

# WORLDDEF

ISTANBUL • 11-13 JUNE 2026





# About WORLDDEF

**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.

# Event Journey





## OVERVIEW

**WORLDDEF ISTANBUL 2026** is the premier event for global e-commerce stakeholders, brought to you in the dynamic crossroads of Europe and Asia. This transformative event in 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

### WORLDDEF ISTANBUL 2026

#### DATE

June 11-13, 2026

#### VENUE

YENIKAPI, ISTANBUL

#### TARGET AUDIENCE

MNCs • SMEs • Government • Manufacturers • Sellers  
Investors • Retail Brands • Service Providers

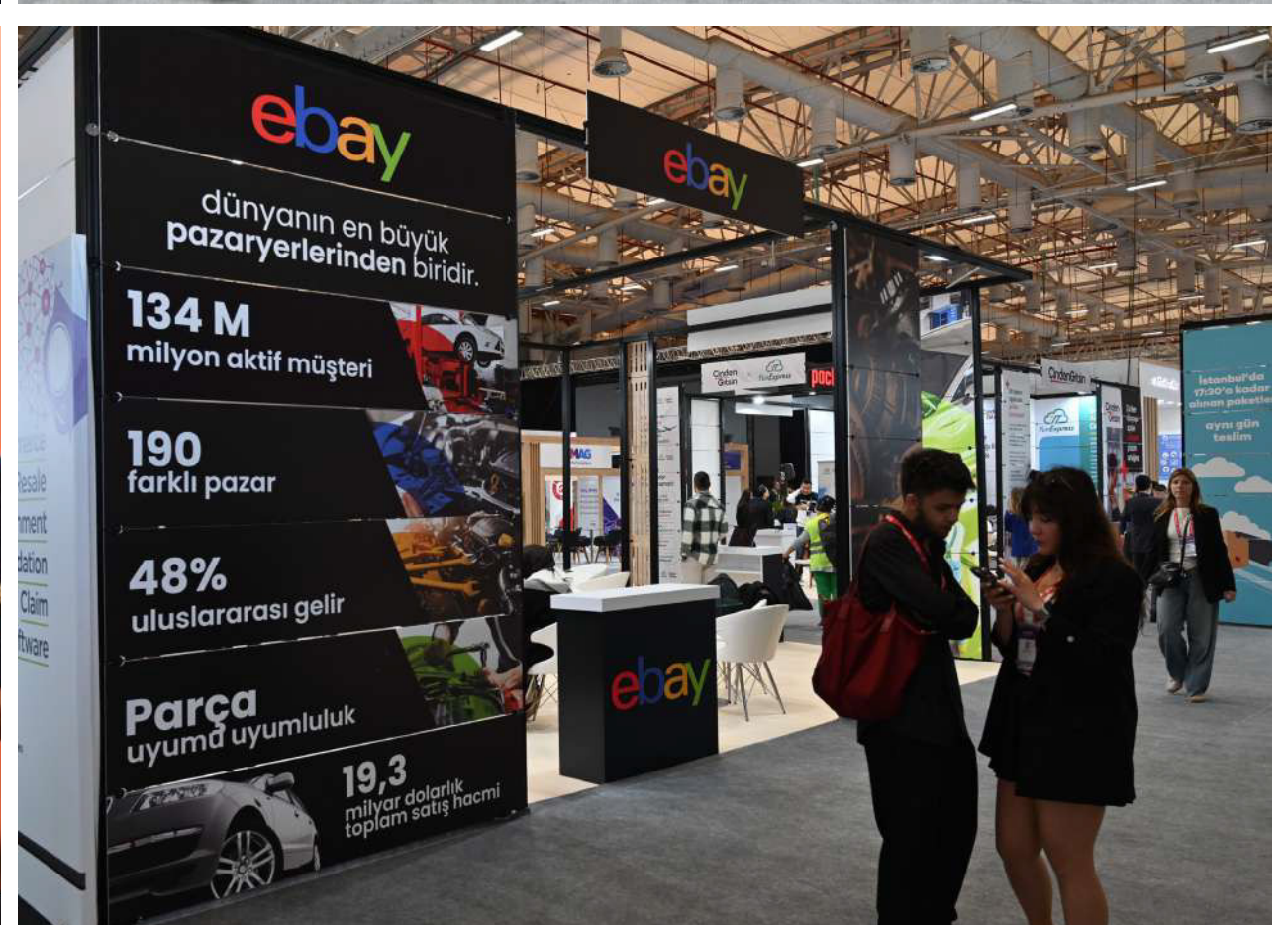
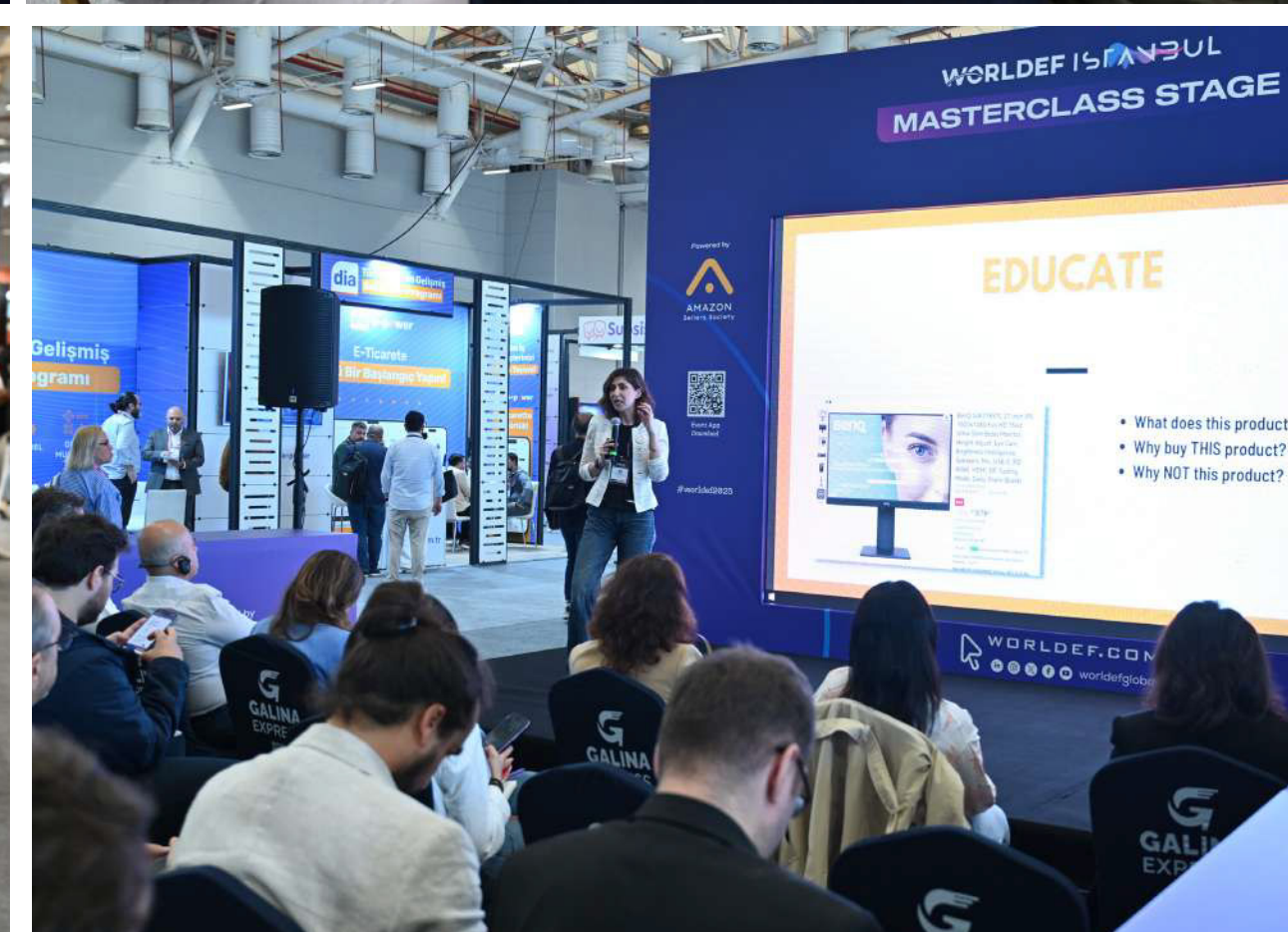
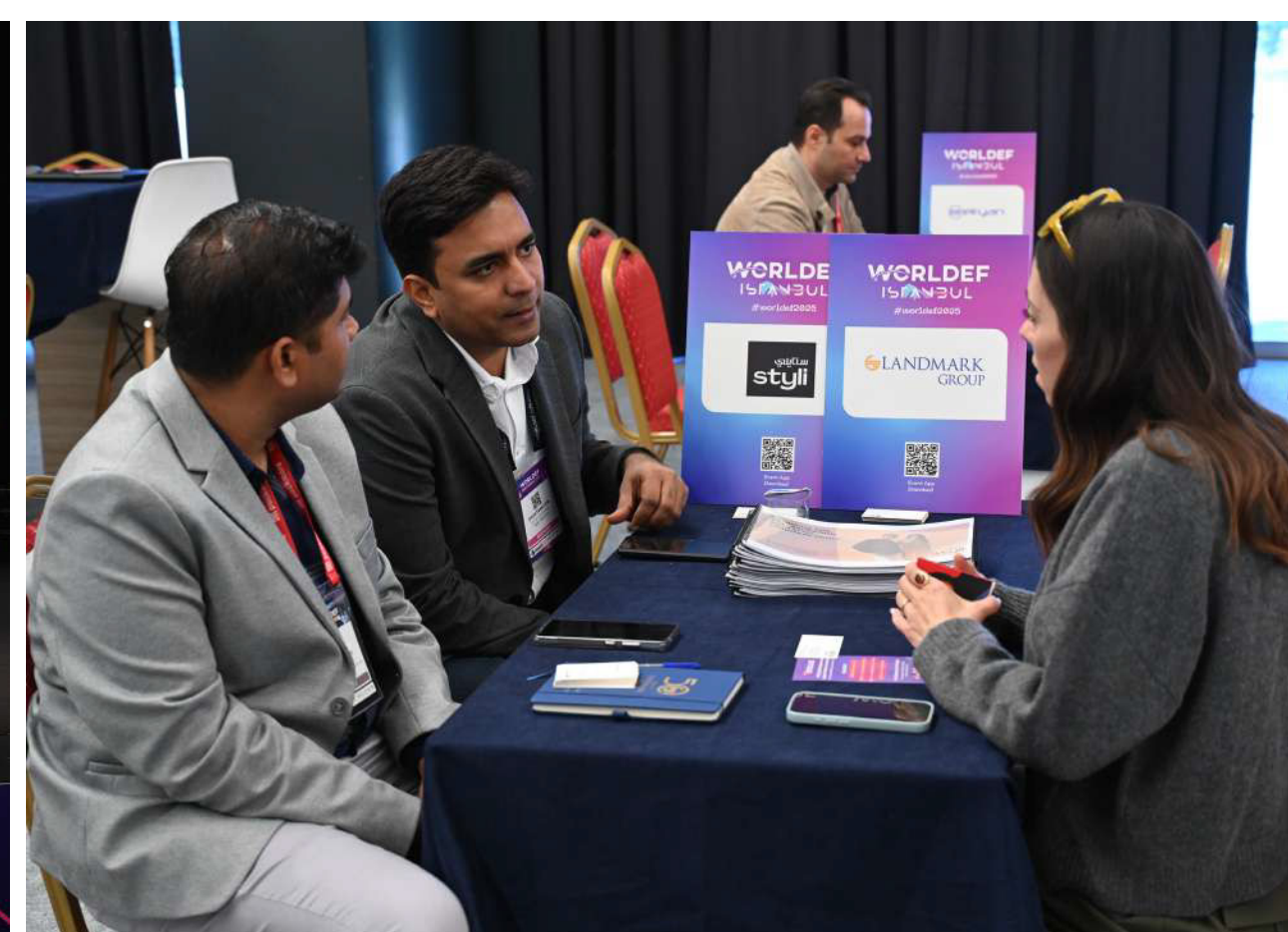
#### TARGET SECTORS

