



# WORLDDEF

GLOBAL E-COMMERCE & RETAIL TECH





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GLOBAL E-COMMERCE & RETAIL TECH

## WHO IS WORLDDEF?

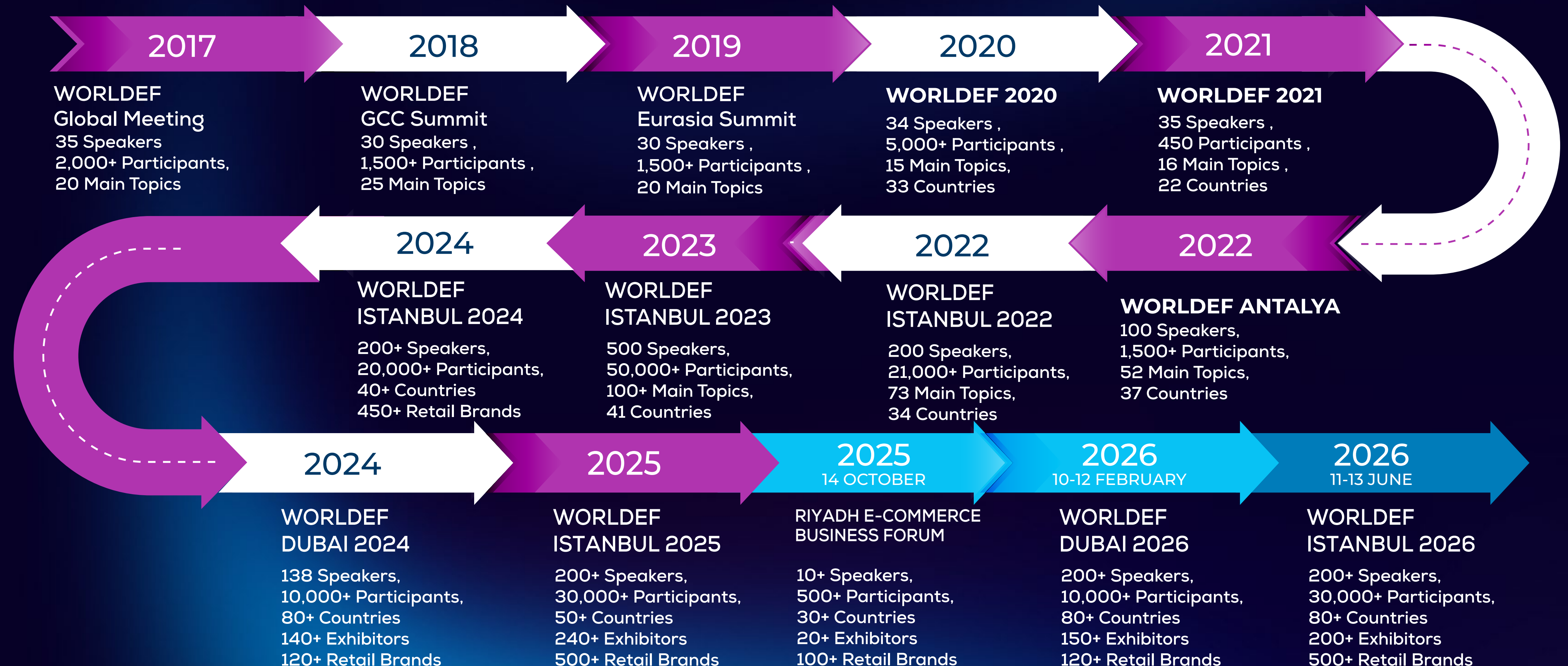
WORLDDEF organizes the world's largest cross-border e-commerce events in Istanbul, Dubai, and Riyadh, bringing together exhibitors and visitors from over 80 countries. We connect key industry players to facilitate international trade, expand businesses, increase brand awareness, and share insights on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



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## Key Highlights For WORLDDEF



