

WORLDDEF E-COMMERCE

WORLDDEF PUBLICATIONS

Her Excellency Ms. Amna Lootah,
 Director General of Dubai Airport
 Free Zone (DAFZ), Member of the
 Executive Leadership team at
 Dubai Integrated Economic Zones
 Authority, and Board Member at
 Dubai CommerCity (DCC), was
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WORLDEF E-COMMERCE

Editorial



Sedat Ateş

Secretary General,
WORLDEF E-Commerce Foundation

Dear Readers,

In this transformative era of e-commerce, the Gulf region has emerged as a central hub where innovation and opportunity converge. WORLDEF DUBAI 2024 was not merely an event; it served as a pivotal platform that strengthened cross-border collaborations, forged new partnerships, and shaped the future of digital commerce. This special issue is filled with inspiring, informative, and empowering content, targeting the dynamism of the Gulf region and the international participants it attracts.

A Strategic Crossroad

The Gulf region offers unparalleled opportunities as a strategic junction connecting East and West. With its rapidly growing digital economy, advanced logistics infrastructure, and supportive regulations, the region is poised to become a global leader in e-commerce and cross-border e-commerce. WORLDEF DUBAI 2024 bridged continents, bringing together entrepreneurs, innovators, and decision-makers to establish partnerships that transcend borders.

The State of E-Commerce Worldwide

The e-commerce sector continues its rapid global expansion. In 2024, global retail e-commerce sales are projected to reach \$6.54 trillion. This growth is significantly driven by the Asia-Pacific region, particularly countries like China and India. North America and Europe also remain strong players in the e-commerce landscape.

Opportunities Where Türkiye Superiority

Türkiye boasts significant advantages due to its geographical location, young and dynamic population, developed logistics infrastructure, and proximity to European, Asian, and African markets. The e-commerce sector in Türkiye has also experienced rapid growth. In 2023, Türkiye's e-commerce volume reached 3.4 trillion Turkish liras, with 6.67 billion transactions recorded. The share of e-commerce in total trade rose to 20.3%.

WORLDEF ISTANBUL

To our esteemed participants who joined us at WORLDEF DUBAI 2024, we now invite you to our next gathering point: WORLDEF ISTANBUL 2025. Scheduled for May 15-16-17, 2025, in Istanbul's Yenikapı district, this event will unite global stakeholders of the e-commerce and retail technologies ecosystem. Istanbul's strategic location and rich cultural heritage will offer attendees a unique experience. WORLDEF ISTANBUL 2025 provides an excellent platform to strengthen the connections made in Dubai and explore new business opportunities. Leaders, entrepreneurs, and experts from around the world will convene to discuss topics shaping the future of e-commerce. Participants will have the chance to draw inspiration from industry leaders, forge new collaborations, and expand their networks. WORLDEF ISTANBUL 2025 is an unmissable event for anyone aiming to make their mark in the e-commerce world.

WORLDDEF E-COMMERCE

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CONCESSION OWNER & PUBLISHER

WORLDDEF E-COMMERCE FOUNDATION

EDITOR-IN-CHIEF Uğur Gürbes / ugur.gurbes@worlddef.com

PUBLICATION CONSULTANT Sedat Ateş / sedat.ates@worlddef.com

VISUAL DESIGNER Neslihan Çevik / neslihan.cevik@worlddef.com

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PHONE +971 50 817 34 03

E-MAIL info@worlddef.com

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The Gulf region's premiere e-commerce show: **WORLDEF DUBAI**

International e-commerce platform WORLDEF brings together global e-commerce brands in Dubai. Organized under the patronage and in the presence of His Highness Sheikh Ahmed bin Saeed Al Maktoum, WORLDEF DUBAI provides brands and entrepreneurs who have crossed paths with e-commerce with the opportunity for B2B collaboration with global e-commerce companies and marketplaces. The major e-commerce fair, which will be held on December 4-5, 2024,

will feature e-commerce brands from all over the world. Dr. Thani bin Ahmed Al Zeyoudi, Minister of Foreign Trade of the United Arab Emirates [UAE], will also give a speech at the fair. Omar Nart, CEO of WORLDEF said: "At WORLDEF DUBAI, we offer a great opportunity to brands that want to be a part of the transformation in the Gulf e-commerce market!". His Excellency Dr. Mohammed Al Zarooni, Executive Chairman of DIEZ and Chairman of the Board of Dubai CommerCity, said, "Hosting the WORLDEF Dubai 2024 forum at Dubai CommerCity, a member of DIEZ, reflects its strategic commitment to strengthening Dubai's position as a global leader in trade and digital commerce."

