

WORLD DEF

YENIKAPI

ISTANBUL

11-13
JUNE 26

16th
Edition



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OVERVIEW:

WORLDDEF ISTANBUL 2026 is the premier event for global e-commerce stakeholders. This transformative event in metropolitan Istanbul 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.

Executive Summary

EVENT: WORLDDEF ISTANBUL 2026

DATE: June 11-13, 2026

VENUE: Yenikapi, Istanbul

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

TARGET SECTORS: Logistics – Payment – Marketing – IT Software – Retail
Marketplaces – Packaging

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

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About WORLDEF

WORLDEF 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. WORLDEF 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



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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
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 ISTANBUL 2026

30.000+
Participants

Lead
Generation

Government
Relations
Development

Expand
Global Trade

 **500+**
Retail Brands

50+
Countries

 **240+**
Exhibitors

3
Stages

Brand
Visibility

Networking
& Collaboration

Investment
Opportunity

 **200+**
Speakers

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POTENTIAL EXHIBITORS

Social Media & Digital Marketing

TikTok Meta

amazon ads DIGIFIST

CHAMPS Digest Media

Logistics

DHL wirect suratlojistik

hellmann aramex suratkargo

aras NAQEL TURKISH CARGO

Payments

WORLDFIRST tamara

amazon payments QUIVO elekse

checkout.com tabby

Marketplaces

amazon JOOM hepsiburada

JUMIA tradeling ebay

trendyol

Retail Brands

LANDMARK GROUP D'S damat CHALHOUB GROUP
pierre cardin U.S. POLO ASSN. homesus

KOTON LC WAIKIKI

Technology & Consultancy

CHINA BOSS BIG TOPTANTR ShopiVerse
Lunatec IBM BiggBrands

VTEX odoo Deloitte

TECHIES INFOTECH Vinculum

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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.

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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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POTENTIAL SPEAKERS



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



James Dong
CEO | Lazada



Francis Dufay
CEO



Mehmet Gürcan Karakaş
CEO



Cem Oğuz
General Manager



İlke Çarkıcı Toptaş
Country Director



Neil Patel
Co-Founder & Youtuber



Celine Xu
Business Development
Manager at TMALL Europe



Daniel Vines
Vice President,
Domestic Sales and Shipping Manager



Erdem İnan
CEO



Nilhan Onal Gökçetekin
CEO



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



Ömer Karataş
Deputy General Manager of
Sales and Marketing



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



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



Ali Haidar
Head of Legal and External Affairs



Marina Khanayeva
CEO



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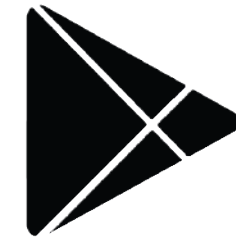
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WORLDDEF B2B EVENT APP

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 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%

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POST SHOW REPORT

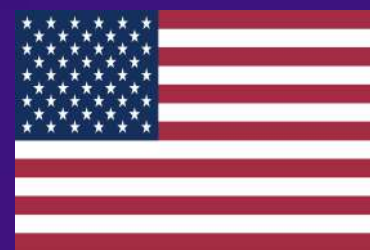
TOP 20 Countries



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	×	×	✓	✓	✓
B2B Table	×	×	✓	✓	✓
Booth Space (Booth construction excluded)	9 m2	18 m2	27 m2	36-48 m2	46-60 m2
WORLDDEF VIP Connect Logo Positioning	×	×	×	×	✓
Private Reception in VIP Lounge	×	×	×	×	✓
Event After Movie	×	×	×	×	✓
Private PR Studies	×	×	×	×	✓
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
Interview/News in WORLDDEF Magazine	×	×	✓	✓	✓
Ads on All Stages and Digital Billboards	×	×	×	✓	✓
LIST PRICE	5,490\$	8,900\$	12,900\$	44,900\$	109,900\$
EARLY BIRD OFFER %20 DISCOUNT UNTIL 30.09.2025	4,392\$	7,120\$	10,320\$	35,920\$	87,920\$

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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.

EXECUTIVE PARTNERSHIP

WORLDEF AWARDS ISTANBUL 2026



CELEBRATING EXCELLENCE IN E-COMMERCE

The WORLDEF AWARDS ISTANBUL 2026 is a premier recognition program designed to celebrate the most successful, innovative, and inspiring players shaping the future of e-commerce. The awards bring together leading brands, sellers, entrepreneurs, and digital professionals to honor outstanding achievements across the industry. Spanning over three days during WORLDEF ISTANBUL 2026, the ceremony will recognize excellence across more than 62 categories, representing every major retail and digital commerce segment from fashion and electronics to FMCG, technology, and lifestyle.

AWARD CEREMONY

The three-day gala event will take place between 11–13 June 2026, gathering over 400 top e-commerce sellers from various categories, industry leaders, media representatives, and influencers.



EXECUTIVE PARTNERSHIP

WORLDDEF AWARDS ISTANBUL 2026



Exclusive Visibility. Premium Access. Unmatched Influence. As the Executive Partner of WORLDDEF AWARDS 2026, your brand will take center stage during one of the most anticipated events in the e-commerce industry.

Some Partnership Rights

- Official Lanyard & Badge Sponsorship
- Logo placement across the Awards website, email communications, and social media channels
- Logo and flag visibility throughout the awards venue and on digital displays
- The right to present awards on stage in categories of your choice
- Exclusive media interviews before and during the event with top media partners
- 3-minute video slot during the award ceremony and more...

*For detailed information about the specific rights and benefits of executive partnership, please contact our sales team.



EXECUTIVE PARTNERSHIP

WORLDDEF AWARDS ISTANBUL 2026



CATEGORY AWARD PARTNERSHIP

- As a Category Award Partner, your brand will be associated directly with a key sector of the e-commerce ecosystem.
- 2 VIP Tickets
- On-stage recognition as the official partner of that category
- This partnership provides a targeted branding opportunity, directly associating your company with excellence and innovation in your chosen sector.



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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 30.09.2025



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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

50.000\$



VIP Badge Partnership

60.000\$



General Lanyard Partnership

50.000\$



General Badge Partnership

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Additional Partnership



VIP Connect Partnership

50.000\$



Investment Stage Partnership

40.000\$



Case Study Stage Partnership

40.000\$

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Additional Partnership



WI-FI Partnership

20.000\$



Bag Partnership

20.000\$



Chair Cover Partnership

15.000\$



FUTURE COMMERCE STAGE

WORLD
ECOMMERCE
FORUM

WORLDDEF
ISANBUL

WORLD
ECOMMERCE
FORUM

Event Area
3D Animation



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Join us at WORLDDEF ISTANBUL 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 ISTANBUL 2026 and be part of the next wave of global e-commerce success!

Register Now and Transform Your Business!







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Thank you!



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