

# WORLDEF ISTANBUL

YENIKAPI | 11-13 JUNE 2026





## About WORLDEF

**WORLDEF 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.

# Event Journey



<b>2017</b> <b>WORLDEF</b> Global Meeting 35 Speakers 2,000+ Participants 20 main Topics	<b>2019</b> <b>WORLDEF</b> Eurasia Summit 30 Speakers 1,500+ Participants 20 main Topics	<b>2021</b> <b>WORLDEF 2021</b> 35 Speakers 450 Participants 16 Main Topics 22 Countries	<b>2023</b> <b>WORLDEF ISTANBUL 2023</b> 500 Speakers 50,000+ Participants 100+ Main Topics 41 Countries	<b>2025</b> <b>WORLDEF ISTANBUL 2025</b> 200+ Speakers 30,000+ Participants 50+ Countries 240+ Exhibitors 500+ Retail Brands
<b>WORLDEF GCC SUMMIT</b> 30 Speakers 1,500+ Participants 25 Main Topics	<b>WORLDEF 2020</b> 34 Speakers 5,000+ Participants 15 Main Topics 33 Countries	<b>WORLDEF ANTALYA</b> 100 Speakers 1,500+ Participants 52 Main Topics 37 Countries <b>WORLDEF ISTANBUL 2022</b> 200 Speakers 21,000+ Participants 73 Main Topics 34 Countries	<b>WORLDEF ISTANBUL 2024</b> 200+ Speakers 20,000+ Participants 40+ Countries 450+ Retail Brands <b>WORLDEF DUBAI 2024</b> 138 Speakers 5,000+ Participants 40+ Countries 140+ Exhibitors 120+ Retail Brands	<b>WORLDEF DUBAI 2026</b> 200+ Speakers 10,000+ Participants 80+ Countries 150+ Exhibitors <b>WORLDEF ISTANBUL 2026</b> 200+ Speakers 30,000+ Participants 80+ Countries 200+ Exhibitors 500+ Retail Brands
<b>2018</b>	<b>2020</b>	<b>2022</b>	<b>2024</b>	<b>2026</b>