Under the patronage and in the presence of His Highness Sheikh Ahmed bin Saeed Al Maktoum

Under the patronage and presence of H.H. Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Integrated Economic Zones Authority (DIEZ), WORLDEF in partnership with Dubai CommerCity — the region's first and leading free zone dedicated solely to digital commerce and a joint venture between DIEZ and Wasl Properties — will host the WORLDEF Dubai 2024 forum from 4-5 December.

Organized by WORLDEF, an international platform committed to supporting global expansion for cross-border e-commerce and digital commerce companies, the fair aims to promote cooperation and partnerships, facilitate knowledge exchange, and explore major digital commerce trends. Exhibitors will discuss innovations and emerging trends at regional and global levels, with a special emphasis on the growth opportunities offered by the Dubai Economic Agenda D33. This agenda aims to double Dubai's economy by 2033 and solidify its position as a leading global hub for the digital economy and international trade.



H.E. Dr. Zeyoudi, Minister of Foreign Trade, will deliver the opening speech



Keynote speakers at WORLDEF DUBAI include UAE Minister of Foreign Trade Dr. Thani bin Ahmed Al Zeyoudi, along with prominent figures from the political and business worlds, including Tajikistan Deputy Prime Minister Murodali Alimardon and Tajikistan Minister of Industry Sherali Kabir.

Strategic collaboration between WORLDEF and Dubai CommerCity

Dubai CommerCity, the first and leading free zone dedicated exclusively to e-commerce, and a joint venture between the Dubai Integrated Economic Zones Authority (DIEZ) and Wasl Properties, signed an agreement with WORLDEF, the esteemed international platform dedicated to fostering global growth for companies in the export and digital trading sectors.

Amna Lootah, Board Member of Dubai CommerCity, and Omer Nart, CEO of WORLDEF, signed the partnership agreement at Dubai CommerCity in the presence of senior officials from both entities in February 2024. As part of the agreement, DCC announced to sponsor the inaugural edition of the Cross-Border E-Commerce Fair organized by WORLDEF, taking place in Dubai in December.

This strategic initiative aligns with Dubai CommerCity's objective to attract foreign direct investment to Dubai and solidify its position as a global hub for the digital economy and a leading destination for digital commerce across the region.



Networking and growth opportunities with e-commerce stakeholders in the Gulf

Positioned as the “Gulf region’s premiere e-commerce show,” the e-commerce fair offers networking and growth opportunities in the market with stakeholders who have contact with the Dubai and Gulf e-commerce ecosystem, from e-commerce investors to sellers. WORLDEF DUBAI brings together brands that want to be a part of the e-commerce transformation in the Gulf region as the future of e-commerce takes shape in the new century. More than 5,000 visitors from more than 40 countries are expected at the fair. More than 120 retail brands will be opening stands at the giant e-commerce fair, where more than a thousand global e-commerce marketplace sellers will also be present.

WORLDEF DUBAI IN NUMBERS

- 40+ Countries
- 5000+ Attendees
- 1000+ E-commerce sellers
- 140+ Speakers
- 150+ Exhibitors

Omar Nart: Number of online shoppers in the UAE doubles in five years

WORLDEF CEO Omar Nart said that the WORLDEF DUBAI event is positioned as the “world’s premiere e-commerce fair”. Nart said, “While e-commerce is strengthening its place in traditional trade every day, some markets are with the appetite for e-commerce! Dubai is at the forefront of these markets. Brands with a global vision are focusing on this region. Dubai, the fastest-growing digital economy in the region, offers numerous advantages for companies, including a young, tech-savvy customer base inclined towards online shopping, streamlined bureaucratic processes, and strong economic and political cooperation between countries.”

