

WORLDDEF

 DUBAI
COMMERCITY

DUBAI

 10-12
FEB 2026

In partnership with ^{DUBAI} دبی کومیرسیتی
COMMERCITY

2nd
Edition

WORLDDEF



Under the patronage of **His Highness Sheikh Ahmed bin Saeed Al Maktoum**, Chairman of Dubai Integrated Economic Zones Authority, WORLDEF DUBAI 2026—the region’s premier global e-commerce and retail technology event—will take place in Dubai from 10–12 February 2026, in partnership with Dubai CommerCity, the Middle East, Africa, and South Asia region’s first free zone dedicated to digital commerce.



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Executive Summary

OVERVIEW:

WORLDDEF DUBAI 2026 is the premier event for global e-commerce stakeholders brought to you in partnership with Dubai Commercity. This transformative event in metropolitan Dubai invites the e-commerce ecosystem to form strategic partnerships, build international networks, and explore new opportunities. Engage in insightful discussions and gain perspectives from leading global e-commerce experts and industry leaders. This forum serves as a catalyst for change, uniting visionary leaders to shape the future of e-commerce.

EVENT: WORLDDEF DUBAI 2026

DATE: Feb. 10-12, 2026

VENUE: DUBAI CommerCity, Dubai

TARGET AUDIENCE: MNCs - SMEs - Government - Manufacturers - Sellers
- Investors - Retail Brands - Service Providers

TARGET SECTORS: Logistic - Payment - Marketing - IT Software- Retail
- Marketplaces - Packaging

TARGET MARKETS: The Middle East, Africa, UK, Europe, India, Central Asia



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About WORLDDEF

WORLDDEF is a premier global platform dedicated to e-commerce events, designed to facilitate international expansion for businesses through innovative e-commerce solutions.

Our platform not only supports company growth on a global scale but also fosters a vibrant community where professionals can exchange experiences and connect within the expansive e-commerce network. WORLDDEF addresses diverse industry needs by presenting cutting-edge trends, insightful forecasts, and effective strategies, as a critical resource for the e-commerce ecosystem.

Our mission is to serve as a pivotal reference in the ongoing evolution of e-commerce, driving transformation and excellence in the digital marketplace.



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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
AI & Data Analytics
Government Duties



VISITORS

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

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Key Highlights for WORLDDEF DUBAI 2026

 **10K+**
Participants

**Lead
Generation**

**Government
Relations
Development**

**Expand
Global Trade**

 **120+**
Retail Brands

 **80+**
Countries

**Brand
Visibility**

**Networking
&
Collaboration**

**Investment
Opportunity**

 **150+**
Exhibitors

 **4**
Stages

 **200+**
Speakers

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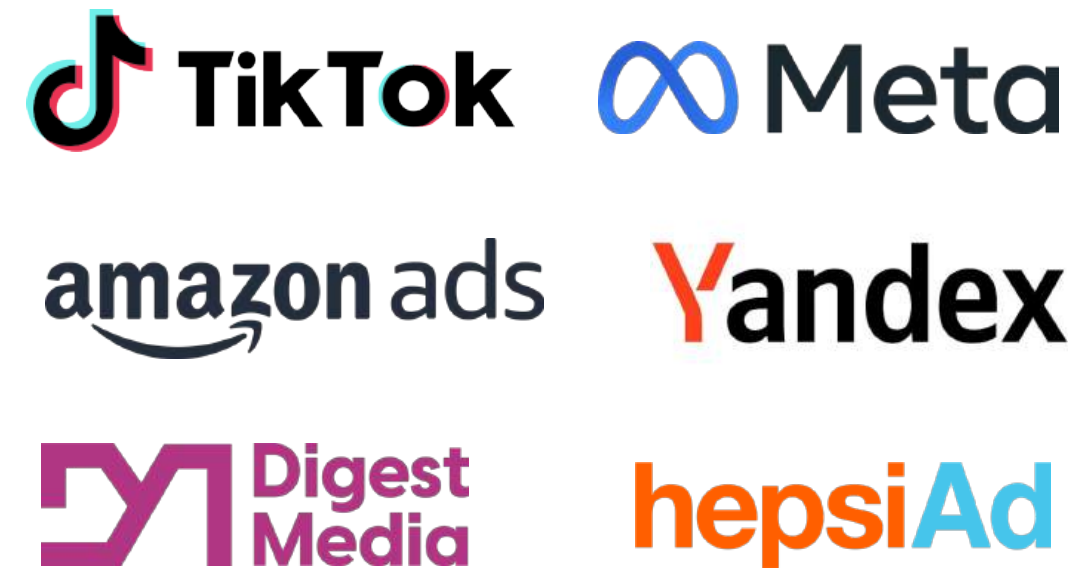
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Previous Exhibitors

