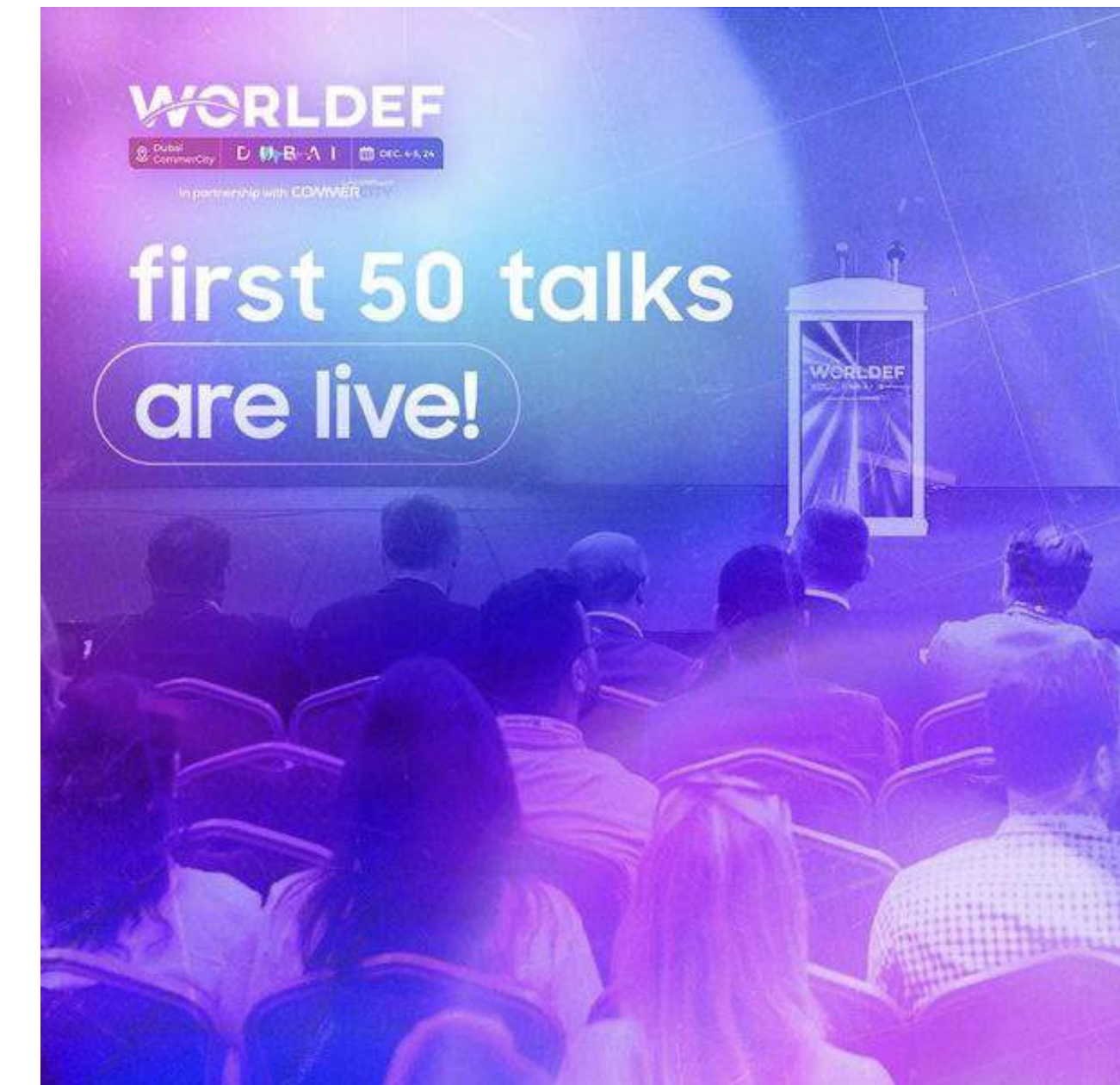