Omar Nart continued as follows; “This huge market, where e-commerce popularity is increasing, offers attractive opportunities for brands looking for new markets to grow. The e-commerce volume in the Gulf region is expected to exceed \$57 billion by 2026 [Gulf Business]. Research shows that the number of online shoppers in the UAE has doubled in the last five years. With its tech-savvy consumer base, advanced e-commerce infrastructure and e-commerce spirit, Dubai offers a dynamic environment for businesses looking to



“We are offering brands a great opportunity at WORLDEF DUBAI”

Nart stated that the future of digital commerce will be discussed at WORLDEF DUBAI, and added “Many topics related to e-commerce, from artificial intelligence to innovation, from retail technologies to automation, will be discussed. Brands that have ties to e-commerce will develop collaborations. High-level speakers, industry leaders and e-commerce experts will share their inspiring experiences.”

Omar Nart also stated the following: “WORLDEF is establishing a solid foundation for the e-commerce ecosystem with its exemplary trade fair concept. It serves as a platform for global e-commerce stakeholders to engage in discussions about the current and future challenges of the ecosystem. Within this framework, we are offering a significant opportunity at WORLDEF DUBAI for brands eager to become part of the transformation in the Gulf e-commerce market!”

“We will deliver an incredible e-commerce event experience”

Nart emphasized that “WORLDEF DUBAI will offer its participants an incredible e-commerce event experience.” He also said, “Professionals with extensive experience in the United Arab Emirates will share their invaluable knowledge at WORLDEF DUBAI. We offer a great opportunity to open new doors for global collaborations and to grow in line with the trends in the ever-evolving e-commerce environment.”



“This is just the beginning!”

Omar Nart, noting that the visionary leaders who will attend the event will share insights, data-driven information and innovative ideas on topics such as e-commerce and retail technologies, noted the following: “We have prepared an event concept that brands wanting to take part in the Gulf e-commerce market will not want to miss. Our main strategic partner, Dubai CommerCity, is at the forefront of this extraordinary journey. I want it to be known; this is just the beginning! As we prepare for an unforgettable event in Dubai, we will present more exciting events, partnerships and surprises to the ecosystem.”

Dr. Mohammed Al Zarooni: Hosting WORLDEF DUBAI reflects Dubai's strategic commitment to digital commerce



His Excellency Dr. Mohammed Al Zarooni, Executive Chairman of DIEZ and Chairman of the Board of Dubai CommerCity, said, “Hosting the WORLDEF Dubai 2024 forum at Dubai CommerCity, a member of DIEZ, reflects its strategic commitment to strengthening Dubai’s position as a global leader in trade and digital commerce. This aligns with the Dubai Economic Agenda D33 and underscores Dubai’s commitment to developing an integrated ecosystem that boosts the sector’s contribution to the non-oil national economy.”

He added: “We are committed to empowering local and international digital commerce companies to enhance their operations, fostering growth, prosperity, and regional expansion. With the UAE’s e-commerce market projected to reach AED70 billion by 2029, driven by its advanced logistical and digital infrastructure and world-class services, the forum will showcase Dubai’s remarkable achievements in this dynamic sector.”

Omar Nart: We are proud to bring the forum to Dubai



Omar Nart, CEO of WORLDEF, said, “Organising this specialised and strategic forum in Dubai highlights the city’s crucial role in driving the growth of the digital commerce sector both regionally and globally. We are honoured to bring the forum to Dubai, a city that exemplifies remarkable progress and plays a central role in shaping the future of digital commerce, in line with rapid advancements in related technologies.”

Cross-border e-commerce stakeholders at WORLDEF DUBAI

The fair, which offers an important opportunity for brands that want to expand to the Gulf market with cross-border e-commerce, offers many advantages such as access to global e-commerce markets, interaction with e-commerce professionals, learning about e-commerce trends, and a unique networking opportunity. It also offers advantages such as improving marketing and sales strategies, presenting offers to potential customers, and receiving feedback on products and services. The fair hosts a wide range of participants including e-commerce service providers, suppliers, e-retail brands, logistics and fulfilment brands, investors, retail technology companies, and e-commerce entrepreneurs.