**50K+**  
Participants

**Lead  
Generation**

**Government  
Relations  
Development**

**Expand  
Global Trade**



**200K+**  
Ecom Sellers



**80+**  
Countries

**Brand  
Visibility**

**Networking  
&  
Collaboration**

**Investment  
Opportunity**



**500+**  
Exhibitors



**4**  
Stages



**300+**  
Speakers

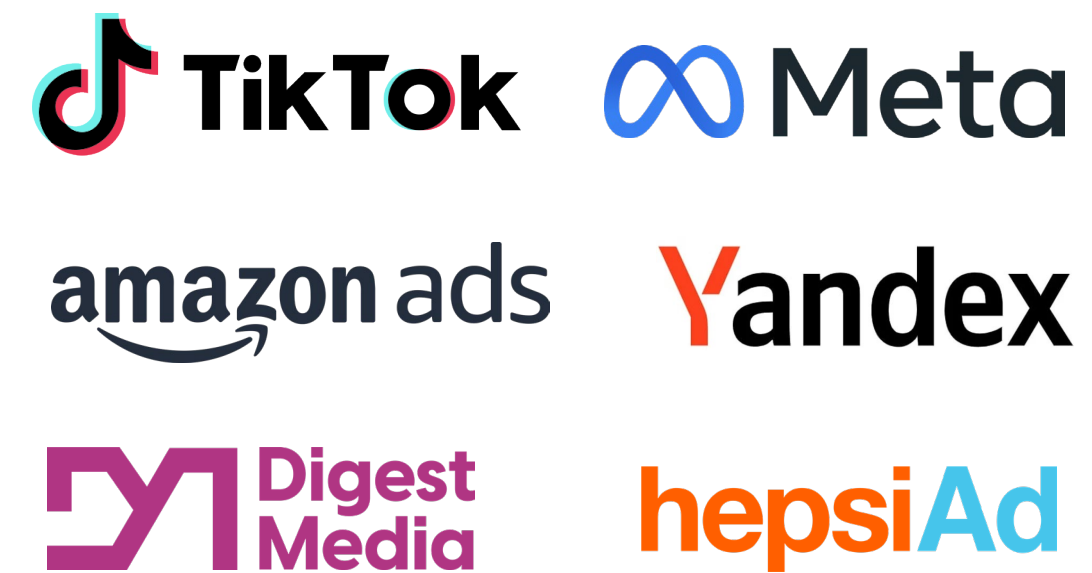


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## PREVIOUS EXHIBITORS