Logistics • Payment • Marketing • Technology • Retail • Marketplaces

#### TARGET MARKETS

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





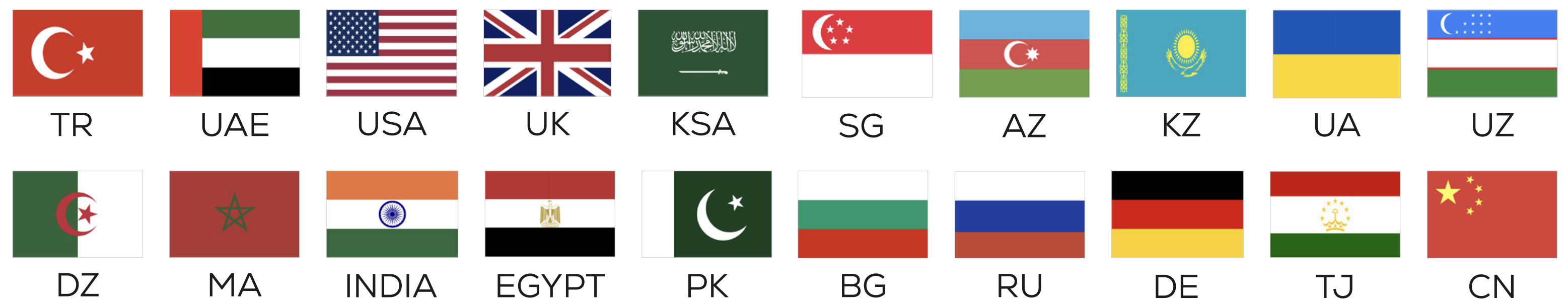
# WORLDEF Istanbul 2025 Post Show Report