Social Media & Platforms



Logistics



Payments



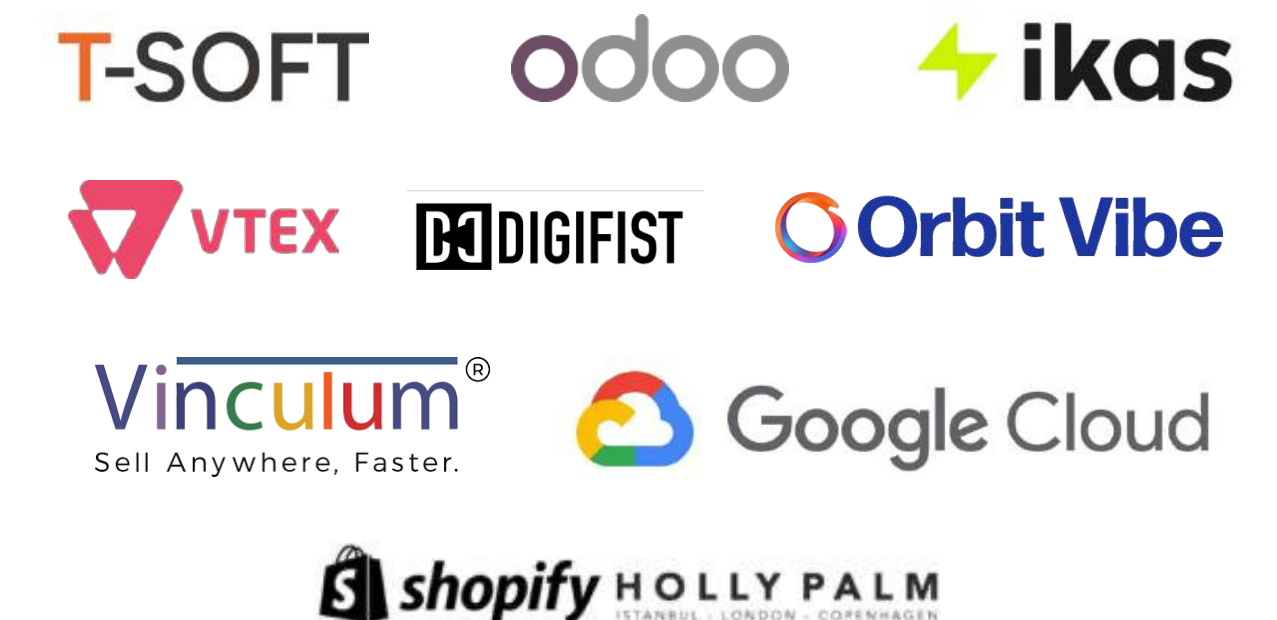
Marketplaces



Retail Brands



Technology & Consultancy



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Previous Media Partners

BBC
WORLD

The
Economist



[N]The
National



Harvard
Business
Review

euronews.



Middle East
Economy



TRT



BBC



Forbes
Middle East

Bloomberg



HABERLER.COM

SonDakika.com

AKŞAM



Hürriyet



TECH
INSIDE

KOLAY DEĞİL



fintechtime.



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

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

POTENTIAL SPEAKERS



H.E. Dr. Mohammed Al Zaroor
Executive Chairman, DIEZ Authority



Yasmine Ali Hassan
General Manager | Amazon Advertising
Turkiye, Egypt and South Africa



Erdem Inan
CEO



Nilhan Gökçetekin
CEO



Dr. Sohail Choudhry
CEO | Naqel Express
Group CCO | Saudi Post Logistics



Clara Shi
Chief Executive Officer (CEO)



Alastair Croker
CEO



Francis Dufay
CEO



Neil Patel
Co-Founder & Youtuber



Sami Louali
Chief Revenue Officer (CRO)



Bala Subramaniam
Head of Omnichannel



Manosij Ganguli
Chief Sustainability Officer | Aramex



Ramazan Altınay
Head of International Affairs,
Business Development and Strategy
Aras Kargo



Sundeep Khanna
Partner, Deloitte Middle East,
Consumer & Retail | Deloitte



Muhannad Hasan
Ecosystem Development Manager,
Meta Business Partnerships,
Middle East and Africa



Prakash Gurumoorthy
General Manager | EMEA & APAC



Francois Coron
Managing Director
Hellmann Logistics



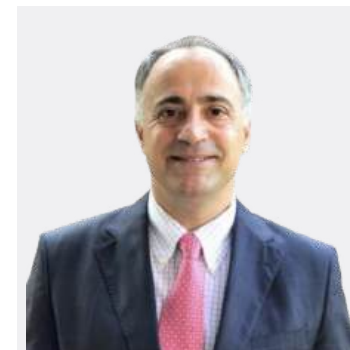
Hosam Arab
CEO | Tabby



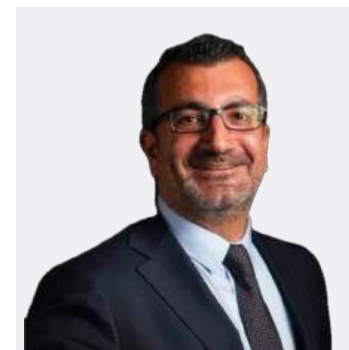
Bradley Sutton
Director of Training & Chief Evangelist