Gulf e-commerce market in focus of global brands

While e-commerce strengthens its place in traditional trade, some markets are with the appetite for e-commerce! Brands with a global vision are focusing especially on the Gulf and MENA regions. The Emirate of Dubai, the most populous capital among the emirates in the United Arab Emirates (UAE), is leading this market. Dubai, the fastest growing digital economy in the region in recent years, offers many advantages thanks to its young customer base that is prone to technology and online shopping, bureaucratic conveniences, and economic and political cooperation between countries.



Why Dubai, why the Gulf Region?

E-commerce in Dubai is growing faster than most European countries. This huge market, where e-commerce is increasingly popular, offers attractive opportunities for brands looking for new markets to grow.

- E-commerce volume in the UAE reached \$7.5 billion (AED 27.5 billion) in 2023.
- The UAE e-commerce ecosystem is expected to grow by an average of 15 percent annually until 2029, while e-commerce volume is expected to exceed \$19 billion (AED 70 billion).
- Research shows that the number of online shoppers in the UAE has nearly doubled in the last 5 years.
- The leading sectors in the region in terms of value in 2023 were apparel and footwear, consumer electronics and media products.
- Consumers in the UAE generally prefer mobile shopping.
- More than 90 percent of online consumers widely use credit and debit cards for online shopping.
- In the Middle East and North Africa (MENA) region, e-commerce volume reached approximately \$30 billion (AED 110 billion) in 2023.
- The e-commerce market in MENA is expected to reach \$55 billion (AED 200 billion) by 2028.
- In the Gulf region, e-commerce volume is expected to exceed \$57 billion by 2026.

With its tech-savvy consumer base, advanced e-commerce infrastructure and e-commerce spirit, Dubai offers a dynamic environment for businesses looking to thrive in the digital economy. The UAE is experiencing tremendous growth in e-commerce thanks to a young, tech-savvy population, strong government support in terms of legislation and regulations, and significant investments in digital infrastructure.



Who is attending WORLDEF DUBAI?

WORLDEF DUBAI hosts global marketplaces, e-commerce sellers, suppliers, manufacturers, retailers, service providers, logistics and cargo companies, banks, investors, entrepreneurs, public institutions, chambers of commerce and non-governmental organizations. Some of the participating names are:

- H.E Dr. Thani bin Ahmed Al Zeyoudi | Minister of State for Foreign Trade
- H.E Dr. Mohammed Al Zarooni | Executive Chairman | DIEZ Authority
- H.E. Mohammad Ali Rashed Lootah | President & CEO | Dubai Chambers
- H.E. Murodali Alimardon | Tajikistan Deputy Prime Minister
- H.E. Sherali Kabir | Tajikistan Minister of Industry
- Abdulrahman Shahin | Dubai CommerCity Senior Vice President - Property Mgt and Supply Chain
- Mitch Bittermann | Dubai CommerCity Senior Vice President - Commercial Operations
- Deniz Okan Savaş | Head of Department of Exemptions and E-Commerce Customs Procedures | Republic of Türkiye Ministry of Trade
- Orxan Isayev | ShopiVerse Co-Founder & CEO
- Enis Karslioğlu | Biggbrands Chairman & CEO
- Enes Yilmaz | Widedt CEO
- Francis Dufay | Jumia CEO
- Marina Khanayeva | Joom Group CEO
- Manosij Ganguli | Chief Sustainability Officer
- Mohammad Masri | Lamia CTO
- Muhannad Hasan | Meta Ecosystem Development Manager, Meta Business Partnerships, Middle East and Africa
- Yasmina Hassan | Amazon Advertising Advertising GM, Türkiye, Egypt and South Africa
- Sharanya Rao | eBay Lead - Marketplace Experience - Global Emerging Markets
- Sundeep Khanna | Deloitte Partner, Deloitte Middle East, Consumer & Retail
- Abdou Boutaleb | Co-founder & CMO | MMG
- Adriano Silva | Head of Global Sales for GCC region, supporting Africa, India and APAC | VTEX
- Ahmad Samhan Aka | China Big Boss Co-Founder | Mutual Dropship
- Alastair Croker | Tradeling CEO
- Apurv Singh | HQ Digital Founder & CEO
- Binoj Nair | B2C Business Unit Director | Canon Middle East
- Bruce Ding | WorldFirst International Business General Manager
- Bruno Ferreira | BlueDot Ecommerce Founder
- Butrus Said | Amzsellersystem Founder
- Chase Chappell | Founder of Sirge.com & Chappell Training
- Clara Shi | WorldFirst CEO
- David Quaife | Pattern® MENA Managing Director
- Dominic Sullivan | Flippa Senior M&A Advisor
- Emin İmer | Hepsiburada Global General Manager
- Fassih Fariwar | Lunatec MENA Managing Director
- Jamal Muse | Digital Brand Builders CEO
- Kanat Kutluk | Turkish Business Council President
- Khalil Alami | Telr CEO
- Krystel Abi-Assi | AmazonSellers Society CEO
- Minesh Pore | Buyhive Co-Founder & CEO
- Mounir Khallouk | Salesforce Principal Commerce Cloud Solution Engineer
- Nouman Shahdai | Digixcommerce LLC CEO
- Seif El Hakim | Seif El Hakim & Alpha Global Founder & CEO
- Sezgin Şener | ToptanTR.com CEO
- Yuliya Blinova | Zignify Global Product Sourcing Founder