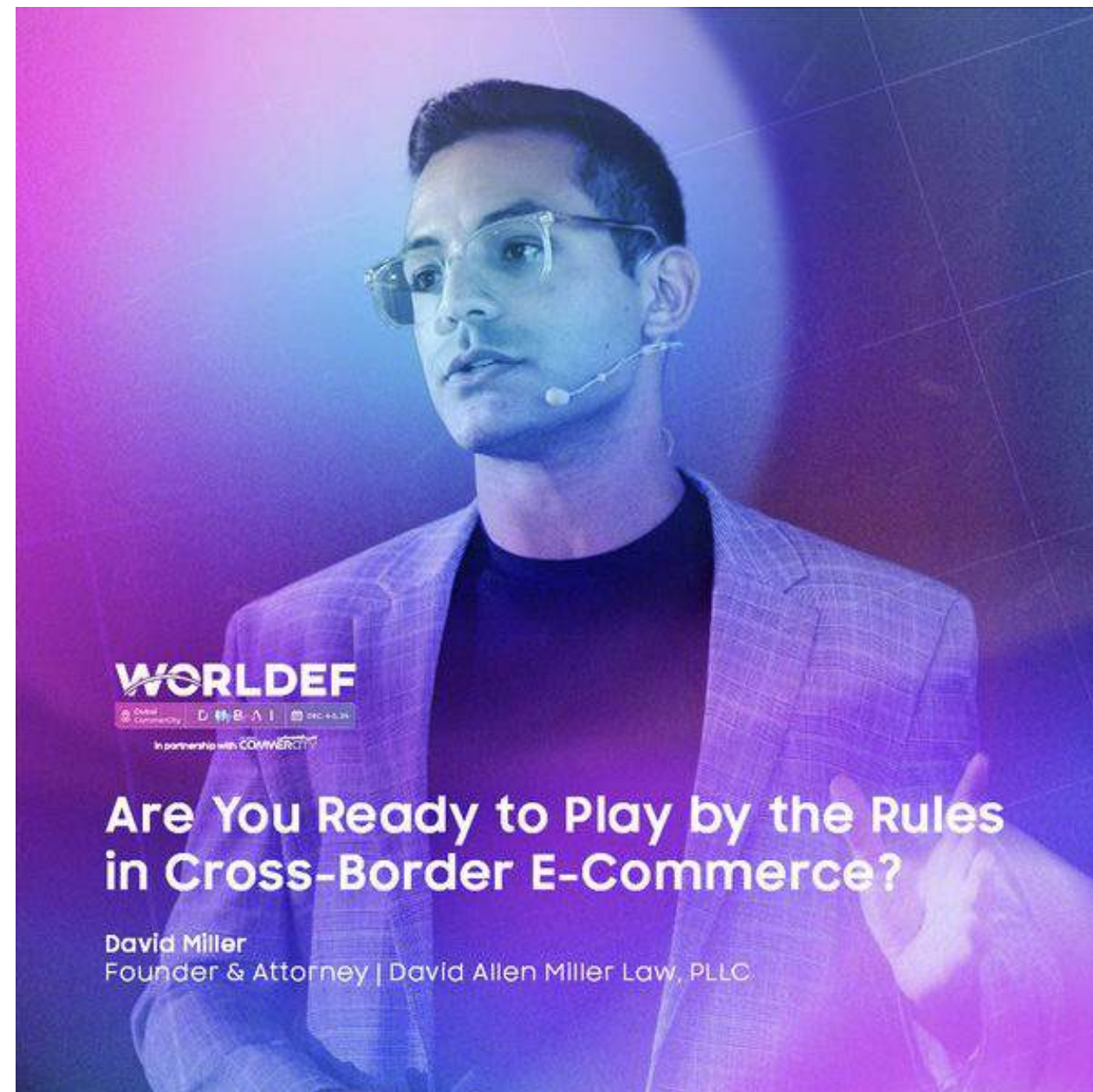
**94.23%**