Dharmendra Mehta
Group of Head of E-Commerce



Enis Karslıoğlu
Chairman, CEO



Kanat Kutluk
President



Nazım Erdoğan
CMO



Ben Mclean
Head of E-Commerce DHL UAE



Krystel Abi-Assi
CEO



Mohammed Sakhariya
Head of Direct Sales | Odoo



Marina Khanayeva
CEO



FOR MORE

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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

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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+

PARTNERSHIP PACKAGES

	STAR TYPE 1 STAR 	STAR TYPE 2 STARS 	STAR TYPE 3 STARS 	STAR TYPE 4 STARS 	STAR TYPE 5 STARS 
WORLDDEF VIP Connect Access					
VIP Lounge Access			1 Person	2 Person	5 Person
WORLDDEF VIP Connect B2B Table					
Booth Space (Booth construction excluded)	5 m2	10 m2	12 m2	21 m2	32 m2
WORLDDEF VIP Connect Logo Positioning					
Private Reception in VIP Lounge					
Event After Movie					
Private PR Studios					
Logo Positioning on Outdoor Billboards					
Logo Positioning on the Partners Wall					
Logo Positioning in a Website					
Company Participant Right	5 Person	8 Person	10 Person	30 Person	50 Person
Executive Ticket Right	2 Tickets	3 Tickets	5 Tickets	8 Tickets	10 Tickets
VIP Ticket Right			1 Person	2 Person	5 Person
Interview/News in WORLDDEF Magazine					
Ads on All Stages and Digital Billboards					
LIST PRICE	7,900\$	12,900\$	14,900\$	33,900\$	90,900\$
EARLY BIRD OFFER %20 DISCOUNT UNTIL 15.10.2025	6,320\$	10,320\$	11,920\$	27,120\$	72,720\$

EXECUTIVE PARTNERSHIP

Lead the Future of Digital Commerce as an Executive Partner!

Executive Level Visibility

- Outdoor Billboard Branding
- Wall of Partners Placement
- Website Exposure
- Social Media Spotlight
- WORLDDEF Magazine Special Interview

Premium Presence

- 32 m² Premium Booth (E-7)
- Booth Construction Included
- Executive Ticket Rights: 50
- VIP Ticket Rights: 20
- Company Participants: 100

Unmatched Access & Prestige

- Opening Speech Opportunity in a Main Stage
- WORLDDEF VIP Connect Event Access
- VIP Lounge Access

Exclusivity – Extended Partnership Perks

Lounge Partnership Options:

Choose from:

- * Executive Lounge Partner
- * VIP Lounge Partner
- * Investor Lounge Partner

Highest Tier Recognition

Officially positioned as the largest level of partnership.

Top-Level Branding

Most prestigious and visible brand presence throughout the event.

Your Gateway to the Future of Digital Commerce: Pavilion Access Reserved for Community Partners

EXCLUSIVE BENEFIT

- Branded Pavilion in VIP Zone or Startup Zone
- Custom Pavilion Packages: 6, 10 or 16 Pods
- Strategic Location with High Visibility

ACCESS & PARTICIPATION RIGHTS

- 10 Company Participants
- 5 Executive Tickets
- 1 VIP Ticket
- VIP Lounge Access
- WORLDEF VIP Connect Event Access

GLOBAL VISIBILITY PACKAGE

- Logo Placement on Community Partner Wall
- Logo on Event Website
- Spotlitged in Social Media Campaigns
- Joint Announcements with WORLDEF
- Interview in Official WORLDEF Magazine

KNOWLEDGE & BRAND LEADERSHIP

- Speaking Slot at Case Study Stage
- Participation in Closed-Door Sessions
- Association with Global Digital Commerce Leaders



As a WORLDEF Community Partner, your organization gains strategic pavilion access and brand elevation opportunities to connect with 10,000+ attendees from 80+ countries. Join us in shaping the future of global digital commerce.

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Mini Stand

for Start-Ups

We offer a perfect platform to introduce your **start-up** to global investors and industry professionals.

~~2,900\$~~

2,320\$

%20 DISCOUNT UNTIL 15.10.2025



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Additional Partnership



Executive Lounge Partnership

30,000\$



VIP Lounge Partnership

40,000\$



Investor Lounge Partnership

40,000\$

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Additional Partnership

50,000\$



VIP Lanyard Partnership



VIP Badge Partnership

50,000\$

60,000\$



General Lanyard Partnership



General Badge Partnership

50,000\$

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Additional Partnership



VIP Connect Partnership

50,000\$



Investment Stage Partnership

40,000\$



Case Study Stage Partnership

40,000\$

Additional Partnership



WI-FI Partnership

20,000\$



Bag Partnership


20,000\$



Chair Cover Partnership

15,000\$



Event Area
3D Animation 

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Join Us at WORLDDEF DUBAI 2026!



Go Global

Break into the international e-commerce market and expand your reach.



Network

Meet industry leaders and innovators from around the world, all in one place.



Innovate

Discover the latest trends, technologies, and strategies transforming e-commerce today.

Don't miss this chance to propel your business into the future of e-commerce. Secure your spot at WORLDDEF DUBAI 2026 and be part of the next wave of global e-commerce success!

Register Now and Transform Your Business!







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PARTNERSHIP