WORLDEF's e-commerce events

WORLDEF, which ranks first among global e-commerce events, is described as the "Davos of e-commerce" due to its contribution to the ecosystem. WORLDEF, which leads the e-commerce revolution with its groundbreaking events and strategic partnerships, is shaping the future of the sector. 11 different WORLDEF events have been organized since 2016. WORLDEF DUBAI will be the 12th major e-commerce event.



Global retail e-commerce sales volume expected to reach \$8 trillion

In 2023, global retail e-commerce sales reached an estimated 5.8 trillion U.S. dollars. Projections indicate a 39% growth in this figure over the coming years, with expectations to exceed eight trillion dollars by 2027. Similarly, the global B2C cross-border e-commerce market is expected to reach a value of 7.9 trillion U.S. dollars by the year 2030, with the cross-border online shopping sector valued at roughly 785 billion U.S. dollars in 2021. These statistics underscore the significance and potential for growth in the digital commerce sector.





From Customer Reviews to Industry Recognitions: VTEX's Composable and Complete Platform Shapes the Future of Digital Commerce

Prakash Gurumoorthy | GM - EMEA & APAC | VTEX

The digital commerce landscape is experiencing a significant transformation, driven by technological advancements and evolving consumer expectations. As global digital commerce sales are projected to account for 25% of total retail sales by 2027 [Ecommerce as a share of total retail sales worldwide 2021-2027 published by Daniela Coppola, on Statista on May 22, 2024], businesses must adapt and embrace innovative solutions to deliver seamless, personalised, and secure shopping experiences.

VTEX, recognised as a leader in the digital commerce space by leading global analyst firms, is a prime example of a company leading this transformation. VTEX has proven its ability to empower businesses with the tools they need to succeed in today's rapidly evolving digital commerce landscape. This article examines the key trends and highlights how VTEX is helping businesses meet the growing demands of modern consumers.

The Middle East and North Africa (MENA) region is poised for transformative growth in digital commerce, driven by a tech-savvy population and increasing investment in digital infrastructure. With rising consumer demand for seamless online experiences, MENA stands at the forefront of the next wave of global ecommerce expansion. Two areas for continued growth include

Digital wallets: are projected to comprise 70% of online transaction value in the Middle East and North Africa (MENA) region by 2027 [Statista], highlighting the importance of supporting diverse payment methods. VTEX's platform seamlessly integrates various payment options, ensuring smooth and secure transactions for customers in the MENA region.

Mobile commerce: in the MENA region underscores the need for mobile-optimised digital commerce solutions. In Turkey, for instance, nearly 70% of digital commerce purchases in 2021 were conducted via mobile apps [The Fintech Times]. VTEX's mobile-optimised platform enables businesses to deliver exceptional shopping experiences on smartphones and tablets, catering to the growing mobile-first consumer base in the MENA region.

