



## WHO IS WORLDEF?

WORLDEF 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.



## EVENT JOURNEY

2021 2017 2018 2019 2020 WORLDEF WORLDEF WORLDEF **WORLDEF 2020 WORLDEF 2021** Global Meeting **GCC Summit Eurasia Summit** 34 Speakers, 35 Speakers, 30 Speakers, 35 Speakers 450 Participants, 30 Speakers, 5,000+ Participants, 2,000+ Participants, 1,500+ Participants, 16 Main Topics, 1,500+ Participants, 15 Main Topics, 20 Main Topics 25 Main Topics 20 Main Topics 22 Countries 33 Countries 2024 2023 2022 2022 WORLDEF WORLDEF WORLDEF **WORLDEF ANTALYA** ISTANBUL 2024 ISTANBUL 2023 ISTANBUL 2022 100 Speakers, 200+ Speakers, 500 Speakers, 200 Speakers, 1,500+ Participants, 20,000+ Participants, 50,000+ Participants, 21,000+ Participants, 52 Main Topics, **40+ Countries** 100+ Main Topics, 73 Main Topics, 37 Countries 450+ Retail Brands 41 Countries 34 Countries 2026 2025 2026 2025 2024 10-12 FEBRUARY 14 OCTOBER 11-13 JUNE WORLDEF WORLDEF RIYADH E-COMMERCE WORLDEF WORLDEF **BUSINESS FORUM DUBAI 2024 ISTANBUL 2025** ISTANBUL 2026 **DUBAI 2026** 10+ Speakers, 200+ Speakers, 138 Speakers, 200+ Speakers, 200+ Speakers, 500+ Participants, 10,000+ Participants, 30,000+ Participants, 10,000+ Participants, 30,000+ Participants, 30+ Countries 80+ Countries 50+ Countries 80+ Countries 80+ Countries 240+ Exhibitors 20+ Exhibitors 150+ Exhibitors 200+ Exhibitors 140+ Exhibitors 100+ Retail Brands 120+ Retail Brands 120+ Retail Brands 500+ Retail Brands 500+ Retail Brands



### CONNECTING GLOBAL E-COMMERCE

# **EXHIBITORS**

Logistic Companies

Fintech Companies

Digital Marketing Agencies

Marketplaces

IT & Software Solutions

Accounting Services

Consultancy Companies

Legal & Law Companies

Fulfillment Companies

Packaging Companies

Store Automation & Management

CRM

E-commerce & Omnichannel Solutions AI & Data Analytics



# **VISITORS**

Retail Brands

.com Sellers

Marketplace Sellers

Influencers

Social Media Sellers

Manufacturers

Investors

Drop-shippers

Startups



## Key Highlights For WORLDEF



**Lead** *Generation* 

Government Relations Development

Expand Global Trade







Networking & Collaboration

Investment Opportunity









#### PREVIOUS EXHIBITORS

Social Media & Platforms





amazon ads

Yandex



hepsiAd















aras



TURKISH CARGO



#### **Payments**

WORLDFIRST









paycell





OPayoneer PARAM





#### Marketplaces

amazon trendyol hepsiburada





















#### **Retail Brands**

























Technology & Consultancy

T-SOFT



















#### COMMUNITY PARTNERS













































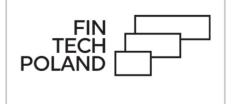






















GLOBAL E-COMMERCE & RETAIL TECH

#### PREVIOUS SPEAKERS



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





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





Francis **Dufay** 

**JUMIA** 



Erdem **inan** trendyol



Nilhan Onal **Gökçetekin** hepsiburada



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



Jijie Shen General Manager Europe

EZ Alibaba.com



Richard Marriott Country Manager Amazon Türkiye



İlke Çarkcı **Toptaş** Country Director

Meta



Vice President, Domestic Sales and ShippingManager





Cem **Oğuz** General Manager





James **Dong** 





Mustafa **Namoğlu** 





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





Mona **Ataya** Founder mumzworld.com



Clara **Shi** Chief Executive Officer

WORLDFIRST



Alastair Croker Chief Executive Officer

\* tradeling



amazon

Manosij **Ganguli** Chief Sustainability Officer aramex



Ramazan **Altınay** Head of International Affairs, Business Development and Strategy



Celine Xu Business Development Manager at TMALL Europe





Prakash Gurumoorthy General Manager

VTEX



Managing Director





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





Enis **Karslıoğlu** 





Nazım **Erdoğan** 





Krystel **Abi-Assi** 





Mohammed Sakhariya Head of Sales





Colin **Huang** 





Nevzat **Aydın** Founder







Neil **Patel** 



#### PREVIOUS MEDIA PARTNERS



The **Economist** 











Harvard Business Review

euronews.

























































## PROGRAM THEMES & TRACKS



# Future Commerce Stage



Topics:

Al in E-Commerce

Fintech in E-Commerce

Logistic in E-Commerce



Masterclass Stage

Compliance

Customer Experience

Marketplace Selling



Case Study Stage

Success Story

Cross-Border Growth Strategy



Investment Stage

Start up Presentations

Pitchdecks







# POST SHOW REPORT

Net Promoter Score (NPS)