### Social Media & Platforms



### Logistics



### Payments



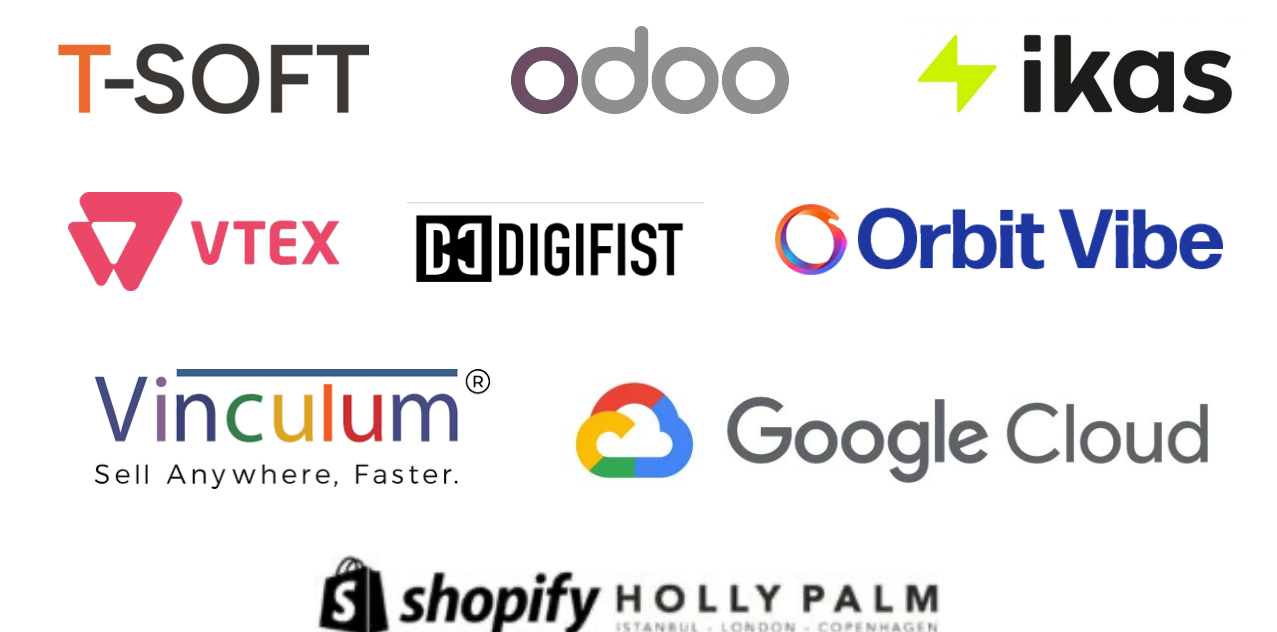
### Marketplaces



### Retail Brands



### Technology & Consultancy

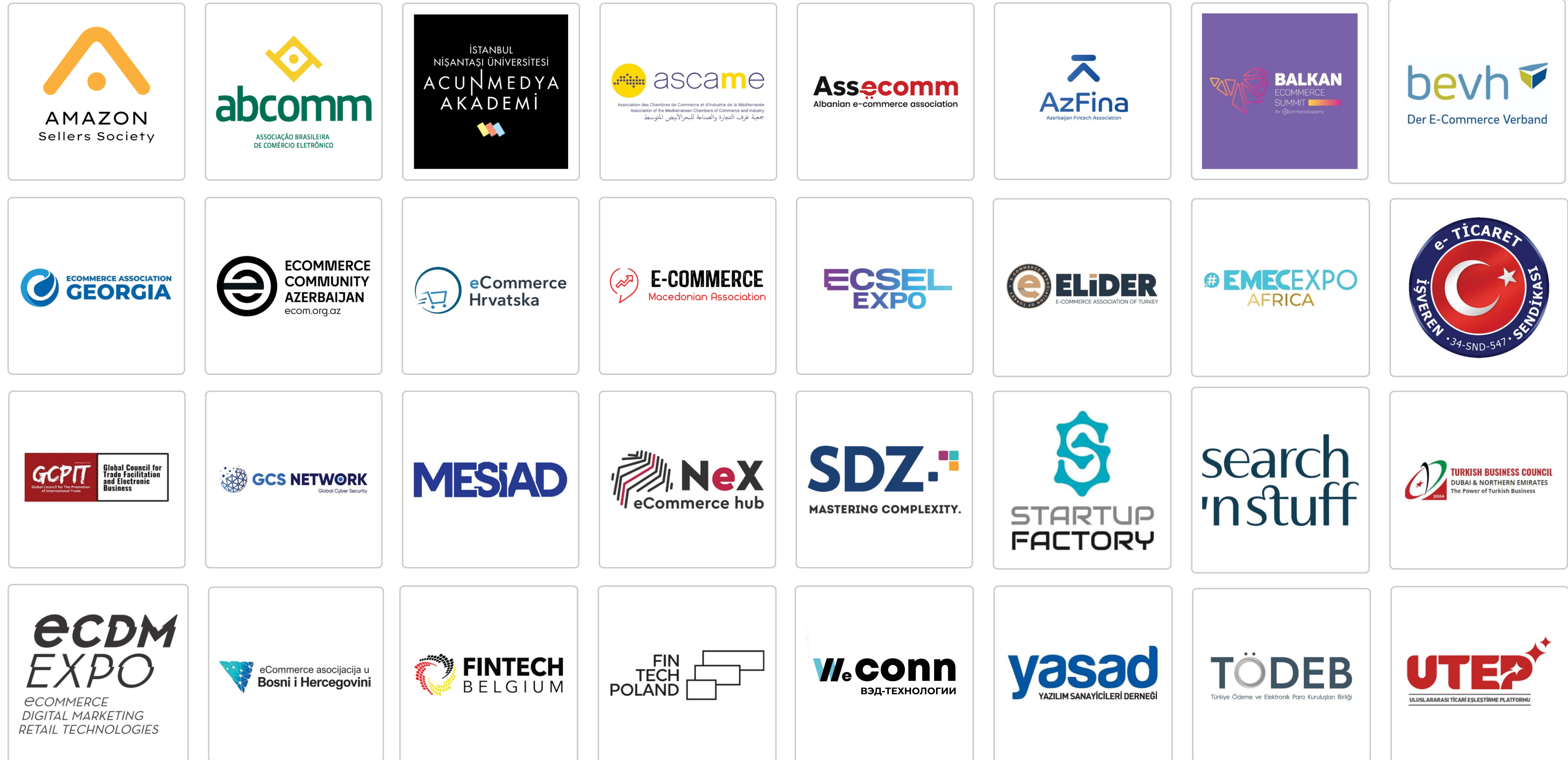




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## COMMUNITY PARTNERS





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## PREVIOUS 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