By investing in advanced digital tools, bridging the skills gap, and encouraging innovation, the region has the opportunity to build a more inclusive and sustainable digital economy. VTEX's comprehensive digital commerce solutions empower businesses to navigate the digital commerce landscape effectively.

The current digital commerce landscape

The digital commerce landscape is being transformed by innovations across composable commerce, headless architecture, and AI-driven solutions, reshaping both B2C and B2B markets. Unified commerce is at the core of this transformation, an integrated approach that streamlines operations from inventory management to customer engagement. Unified commerce is at the heart of this transformation, streamlining operations across inventory management and customer engagement. VTEX's enterprise commerce platform seamlessly connects best-in-class solutions, offering businesses the flexibility to meet shifting consumer demands while optimising efficiency and enhancing customer experiences.

Harnessing the power of AI and personalisation

AI is a key driver in the evolution of digital commerce, enabling businesses to analyse data, predict trends, and make informed decisions. VTEX leverages AI to optimise various digital commerce functions, such as personalised recommendations and dynamic pricing strategies. Key tools like the AI-Driven Ad Network and AI-Powered Intelligent Search deliver targeted content, improving customer engagement and conversion rates.

A standout feature is VTEX's live shopping functionality, which allows businesses to engage customers through real-time video, product demos, live chat, and instant purchasing options. This, along with concierge commerce, where personalised, high-touch services are offered, caters to the increasing demand for interactive and bespoke shopping experiences. VTEX's platform integrates these innovative features seamlessly, fostering stronger consumer relationships and boosting conversion rates through convenience and personalisation.

Unified commerce approach

Unified commerce has become essential for brands aiming to deliver seamless, personalized experiences across every channel.

VTEX is at the forefront of unified commerce, delivering composable solutions that empower B2B and B2C brands to build tailored, seamless experiences. Its integrated platform unifies core functions like inventory management, customer engagement, and order fulfillment, enabling businesses to drive efficiency while meeting the growing demand for consistent, personalized interactions across channels.

Recent innovations, such as the VTEX Sales App, further strengthen omnichannel capabilities by equipping sales associates with tools to connect offline and online commerce. With real-time inventory access, multi-cart management, and a unified checkout process, the app ensures a frictionless experience, whether customers shop in-store or online.

Furthermore, VTEX's Google Merchant Connector simplifies catalog management, making it easier for brands to feature products in Google's organic search listings and leverage price comparison tools. This integration ensures that brands can tap into Google's expansive user base, driving traffic and boosting discoverability.

Concierge commerce: Elevating the shopping experience

As the digital commerce landscape rapidly transforms, businesses are increasingly adopting the concept of concierge commerce to meet growing consumer expectations for personalised, high-touch services. Much like a concierge at a luxury hotel, a digital concierge is designed to guide customers through their shopping journey, offering tailored recommendations, real-time assistance, and seamless support across multiple touchpoints. Whether it's through voice assistants, live shopping, or video commerce, concierge commerce ensures that customers receive a customised experience at every stage of their purchase journey.

This approach not only enhances satisfaction but also fosters deeper relationships between brands and their consumers. VTEX's platform supports this shift by integrating advanced features such as live shopping functionality, AI-driven personalisation, and real-time engagement tools, enabling businesses to offer a truly bespoke shopping experience. As consumer demand for interactive and personalised experiences continues to rise, concierge commerce is becoming a critical strategy for businesses seeking to differentiate themselves and drive customer loyalty.



Ensuring security and data protection

As digital commerce continues to grow, the importance of security and data protection cannot be overstated. Cyber threats pose significant risks to businesses and consumers alike, making robust security measures essential. VTEX prioritises security and data protection through its comprehensive VTEX Shield offering, which includes an advanced Web Application Firewall, Pentest Readiness Service, and real-time security monitoring. These measures provide businesses with the confidence and peace of mind needed to operate in the digital commerce space, knowing that their customer's data is secure and protected against potential threats.