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## POST SHOW REPORT



Impression  
**42M+**

Reach  
**6M+**



# TOP 20 Countries



**Total Countries**

**80+**



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## What is Next?



**WORLDDEF**  
YENIKAPI ISFANBUL 15-17 MAY 25  
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RIYADH

RIYADH

SEPTEMBER 2025

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DUBAI

3-5 FEB, 26



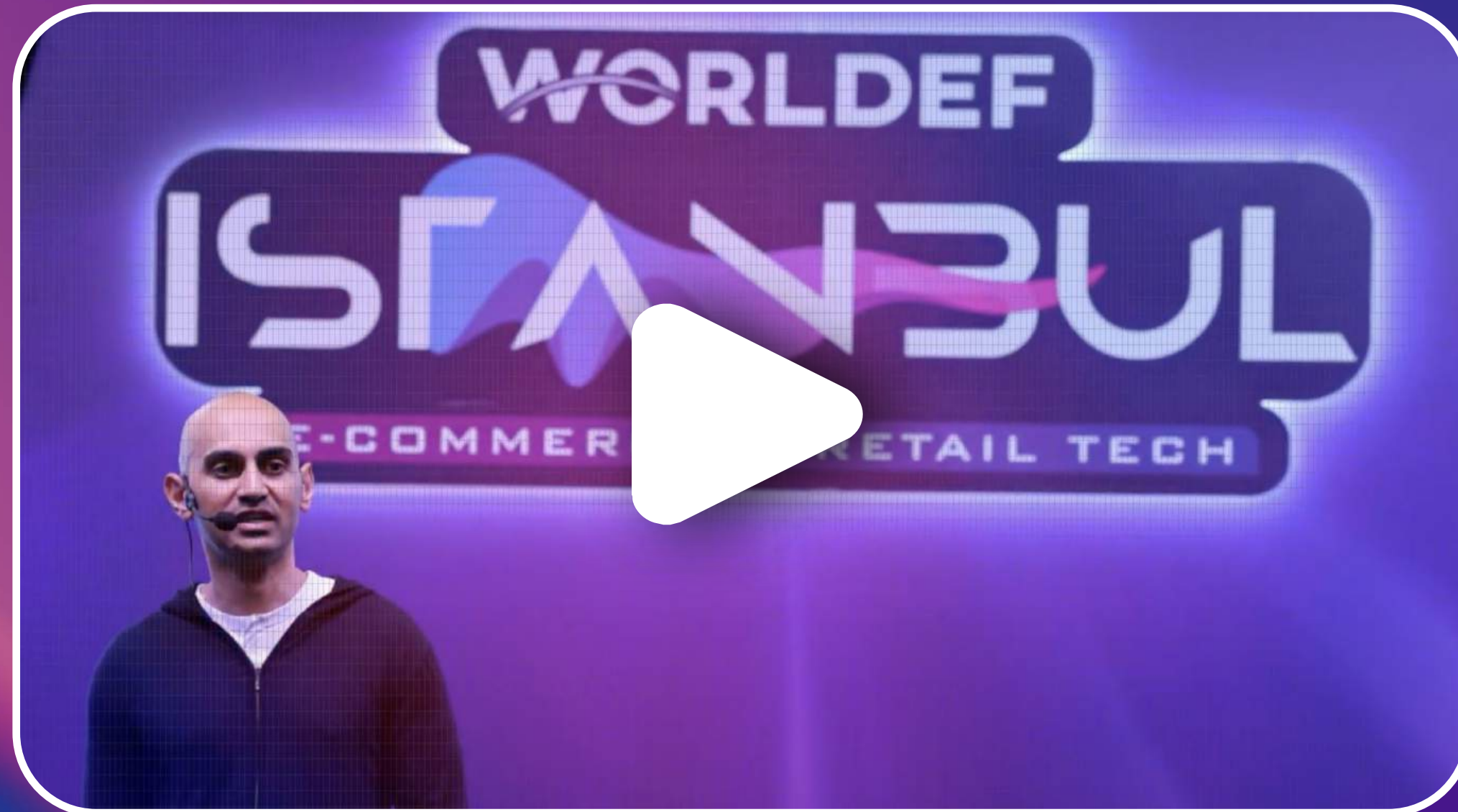
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15-17  
MAY 25

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WORLDDEF ISTANBUL 2024



WORLDDEF ISTANBUL 2025 Trailer



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DUBAI

3-5  
FEB, 26



WORLDEF DUBAI 2024 After Movie



WORLDEF DUBAI 2024 Media Coverage



**VISUALS FROM  
PAST EVENTS**











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*Thank you!*



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