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

**77.35%**  
Lead Quality Rate

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

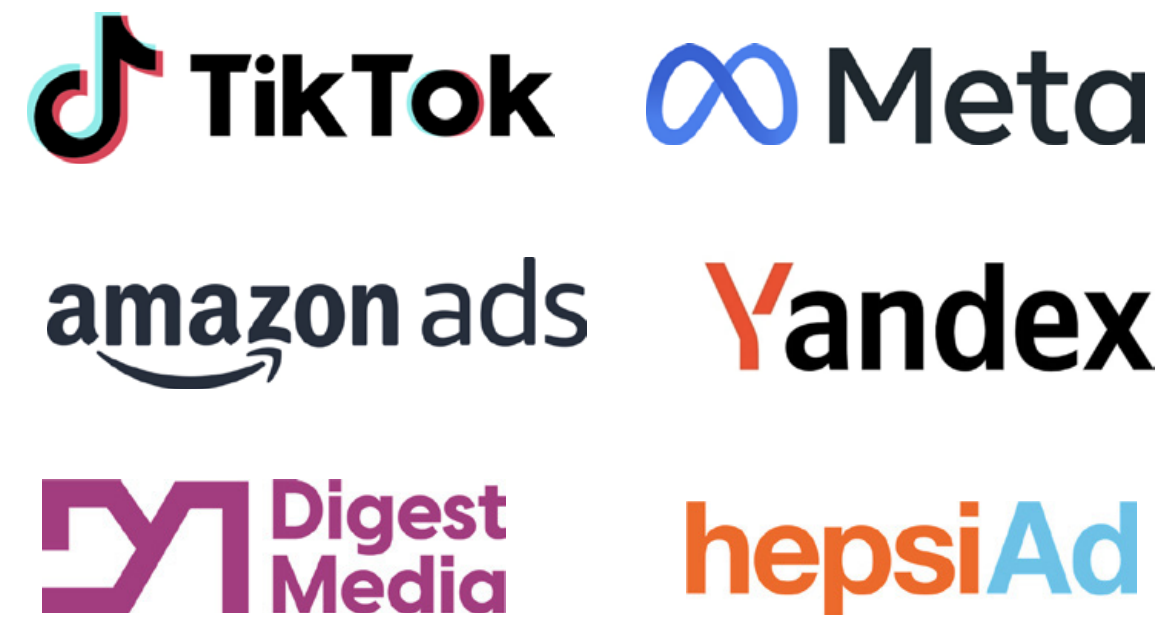
## Top 20 Countries



# Previous Exhibitors

# WORLDDEF

## Social Media Platforms



## Logistics



## Payments



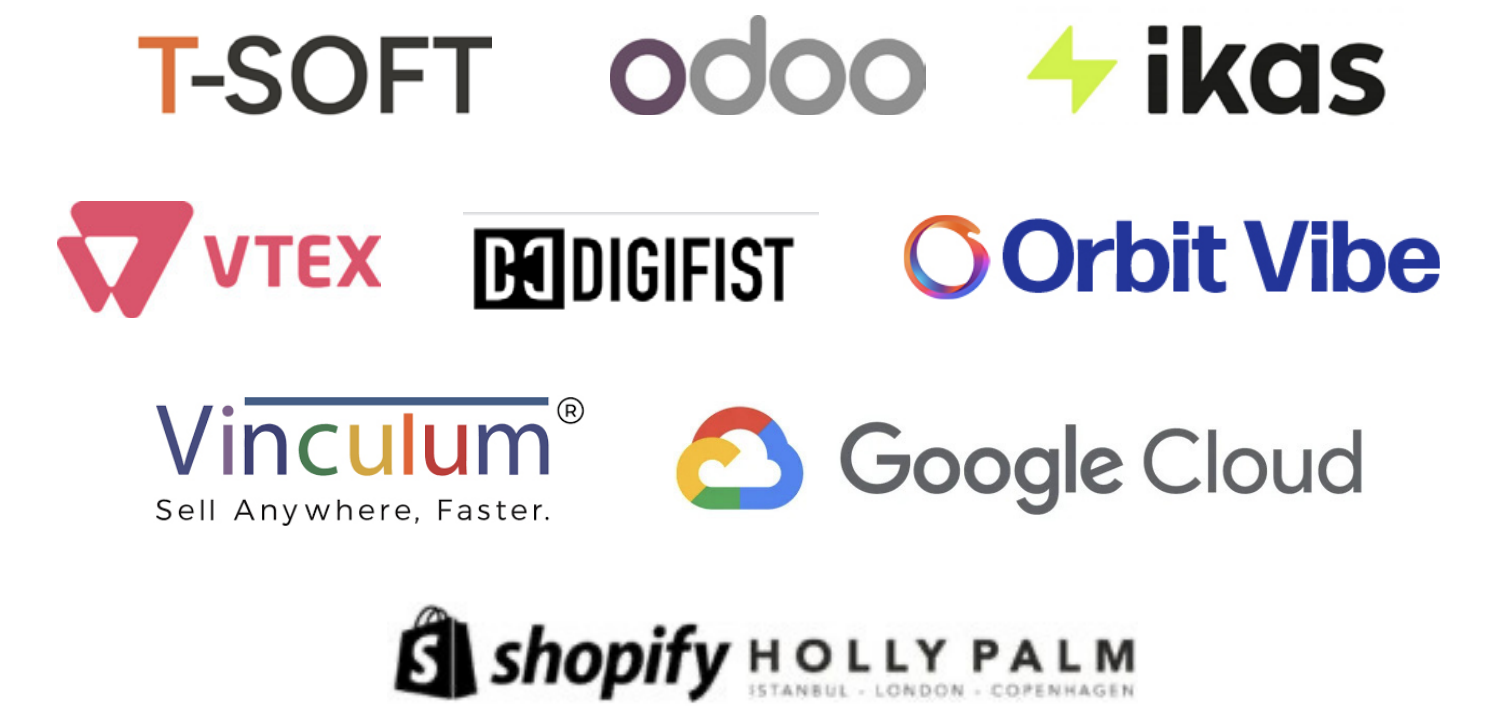
## Marketplaces



## Retail Brands



## Technology & Consultancy



# Previous Media Partners

**WORLDDEF**

**BBC**  
WORLD

The  
Economist



**[N]** The  
National



**Harvard  
Business  
Review**

euronews.



