WORLD'S #1 E-COMMERCE SHOW!

WORLDEF
DUBAI

10-12 FEB. 2026

SPEAKER GUIDE

In partnership with **DUBAI COMMERCITY** دبي كوميرسيتي

WORLDEF.COM
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Event Name: : WORLDEF DUBAI 2026
Date: 10-12 FEB. 2026
Place: DUBAI CommerCity
Website: worldef.com/events/dubai-2026
Event Agenda (Program): worldef.com/events/dubai-2026/event-agenda
Layout Plan (Yerleşim planı): worldef.com/events/dubai-2026/fair-layout-plan

Event General Summary

WORLDEF is an international event that has been organised to showcase Turkey's e-commerce and manufacturing potential in the global arena and to encourage new collaborations. This event, the twelfth of which will be held in Dubai on 10-12 February 2026, brings together manufacturers, buyers, industry professionals, service providers, entrepreneurs, exporters and investors. WORLDEF, a comprehensive platform on e-commerce and retail technologies, has targeted a total of 10,000 qualified visitors from the world this year.

Etkinlik Genel Özeti

Event theme consist of global e-commerce, innovation, artificial intelligence, sustainability, digital marketing, e-logistics and the future of e-commerce technologies will be emphasised. In addition, the programme will be performed simultaneously on 4 stages. The number of visitors expected to attend the event is planned to be 10,000 and above.

EVENT THEME and CONCEPT

Event theme consist of global e-commerce, innovation, artificial intelligence, sustainability, digital marketing, e-logistics and the future of e-commerce technologies will be emphasised. In addition, the programme will be performed simultaneously on 3 stages. The number of visitors expected to attend the event is planned to be 10,000 and above.

SESSIONS

Fireside Chat:

• Speakers will have 20 minutes Fireside Chat session time.

• Our speaker will be invited to the technical team / register at least 15 minutes before the session time for headset installation and technical controls.

• Our speaker will be able to follow the session time on the timer screen.

• For our speakers whose time has expired, situations such as session chair intervention are possible.

• Speaker information must be filled in by the specified date via the forms to be sent by WORLDEF. WORLDEF will not accept any responsibility for incomplete information.

Panel:

• Panel session topics are determined by the WORLDEF Academic Board and speaker positioning is made accordingly.

• Panel session duration is limited to 30 minutes in line with the determined topic.

• Within the time limit, questions are asked by the session chairman and questions are answered between the speakers.

• Our speaker will be able to follow the session time on the timer screen.

• For our speakers whose time has expired, situations such as session chair intervention are possible.

• Speaker information must be filled in by the specified date via the forms to be sent by WORLDEF. WORLDEF will not accept any responsibility for incomplete information.

Keynote:

• Keynote session duration is limited to 15 minutes.

• Keynote speakers are determined by the WORLDEF Academic Board.

• Speakers who will present in the keynote session must submit their presentations by the date notified to them. Presentations sent after the specified time will not be accepted.

• Our speaker will be able to follow the session time on the timer screen.

• For our speakers whose time has expired, situations such as session chair intervention are possible.

• Speaker information must be filled in by the specified date via the forms to be sent by WORLDEF. WORLDEF will not accept any responsibility for incomplete information.

Masterclass:

• The duration of the sessions on the Masterclass stage is limited to 30 minutes.

• Our speaker will be able to follow the session time on the timer screen.

• For our speakers whose time has expired, situations such as session chair intervention are possible.

• Speaker information must be filled in by the specified date via the forms to be sent by WORLDEF. WORLDEF will not accept any responsibility for incomplete information.

FAQ

You can find answers to all your questions about the event ***here.***

Note: The entire programme of events will take place in English.