

WORLDDEF

In partnership with ^{DUBAI} **COMMER**CITY ^{دبي كوميرس سيتي}

Under the patronage of
His Highness
Sheikh Ahmed Bin Saeed Al Maktoum,
Chairman of Dubai Integrated
Economic Zones Authority

WORLDDEF DUBAI 2026
the region's premier global e-commerce and retail technology event

10-12 FEBRUARY 2026 • DUBAI COMMERCITY



WORLDDEF

In partnership with DUBAI دبي كوميرس سيتي **COMMER**CITY

Dubai is proud to once again host the WORLDDEF Forum in collaboration with Dubai CommerCity. The inaugural edition welcomed over 5,000 participants from 40+ countries, reaffirming Dubai's role as a catalyst for cross-border e-commerce and global trade. Building on this success, and guided by the Dubai Economic Agenda D33, we look forward to shaping the future of digital trade together in 2026.

His Highness

Sheikh Ahmed bin Saeed Al Maktoum

Chairman of Dubai Integrated Economic Zones
Authority



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The return of the WORLDDEF Forum to Dubai in 2026, in partnership with Dubai CommerCity, marks a significant milestone in advancing global dialogue on digital trade. Having addressed this distinguished gathering previously, I have seen firsthand its role in shaping the future of digital commerce. The UAE's e-commerce market, projected to reach AED 70 billion by 2029, reflects the strength of our infrastructure and innovative ecosystem. WORLDDEF supports our vision to position the UAE as a global hub for smart commerce and sustainable growth, reinforcing our commitment to international collaboration and the future of digital trade.

H.E. Dr. Thani bin Ahmed Al Zeyoudi
Minister of Foreign Trade

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

Logistics • Payment • Marketing • Technology • Retail • Marketplaces

TARGET MARKETS

The Middle East, Africa, UK, Europe, India, Central Asia

WORLDDEF DUBAI 2026 in partnership with **Dubai CommerCity**





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.

Event Journey





Worldef Dubai 2024 Post Show Report

Top 20 Countries

85.88%
New Promoter Score (NPS)

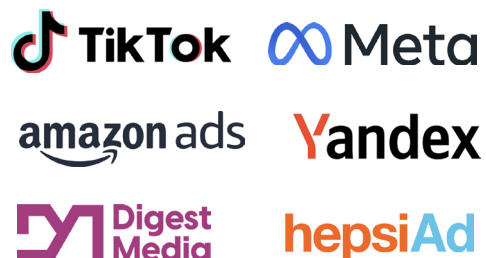
77.35%
Lead Quality Rate

92.70%
Percentage of Participants
to attend next year



Previous Exhibitors

Social Media Platforms



Logistics



Payments



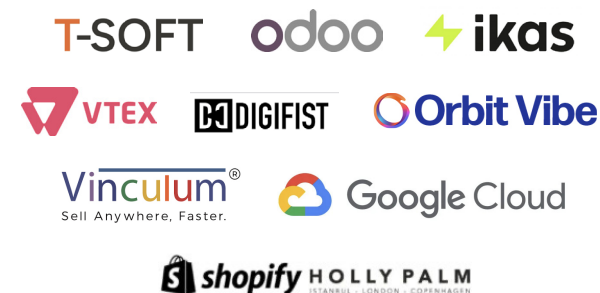
Marketplaces



Retail Brands



Technology & Consultancy



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Previous Media Partners



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Previous Media Partners



Connecting Global E-Commerce

EXHIBITORS

- Logistics Companies
- Fintech Companies
- Digital Marketing Agencies
- Marketplaces
- Technology Companies
- Accounting Services
- Consultancy Companies
- Legal & Law Companies
- Fulfillment Companies
- Packaging Companies
- Store Automation & Management
- AI & Data Analytics
- Government Institutions

VISITORS

- Retail Brands
- Dot com Sellers
- Marketplace Sellers
- Influencers
- Social Media Sellers
- Manufacturers
- Investors
- Dropshippers
- Startups