Middle East  
**Economy**



**TRT**



**B B C**



Middle East  
**Forbes**

**Bloomberg**



HABERLER.COM

SonDakika.com

**AKSAM**



**Hürriyet**



**Tech  
INSIDE**

*KOLAY DEĞİL*



**fintechtime.**



parcelmonitor

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

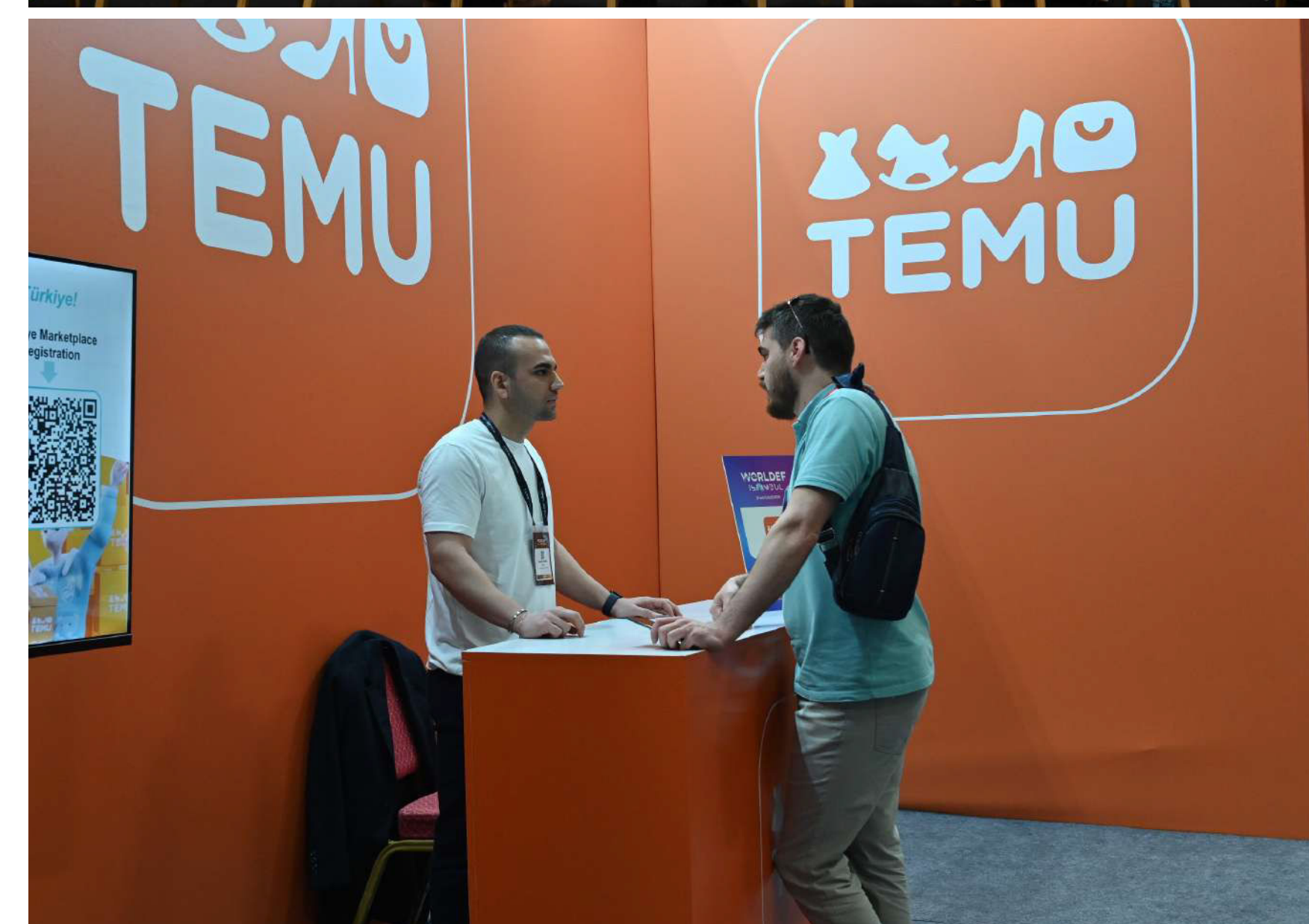
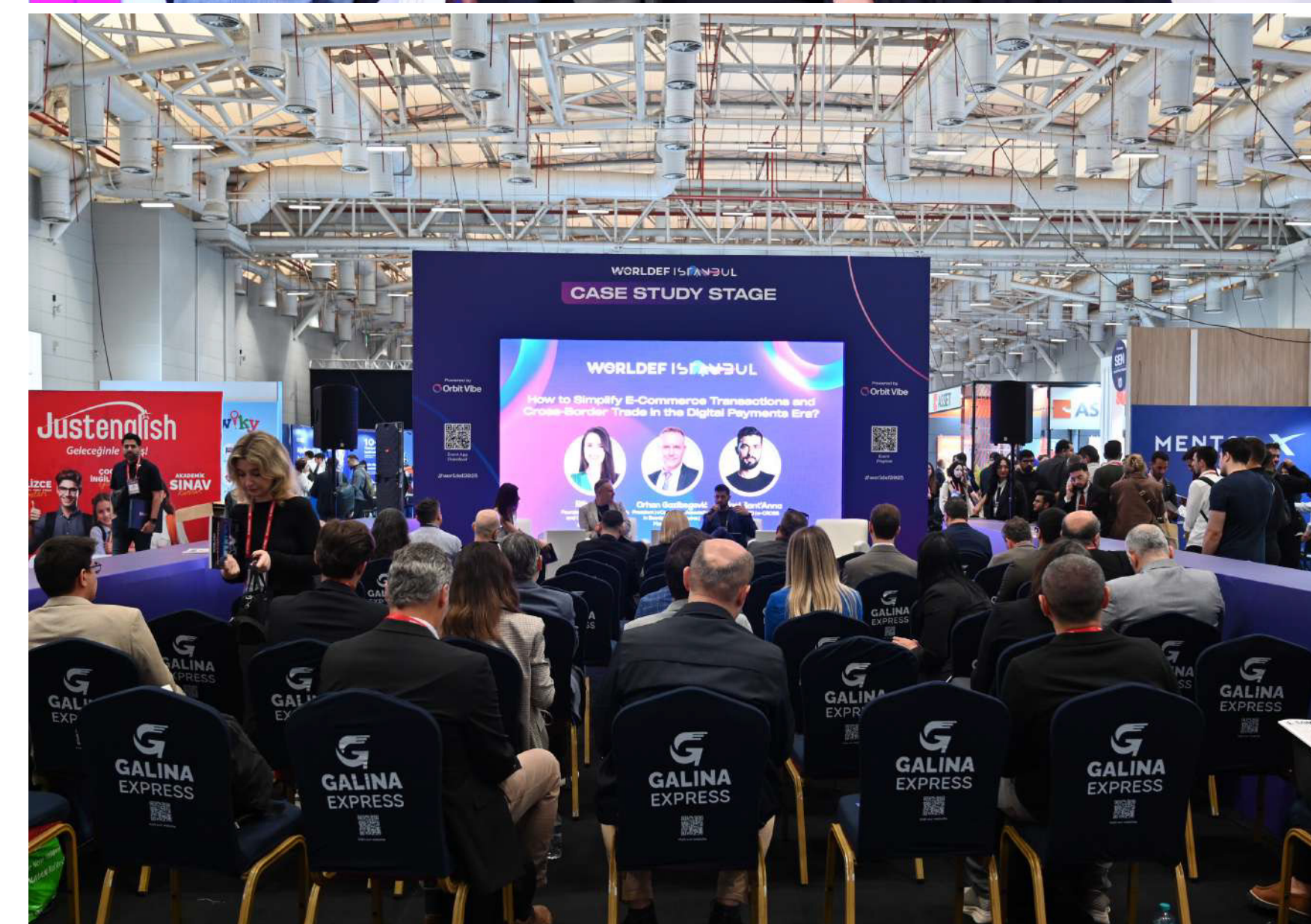
## Connecting Global E-Commerce