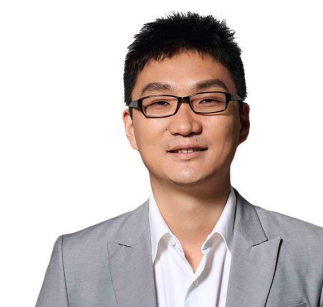
**Nazim Erdoğan**  
CMO



**Krystel Abi-Assi**  
CEO



**Mohammed Sakhariya**  
Head of Sales



**Colin Huang**  
CEO



**Nevzat Aydın**  
Founder



**Neil Patel**  
Co-Founder & Youtuber





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## PREVIOUS MEDIA PARTNERS

**BBC**  
WORLD

The  
Economist



**[N]** The  
National



**Harvard  
Business  
Review**

euro**news.**



Middle East  
**Economy**



**TRT**



**BBC**



Middle East  
**Forbes**

**Bloomberg**



**HABERLER.COM**

**SonDakika.com**

**AKŞAM**



**Hürriyet**



**Tech  
inside**

**KOLAY DEĞİL**



**fintechtime.**



**parcelmonitor**

**postbranche.de**  
DAS Portal rund um Brief, Paket, E-Mail & Co.



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## PROGRAM THEMES & TRACKS



### Future Commerce Stage



#### Topics:

AI 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



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## WORLDDEF B2B EVENT APP

# B2B Event App



Download on the  
**App Store**



ANDROID APP ON

**Google Play**

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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## WORLDDEF VIP *Connect*

✓ B2B Matchmaking    ✓ Speed Networking    ✓ Interactions With Decision Makers

WORLDDEF DUBAI 2026

📅 09 FEB 26    📍 DUBAI

WORLDDEF ISTANBUL 2026

📅 10 JUNE 26    📍 ISTANBUL



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## POST SHOW REPORT

Net Promoter Score (NPS)

85,88%

Lead Quality Rate

77.35%

Percentage of participants to attend  
next year

92.70%



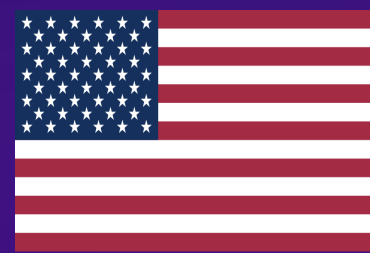
### TOP 20 Countries



TR



UAE



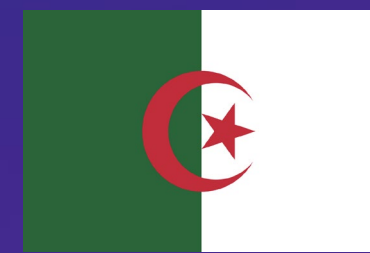
USA



UK



KSA



DZ



MA



INDIA



EGYPT



PK



SG



AZ



KZ



UA



UZ



BG



RU



DE



TJ



CN

### Total Countries

# 80+



# RIYADH E-COMMERCE BUSINESS FORUM

 14 OCTOBER 2025  CROWNE PLAZA

**10+**  
Speakers

**500+**  
Participants

**30+**  
Countries

**20+**  
Exhibitors

**100+**  
Retail Brands

**50+**  
B2B Matchmaking  
Sessions



Event Layout Plan

What is **Next?**



RIYADH E-COMMERCE BUSINESS FORUM Trailer



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DUBAI  
COMMERCITY

DUBAI



10-12 FEB  
2026

In partnership with DUBAI دبي كوميرسیتی COMMERCITY

200+

Speakers

10k+

Participants

80+

Countries

150+

Exhibitors

120+

Retail Brands



Event Layout Plan



WORLDEF DUBAI 2024 After Movie



# WORLDEF

YENIKAPI

ISTANBUL

11-13 JUNE  
2026

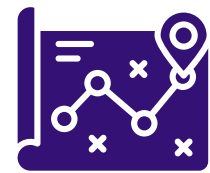
**200+**  
Speakers

**30k+**  
Participants

**80+**  
Countries

**200+**  
Exhibitors

**500+**  
Retail Brands



Event Layout Plan



WORLDEF ISTANBUL 2025 After Movie



# FINTECHX

DUBAI | SAPANCA | RIYADH | DOHA

 05-06 November 2025  Elite World Sapanca

**500+**  
Industry Leaders

**50+**  
Speakers

**50+**  
Exhibitors

**20+**  
Countries



Event Layout Plan



FINTECHX Trailer



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# VISUALS FROM PAST EVENTS















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*Thank you!*



/worldefglobal