Key Highlights

- Lead Generation
- Government Relations Development
- Expand Global Trade
- Brand Visibility
- Investment Opportunity

10K Participants

120+ Retail Brands

80+ Countries

150+ Exhibitors

4 Stages

200+ Speakers



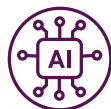


Program Themes & Tracks

TOPICS



Digital
Commerce



Artificial
Intelligence



Fintech



Logistics

STAGES

MASTERCLASS

- Compliance
- Customer Experience
- Marketplace Selling

CASE STUDY

- Success Story
- Cross-border Growth Strategy

INVESTMENT

- Startups
- Fund Raising
- Pitch Competitions

Potential Speakers



H.E. Dr. Mohammed Al Zarooni
Executive Chairman
DIEZ Authority



Yamine Ali Hassan
GM Amazon Advertising
Türkiye, Egypt and SA



Erdem Inan
CEO



Nilhan Gökçetekin
CEO



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



Clara Shi
Chief Executive
Officer



Alastair Croker
Chief Executive
Officer



Francis Dufay
Chief Executive
Officer



Neil Patel
Co-Founder and
Youtuber



Sami Louali
Chief Revenue
Officer



Bala Subramaniam
Head of Omnichannel



Manosij Ganguli
Chief Sustainability
Officer



Ramazan Altınay
Head of International
Affairs, Business
Development Strategy



Sundeep Khanna
Partner,
Deloitte Middle East,
Consumer & Retail



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



Prakash Gurumoorthy
General Manager
EMEA & APAC



Francois Coron
Managing Director



Hosam Arab
Chief Executive
Officer



Bradley Sutton
Director of Training
& Chief Evangelist



Dharmendra Mehta
Group Head
of E- Commerce



Enis Karslioğlu
Chairman, CEO



Kanat Kutluk
President



Nazim Erdoğan
CMO



Ben Mclean
Head of E-Commerce
DHL UAE



Krystel Abi-Assi
CEO



Mohammed Sakhariya
Head of Direct Sales



Marina Khanayeva
CEO



Agenda

FUTURE COMMERCE STAGE DAY 1 | FEBRUARY 10

09:00 - 10:30	Registration & Networking
10:30 - 10:35	Welcome by Master of Ceremony
10:35 - 10:45	Opening Remarks
10:45 - 11:05	Keynote Speeches
11:05 - 11:25	FIRESIDE CHAT: Dubai: The Startup Capital of the World Dubai's transformation from a regional hub to a global launchpad for innovation is redefining the rules of entrepreneurship. This session unpacks how the city's visionary policies, venture ecosystem, and cross-border access are propelling founders from every corner of the world to scale globally from Dubai.
11:25 - 11:40	COFFEE BREAK
11:40 - 12:00	FIRESIDE CHAT: Dubai CommerCity: Integrating E-Commerce, Logistics and Global Trade Dubai CommerCity is building a fully integrated ecosystem connecting e-commerce, logistics, and global markets. Discover how this hub is enabling seamless digital trade at scale.
12:00 - 12:20	FIRESIDE CHAT: The Future of Logistics: Delivering Speed and Sustainability Across Borders Logistics is evolving to combine speed, efficiency, and environmental responsibility across global supply chains. Explore how automation and green initiatives are shaping the next generation of delivery.
12:20 - 12:50	PANEL DISCUSSION: Retail Modernization in GCC: Bridging Tradition with Digital Innovation Retail in the GCC is blending cultural heritage with digital technologies to transform customer experiences. Learn how retailers are creating modern, digitally empowered shopping environments.
12:50 - 13:10	FIRESIDE CHAT: Redefining Connectivity: How Telecoms Are Powering the Digital Economy Telecom companies are moving beyond connectivity to drive innovation in commerce and digital services. Discover how telecoms are enabling fintech, e-commerce, and new digital ecosystems.
13:10 - 13:40	LUNCH BREAK
13:40 - 14:00	FIRESIDE CHAT: The 10-Minute Economy: Can Quick Commerce Stay Profitable? Ultra-fast delivery is reshaping consumer expectations and supply chain models. Explore whether quick commerce can remain profitable while meeting the demand for instant gratification.