### 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
- Startups

### VISITORS

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



## Key Highlights

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

**30K+** Participants

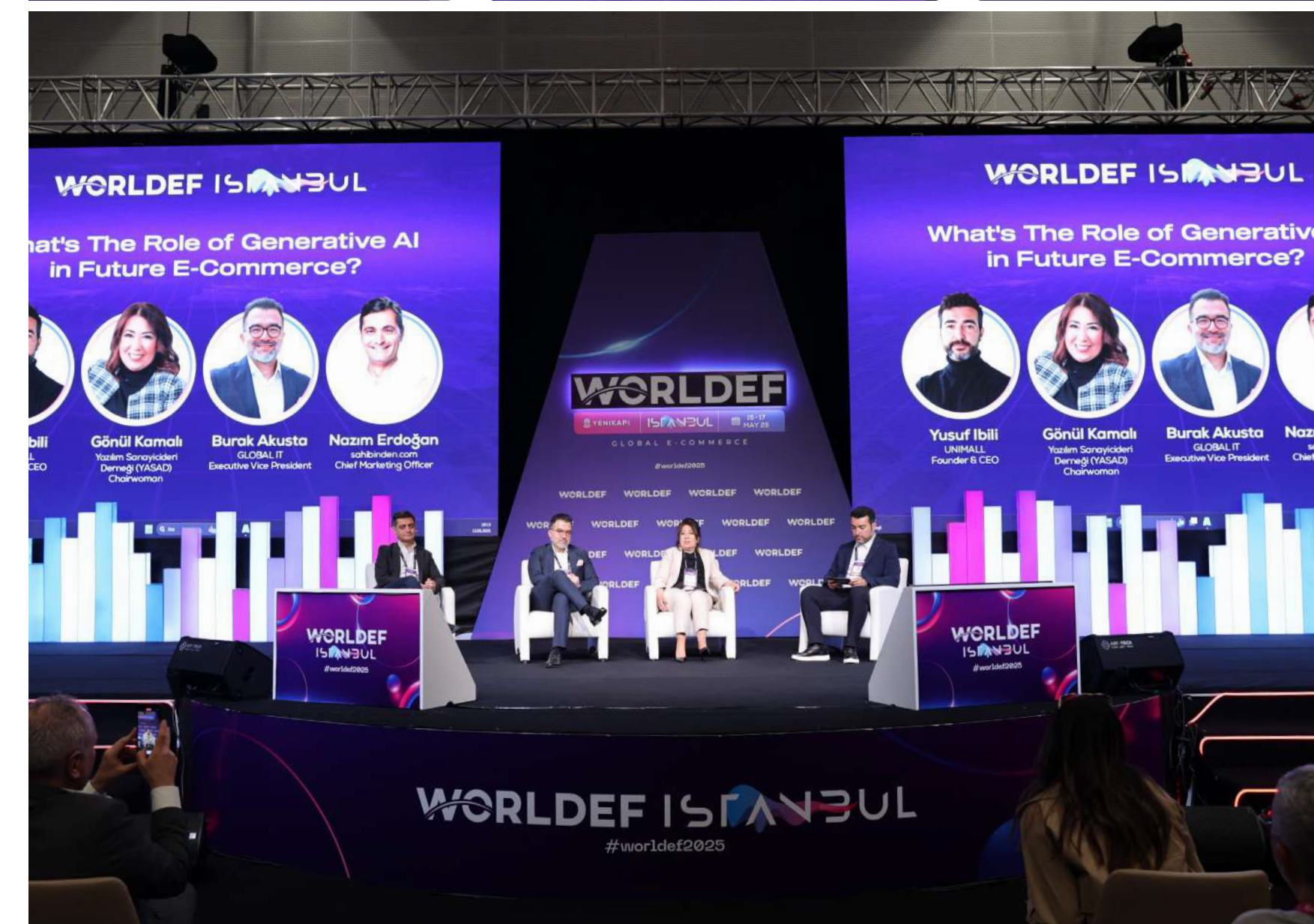
**500+** Retail Brands

**80+** Countries

**240+** Exhibitors

**4** Stages

**250+** Speakers



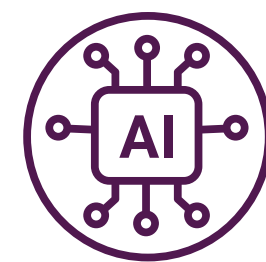


# Program Themes & Tracks

## TOPICS



Digital Commerce



Artificial Intelligence



Fintech



Logistics

## STAGES

### FUTURE COMMERCE

- Thought leadership
- Innovation
- Policy Vision

### MASTERCLASS

- Compliance
- Customer Experience
- Marketplace Selling

### CASE STUDY

- Success Story
- Cross-border Growth Strategy

### INVESTMENT

- Startups
- Fund Raising
- Pitch Competitions

# Potential Speakers

WORLDDEF



Abdulrahman  
Shahin  
SVP

DUBAI دبي كوميرس سيتي  
COMMERCTY



Alexander  
Popovskiy  
GM

Yandex  
Türkiye



Arif  
Topçu  
Industry Lead, Türkiye

TikTok



Armağan  
Sunerli  
VP

P&G



Bradley  
Sutton  
Director of Training &  
Chief Evangelist

Helium 10



Celine  
Xu  
BD Manager

天猫 Tmall.com



Cem  
Oğuz  
GM

suratkargo



Clara  
Shi  
CEO

WorldFirst



Daniel  
Vines  
VP

FedEx



Didem  
Şekerel Erdoğan  
GM Türkiye

NIQ



Efsun Janset  
Yılmaz  
Deputy General Manager

BOYNER



Enes  
Yılmaz  
CEO

widect  
Wide - Direct - Connect



Erdem  
İnan  
CEO

trendyol



Francis  
Dufay  
CEO

JUMIA



Gökhan  
Aydın  
VP

FLO GROUP



Hamad  
Al Hajri  
CEO

Snoonu



İlke  
Çarkçı Toptaş  
Country Director META Türkiye

Meta



James  
Dong  
CEO

Lazada



Marina  
Khanayeva  
CEO

JOOM



Nazım  
Erdoğan  
CMO

sahibinden.com



Nilhan Onal  
Gökçetekin  
CEO

hepsiburada



Richard  
Marriott  
Country Manager  
Amazon Türkiye

amazon



Shibu  
Tharakan  
CEO

ستايلی styli



Tolgahan  
Bulut  
GM Türkiye

aramex



Vidmay  
Naini  
GM

ebay



Volkan  
Tarım  
Head of Sales, Türkiye