# WORLDEF Istanbul 2025 Post Show Report

**85.88%**  
New Promoter Score (NPS)

**77.35%**  
Lead Quality Rate

**92.70%**  
Percentage of Participants  
to attend next year

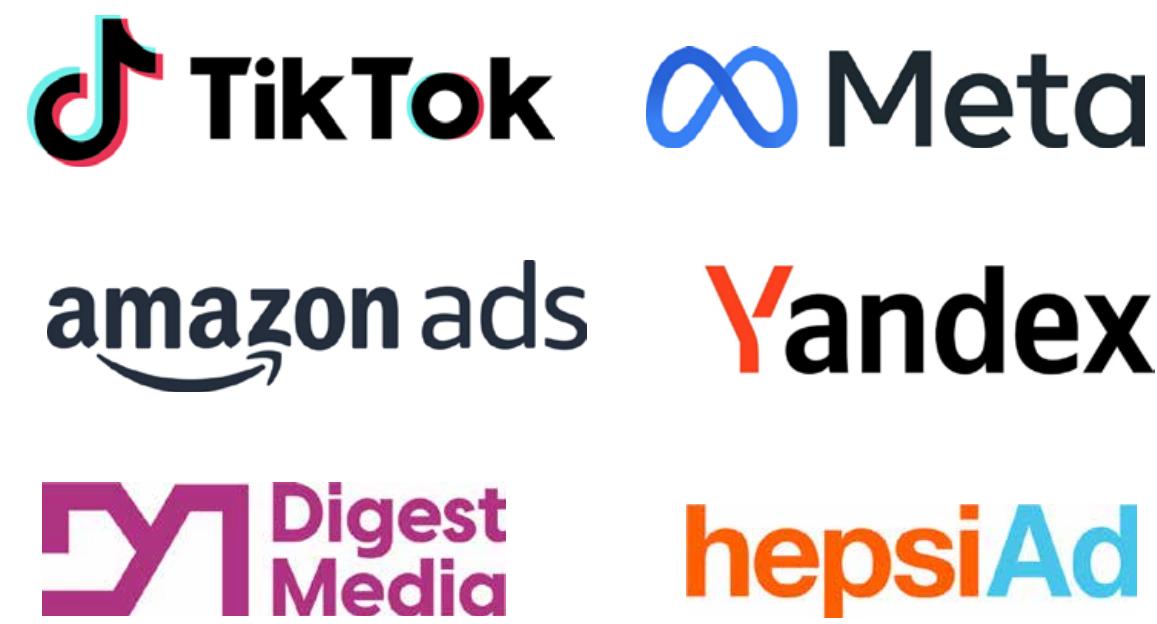
## Top 20 Countries



# Previous Exhibitors

**WORLDEF**

## Social Media Platforms



## Logistics



## Payments



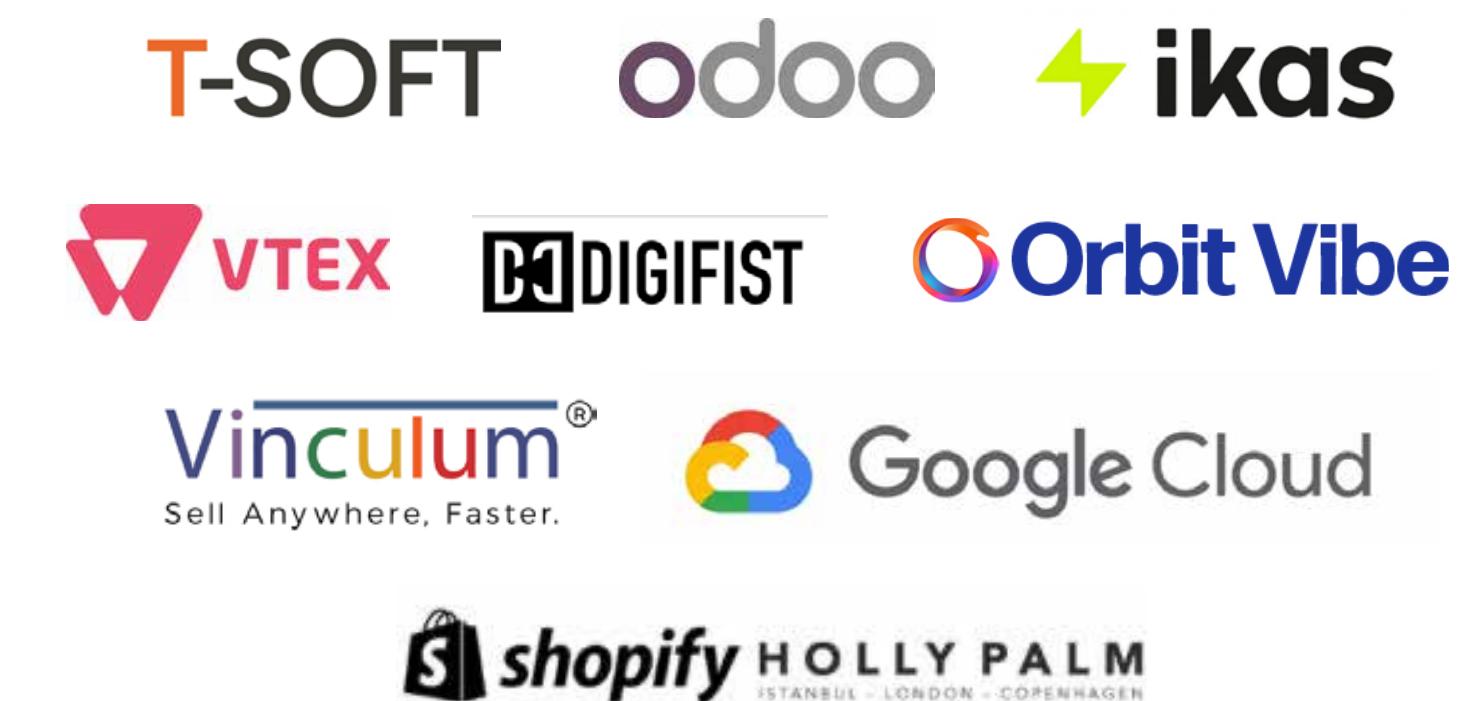
## Marketplaces



## Retail Brands



## Technology & Consultancy



# Previous Media Partners

**WORLDEF**



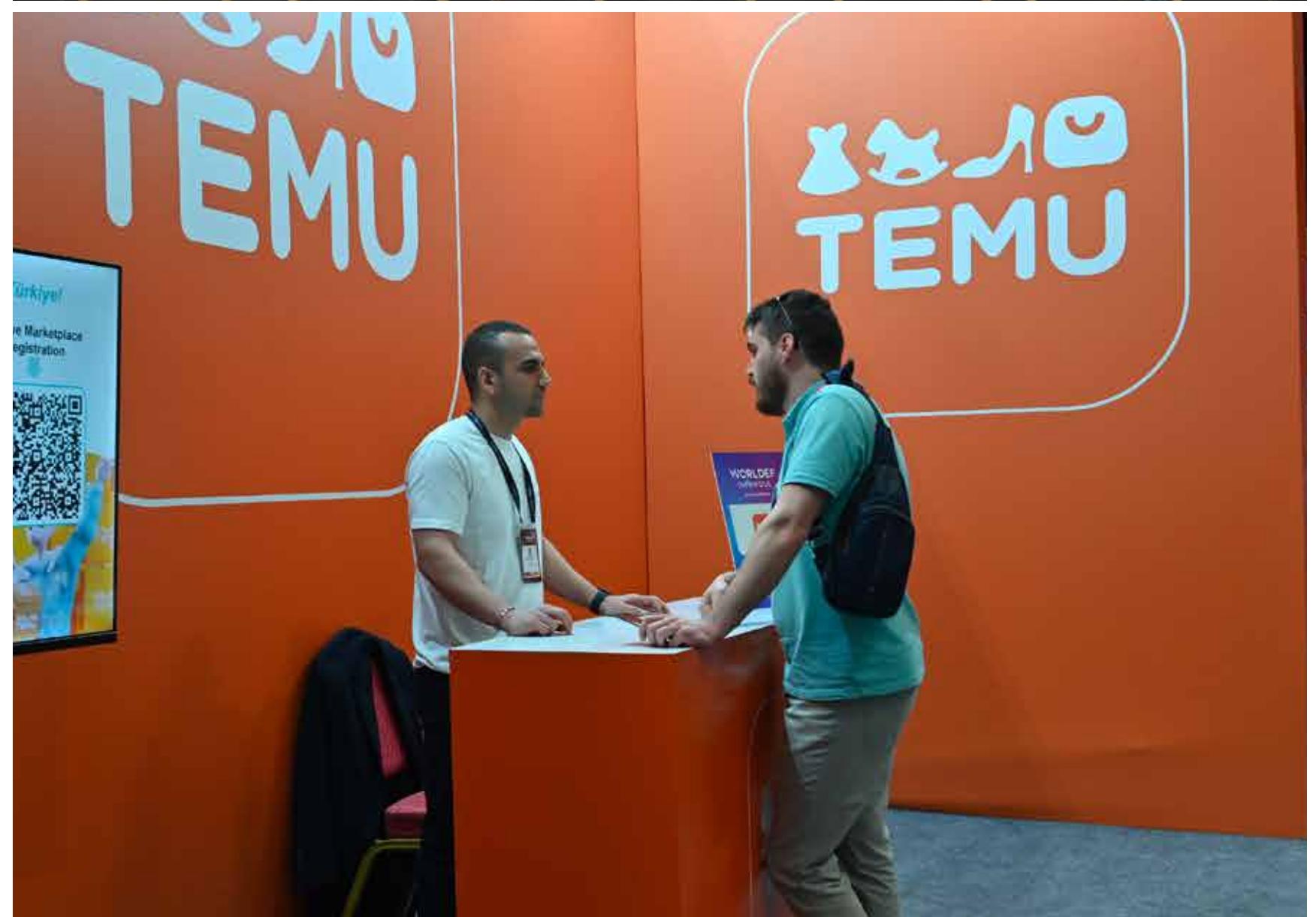
# Connecting Global E-Commerce

## 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

**30K** Participants

**50+** Countries

**3** Stages

**500+** Retail Brands

**240+** Exhibitors

**200+** Speakers



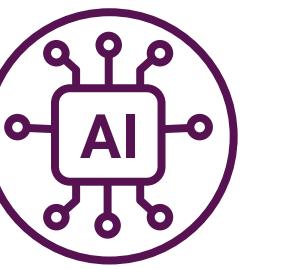


# Program Themes & Tracks

## 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

**WORLDEF**



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