Agenda

14:00 - 14:30	PANEL DISCUSSION: From Clicks to Customs: Frictionless Cross-Border Trade in a Digital World As e-commerce goes global, the new frontier lies in simplifying trade beyond borders. This discussion explores how technology, policy, and partnerships are making international selling as seamless as a local checkout.
14:30 - 14:45	KEYNOTE: The Omni-Consumer: Marketing Across Channels, Moments, and Mindsets Consumers engage with brands across multiple channels, devices, and contexts. Discover how omnichannel marketing strategies are delivering personalized, seamless experiences.
14:45 - 15:05	FIRESIDE CHAT: Balancing Speed and Security: The Future of Digital Payment Solutions Digital payments are evolving to meet the dual demands of speed and security in online commerce. Explore how fintech innovations are enabling trusted, instant transactions globally.
15:05 - 15:25	FIRESIDE CHAT: Building the Next Global Startup Hub: Lessons from LATAM's Tech Rise Latin America has built thriving startup ecosystems that balance talent, innovation, and investment. Learn what emerging markets can adopt to scale their own tech ecosystems successfully.

FUTURE COMMERCE STAGE DAY 2 | FEBRUARY 11

10:30 - 10:35	Welcome by Master of Ceremony
10:35 - 10:55	FIRESIDE CHAT: The Marketplace Multiverse: From Products to Services, Experiences, and Beyond Marketplaces are evolving into multi-layered ecosystems that extend beyond buying and selling. Discover how platforms are delivering services, financial solutions, and immersive experiences.
10:55 - 11:25	PANEL DISCUSSION: The Rise of Conversational Commerce 2.0: Shopping Inside ChatGPT AI-powered chat interfaces are transforming how consumers discover, engage, and purchase products. Explore how conversational commerce is creating seamless, personalized shopping journeys.
11:25 - 11:45	FIRESIDE CHAT: Recommerce and Retail Circularity: Tech-Driven Paths to Sustainability Circular retail models are gaining traction through resale, refurbishment, and recycling initiatives. Learn how technology is enabling profitability while driving sustainable commerce practices.
11:45 - 12:00	COFFEE BREAK
12:00 - 12:30	PANEL DISCUSSION: The Future of Cashless: Trends in Digital Payments Digital payments are reshaping financial transactions through wallets, QR codes, and tokenized currencies. Discover the trends defining the next phase of a cashless economy.

Agenda

12:30 - 12:55	FIRESIDE CHAT: The TikTokification of eCommerce: Shoppable Video and UGC at Scale Short-form video and user-generated content are driving engagement and conversion in commerce. Explore how brands are turning virality into measurable e-commerce impact.
12:55 - 13:10	KEYNOTE: Entrepreneurial Branding: How Founders Shape the Future of Marketing? In a world where authenticity drives consumer trust, founders are becoming their brands' most powerful storytellers. This session explores how visionary entrepreneurs are redefining marketing, blending personal narrative, innovation, and purpose to create brands that inspire lasting loyalty.
13:10 - 13:40	LUNCH BREAK
13:40 - 14:10	PANEL DISCUSSION: Traditional Dropshipping: The New Age of Factory-to-Consumer Commerce Platform-based dropshipping is transforming global retail by connecting manufacturers directly to consumers. Learn how Temu's model differs from traditional dropshipping operations.
14:10 - 14:30	FIRESIDE CHAT: Smart Stores and Phygital Retail: The Blended Shopping Experience Retail is merging digital and physical experiences to create interactive, data-driven environments. Discover how smart stores are redefining customer engagement and shopping journeys.
14:30 - 15:00	PANEL DISCUSSION: Investing in the Digital Economy: MENA as the Next Global Growth Hub MENA is emerging as a key destination for digital investment and innovation. Explore why this region is attracting global capital and driving tech-driven growth.
15:00 - 15:20	FIRESIDE CHAT: Born in Chaos: How Great Startups Emerge from Uncertainty Disruption and uncertainty often spark the most innovative and resilient startups. Learn how founders turn challenges into opportunities for growth and creativity.