ups



Yağız  
Çuhadar  
Team Lead Türkiye  
& Central Asia

odoo

# VIP Connect

**WORLDEF**

## WORLDEF ISTANBUL 2026

will kick off with the “**VIP CONNECT**” event. Set to be held at one of Istanbul’s most prestigious venues, **Mandarin Oriental Bosphorus**, the event is expected to bring together distinguished guests for an exclusive evening of high-level networking and meaningful business connections.

📅 **June 9, 2026 | 18:00 - 22:00**

📍 **Mandarin Oriental Bosphorus Hotel**  
Jasmine Hall

# Partnership Packages

	STAR TYPE <b>1 STAR</b> 	STAR TYPE <b>2 STARS</b> 	STAR TYPE <b>3 STARS</b> 	STAR TYPE <b>4 STARS</b> 	STAR TYPE <b>5 STARS</b> 
WORLDDEF VIP Connect Access	✗	✗	✓	✓	✓
VIP Lounge Access	✗	✗	1 Person	2 Person	5 Person
WORLDDEF VIP Connect B2B Table	✗	✗	✓	✓	✓
B2B Table	✗	✗	✓	✓	✓
Booth Space	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	✗	✗	✗	✓	✓
<b>LIST PRICE</b>	<b>5,490\$</b>	<b>8,900\$</b>	<b>12,900\$</b>	<b>44,900\$</b>	<b>109,900\$</b>



## Mini Booth for Start-Ups

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

**\$2,900**

# Additional Partnership



Executive Lounge Partnership  
**\$30,000**



VIP Lounge Partnership  
**\$40,000**



Investor Lounge Partnership  
**\$40,000**



VIP Connect Partnership  
**\$50,000**



Investment Stage Partnership  
**\$40,000**



Case Study Stage Partnership  
**\$40,000**

# Additional Partnership

## VIP



Lanyard Partnership  
**\$50,000**



Badge Partnership  
**\$50,000**

## GENERAL



Lanyard Partnership  
**\$60,000**



Badge Partnership  
**\$50,000**



Wi-fi Partnership  
**\$20,000**



Bag Partnership  
**\$20,000**



Chair Cover Partnership  
**\$15,000**

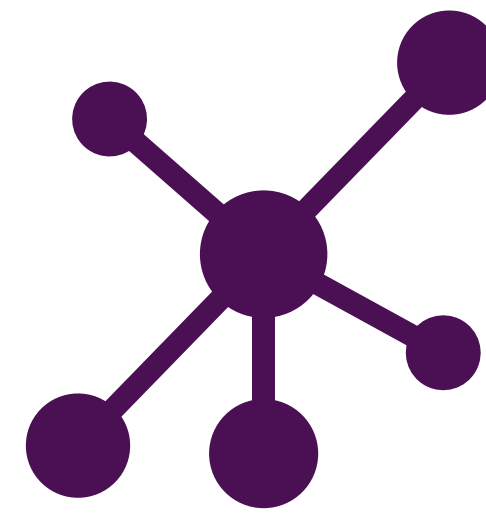
# WORLDDEF

## 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!

**Transform NOW and REGISTER your business!**

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*Thank you!*



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