**Yamine Ali Hassan**  
GM Amazon Advertising  
Turkiye, 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



**Muhammed 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



**Nazım Erdoğan**  
CMO



**Ben Mclean**  
Head of E-Commerce  
DHL UAE



**Krystel Abi-Assi**  
CEO



**Mohammed Sakhariya**  
Head of Direct Sales



**Marina Khanayeva**  
CEO

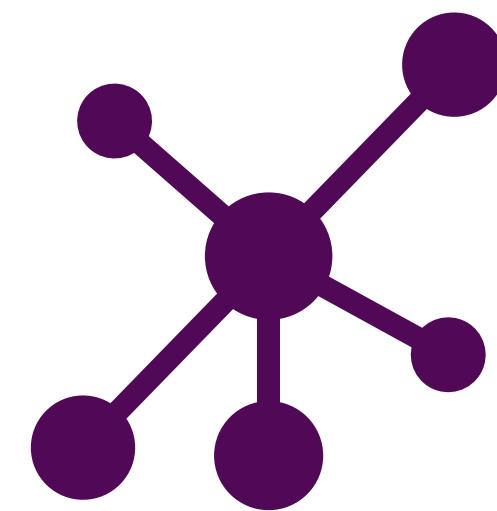


## Join Us at WORLDEF ISTANBUL 2026



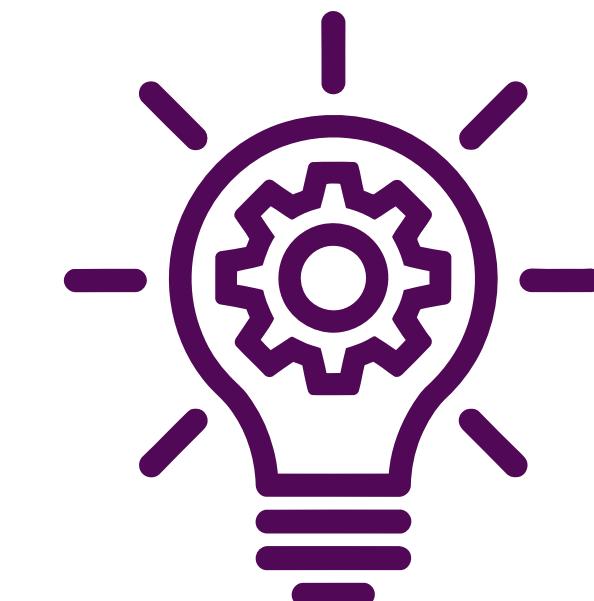
### Go Global

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 WORLDEF ISTANBUL 2026 and be part of the next wave of global e-commerce success!

**Transform NOW and REGISTER your business!**

# Partnership Packages

WORLDEF

STAR TYPE	1 STAR	STAR TYPE	2 STARS	STAR TYPE	3 STARS	STAR TYPE	4 STARS	STAR TYPE	5 STARS
WORLDEF VIP Connect Access									
VIP Lounge Access									
WORLDEF VIP Connect B2B Table									
B2B Table									
Booth Space	9 m2	18 m2	27 m2	36-48 m2	46-60 m2				
WORLDEF 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 WORLDEF Magazine									
Ads on All Stages and Digital Billboards									
<b>LIST PRICE</b>	<b>5,490\$</b>	<b>8,900\$</b>	<b>12,900\$</b>	<b>44,900\$</b>	<b>109,900\$</b>				
<b>EARLY BIRD OFFER</b> %20 DISCOUNT UNTIL 31.12.2025	<b>4,392\$</b>	<b>7,120\$</b>	<b>10,320\$</b>	<b>35,920\$</b>	<b>87,920\$</b>				

# Mini Stand for Startups

WORLDEF

We offer a **perfect platform** to introduce your **startup** to global investors and industry professionals.

~~2.900\$~~  
**2.320\$**

%20 DISCOUNT UNTIL 31.12.2025



# WORLDEF

 YENIKAPI

 İSTANBUL

 11-13  
JUNE 26

Thank you!



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worldefglobal