

WORLD'S #1 E-COMMERCE SHOW!

WORLDEF DUBAI

VISITOR GUIDE



In partnership with **DUBAI COMMERCITY** دبي للملاهي

 WORLDEF.COM
in      worlddefglobal

Event Name: : WORLDEF DUBAI 2026



Date: 12-14 FEB. 2026

Place: DUBAI CommerCity

Website: worfel.com/events/dubai-2026 ↗

Event Agenda: worfel.com/events/dubai-2026/event-agenda ↗

Layout Plan: worfel.com/events/dubai-2026/fair-layout-plan ↗

Event General Summary

WORLDEF DUBAI 2026 brings together key global stakeholders of the e-commerce ecosystem in Dubai. Manufacturers, retail brands and retail groups, buyers, industry professionals, and investors gather to explore new business opportunities.

Visitor Entrance

- Visitor entrance starts at 09:00 AM.
- Visitors can enter using the QR code sent via email through the WORLDEF Event App.
- Badges will be available for collection at the registration desks located at the entrance points of the event area.
- Wearing badges inside the event area is mandatory.

EVENT AREAS

WORLDEF DUBAI 2026 includes four main stages:

- Future Commerce Stage
- Masterclass Stage
- Case Study Stage
- Investment Stage

These stages host a variety of presentations, workshops, and discussions related to e-commerce and investment trends.

Additionally, there are three lounge areas designed for networking and relaxation.

- VIP Lounge
- Executive Lounge
- Investor Lounge

Detailed access information and authorization for these lounges will be shared during the event.

ACCESS AUTHORIZATIONS FOR STAGES AND LOUNGES

| AREA | GENERAL ATTENDEE | EXECUTIVE | VIP | SPEAKER | GUEST | INVESTOR | PRESS | TEAM | STAFF | PARTNER |
|-----------------------|------------------|-----------|-----|---------|-------|----------|-------|------|-------|---------|
| FUTURE COMMERCE STAGE | ● | | ● | ● | ● | ● | ● | ● | ● | ● |
| MASTERCLASS STAGE | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| CASE STUDY STAGE | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| INVESTMENT STAGE | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| VIP LOUNGE | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| INVESTOR LOUNGE | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| EXECUTIVE LOUNGE | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |

Parking

Covered parking capacity: 200 vehicles

Paid parking service available.

No valet service.

No airport transfer service; must be arranged by guests.

Address: 11 17th St - Umm Ramool - Dubai - United Arab Emirates

Food & Beverage

Food and beverage vendors offering various options are located in the event area.

Only card payments are accepted; cash is not accepted.

Wi-Fi

Wi-Fi will be provided free of charge. | Wi-Fi hizmeti etkinlik alanında ücretsiz olarak sunulacaktır.

Important Reminders

Always wear your badge inside the event.

Follow the WORLDEF website, social media channels, and WORLDEF Event App regularly for updated program and announcements.

The event program will be conducted entirely in English.

Venue Map

A detailed map of the venue including booth locations, lounges, stages, restrooms, and emergency exits will be available at the registration desk and through the WORLDEF Event App.

Safety and Emergency Procedures

Please familiarize yourself with the location of emergency exits and first aid stations. In case of emergency, follow the instructions of event staff and security personnel.

Transportation & Transfers

No shuttle service is provided between the airport, hotels, and the venue. Please arrange your own transportation. Public transport and taxis are available in the area.

Dress Code & Conduct

Business casual attire is recommended. Please maintain professional behavior at all times during the event.

Networking Tips

Make sure to complete your profile on the WORLDEF Event App, engage actively during sessions, and exchange contact information with potential partners.

Technical Support & Help Desk

For any technical issues with the WORLDEF Event App or registration, please visit the Help Desk located near the main entrance.

Food & Rest Areas

Food and beverage vendors accept card payments only. Rest areas are available throughout the venue for your comfort.

Daily Schedule

Keep track of daily event sessions and activities via the WORLDEF Event App and official website.

Social Media & Sharing

Use official event hashtags and tag WORLDEF social media accounts to share your experience.

Environment & Sustainability

Please help us maintain a clean and sustainable event by using designated recycling bins and minimizing waste.

FAQ

For quick answers to common questions, please refer to the FAQ section on the WORLDEF website or Event App.

Contact

WORLDEF Operations Director:

Contact Person: Feyzullah Kadir Çağdaş

Phone: +90 532 392 45 74

E-Mail: feyzullah.cagdas@worfdef.com