85,88%

Lead Quality Rate 77.35%

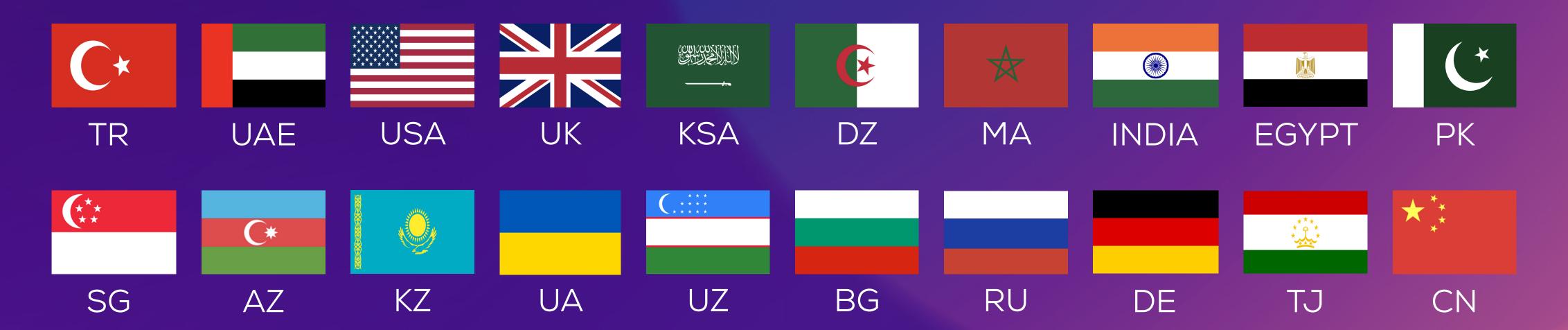
Percentage of participants to attend next year

92.70%



## POST SHOW REPORT

# TOP 20 Countries



# Total Countries 80+

# RIYADH E-COMMERCE BUSINESS FORUM





10+
Speakers

20+
Exhibitors

500+
Participants

30+
Countries

100+
Retail Brands

50+
B2B Matchmaking
Sessions

## What is **Next?**



RIYADH E-COMMERCE BUSINESS FORUM Trailer



# SRIDE F







المحالية ال

200+ Speakers 10K+
Participants

80+
Countries

150+ Exhibitors 120+
Retail Brands



**WORLDEF DUBAI 2024 After Movie** 



# SRIDE F







11-13 JUNE 2026

200+ Speakers 30K+
Participants

80+
Countries

200+ Exhibitors 500+ Retail Brands



**WORLDEF ISTANBUL 2025 After Movie** 



# FINITECH

DUBAI | SAPANCA | RIYADH | DOHA





500+ **Industry Leaders** 

50+ Speakers

**Exhibitors** 

Countries



**FINTECHX Trailer** 





# VISUALS FROM PAST EVENTS



















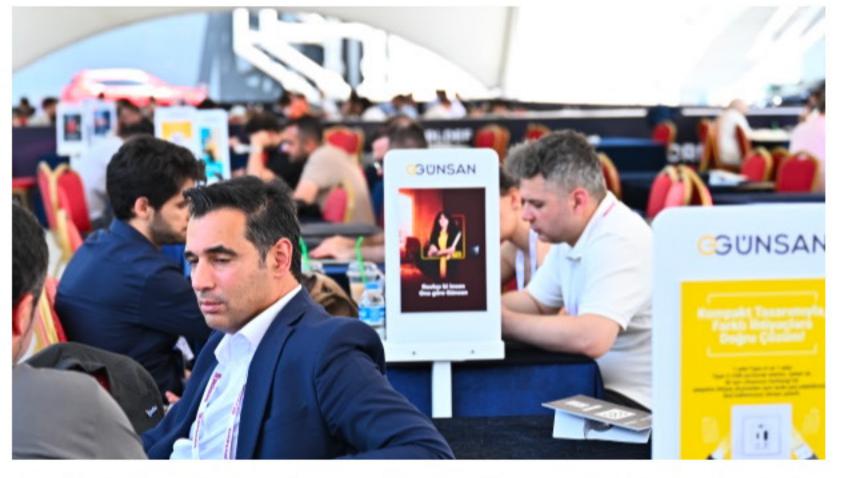


















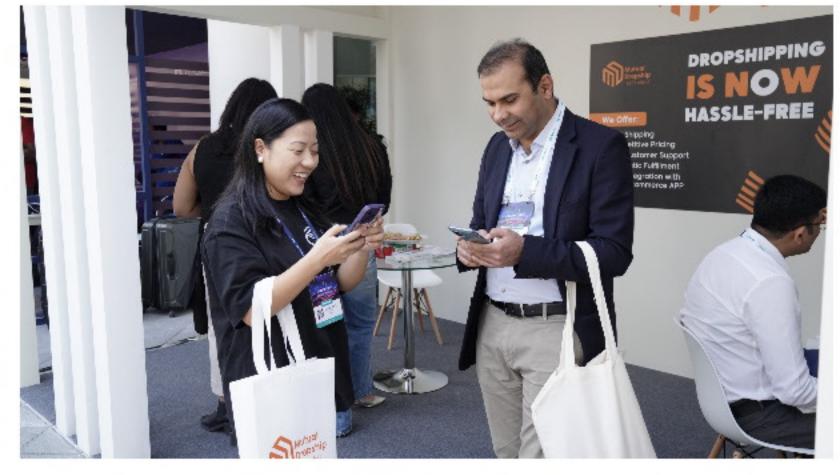


















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Thankly out.











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