FUTURE COMMERCE STAGE DAY 3 | FEBRUARY 12

10:30 - 10:35	Welcome by Master of Ceremony
10:35 - 10:55	FIRESIDE CHAT: Commerce Without Borders: The Next Decade of Digital Trade Global e-commerce is scaling rapidly, enabled by digital platforms and streamlined logistics. Explore the technologies and strategies making cross-border trade seamless.
10:55 - 11:25	PANEL DISCUSSION: Ethics, Accuracy, and Algorithms: Can We Trust AI in Commerce? AI adoption in commerce raises questions about fairness, transparency, and bias. Discover how businesses are navigating trust and accountability in algorithm-driven systems.

Agenda

11:25 - 11:45	FIRESIDE CHAT: Scaling on Shopify: Building Global E-Commerce Brand Shopify empowers entrepreneurs to grow brands globally while managing operations efficiently. Learn the strategies that help startups scale in competitive digital markets.
11:45 - 12:00	COFFEE BREAK
12:00 - 12:30	PANEL DISCUSSION: The Future of HR in E-Commerce: Building Talent-Driven Growth in the Digital Economy As e-commerce continues to evolve, human capital stands at the heart of digital transformation. This session explores how HR leaders are reshaping recruitment, culture, and workforce strategies to build agile, talent-driven organizations in the digital economy. Discover how people, not just technology, are powering the future of e-commerce.
12:30 - 12:55	FIRESIDE CHAT: The Attention Economy: Winning Mindshare in a World of Scrolls and Swipes Brands must capture and convert consumer attention in a highly saturated digital environment. Discover strategies to engage audiences across channels and platforms effectively.
12:55 - 13:10	KEYNOTE: The Founder Code: What Defines the Entrepreneurs Who Build the Future Vision, adaptability, and resilience are key traits of the world's most impactful founders. Explore the mindset and strategies that help entrepreneurs succeed in dynamic markets.
13:10 - 13:40	LUNCH BREAK
13:40 - 14:10	PANEL DISCUSSION: Connected Retail: Blurring the Lines Between Online and Offline Physical stores and digital platforms are integrating to deliver seamless omnichannel experiences. Learn how retailers are unifying shopping journeys across all touchpoints.
14:10 - 14:30	FIRESIDE CHAT: Green is the New Growth: The Sustainability Imperative in Digital Commerce Sustainability is becoming a key driver of business growth in digital commerce. Explore how brands embed environmental responsibility into strategy and operations.
14:30 - 14:45	KEYNOTE: Ecommerce 2050: The Age of Autonomous Commerce By 2050, AI agents will autonomously manage buying, logistics, and fulfillment. Discover how autonomous systems are set to redefine the global commerce landscape.
14:45 - 15:00	Closing Ceremony: Note of Thanks Dubai's transformation from a regional hub to a global launchpad for innovation is redefining the rules of entrepreneurship. This session unpacks how the city's visionary policies, venture ecosystem, and cross-border access are propelling founders from every corner of the world to scale globally from Dubai.



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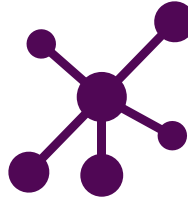
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Join Us at WORLDDEF DUBAI 2026



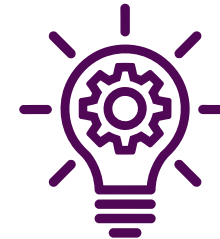
Go Global

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!

Transform NOW and REGISTER your business!

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THANK YOU