Driving business growth and success

The adoption of advanced digital commerce solutions, such as those offered by VTEX, has a significant impact on business growth and success. In 2023, VTEX-powered businesses experienced a remarkable 25% increase in GMV and a 15% growth in same-store sales in FX-neutral basis. Moreover, a Forrester study revealed that businesses using VTEX saved \$5.8 million and achieved an impressive 133% ROI (Total Economic Impact [TEI]), a commissioned study conducted by Forrester Consulting on behalf of VTEX. These results demonstrate the tangible benefits that businesses can reap by partnering with a leading digital commerce platform like VTEX.

VTEX's success stories span across various industries and regions, with global brands such as Samsung, Sony, and Whirlpool leveraging its platform to enhance their digital commerce capabilities. These partnerships highlight VTEX's ability to support large-scale digital commerce initiatives and drive business growth on a global scale.



Innovation and future direction

Looking ahead, VTEX's vision for the future of digital commerce is centered around pragmatic composability, customer-centric solutions, continuous innovation, and adaptive technology strategies. By embracing these principles, businesses can remain agile, responsive, and competitive in the ever-evolving digital commerce landscape.

The digital commerce transformation is also presenting challenges and opportunities for businesses worldwide. Embracing innovation, and leveraging advanced technologies are essential for businesses to thrive in this dynamic environment.

VTEX's vision for transformative retail experiences, coupled with its advanced solutions, strategic partnerships, and commitment to security, positions it as a leading force in shaping the future of digital commerce. As businesses in the Middle East and North Africa (MENA) and beyond navigate the complexities of the digital age, VTEX continues to support their growth and success.

About VTEX

VTEX [NYSE: VTEX] is the composable and complete commerce platform that delivers more efficiency and less maintenance to organisations seeking to make smarter IT investments and modernise their tech stack. Through our pragmatic composability approach, we empower brands, distributors, and retailers with unparalleled flexibility and comprehensive solutions, enabling them to invest solely in what provides a clear business advantage and boosts profitability. VTEX is trusted by 2,600 global B2C and B2B customers, including Carrefour, Colgate, Motorola, Sony, Stanley Black & Decker, and Whirlpool, having 3,500 active online stores across 43 countries [as of FY ended on December 31, 2023]. For more information, visit www.vtex.com.



Unleashing the Power of the Gulf E-Commerce Market Through Strategic Innovation and Alpha Mindset

Seif El Hakim | Founder of the Alpha Movement CEO of Alpha Global

As the Gulf region continues its ascent as a global e-commerce hub, the opportunities here are boundless yet nuanced. Over the past few years, I have dedicated my career to shaping strategic ventures in this dynamic environment, leveraging my experiences as a former corporate executive, an ex-CMO at Samsung Electronics, and now as the founder of Alpha Global Enterprise and The Alpha Movement.

The Alpha Movement: EmC powering E-Commerce and Business Leaders

The Alpha Movement embodies an ambitious vision: to inspire and elevate entrepreneurs, business leaders, and aspiring professionals through a unique blend of skill mastery, mindset enhancement, and wealth generation. Our flagship initiatives, including The Alpha Mastermind and The Alpha Growth Conference, serve as platforms for learning, growth, and empowerment, all anchored in a thriving community.

At The Alpha Movement, we believe that the intersection of mindset and strategy is the key to success in the Gulf's fast-evolving e-commerce market. Our approach combines skill mastery, the power of networking, and the latest in digital strategies to support the development of sustainable, scalable businesses.

Strategic Insight into the Gulf Market

In my capacity as a corporate advisor and CEO of Alpha Global Enterprise, we focus on market-specific tactics that cater to the Gulf's digital-first consumer base. The Gulf e-commerce landscape is unique, requiring a nuanced understanding of local culture, consumer behavior, and logistical challenges.

Through services such as digital marketing, corporate branding, and market-entry strategies, Alpha Global Enterprise has supported countless brands in navigating these complexities. This success is reflected in our partnership with WORLDEF, where we work closely with brands to explore untapped potential within the region.

Embracing Community, Technology, and Future Growth

The Gulf region is not just a market; it's a movement. Driven by young, digitally savvy consumers, the region presents a fertile ground for innovation, especially with the rise of AI and data-driven strategies. At Alpha Global, we emphasize leveraging technology to personalize customer experiences, optimize operational efficiencies, and achieve brand differentiation.

In line with my commitment to community empowerment, our platforms offer access to live coaching, networking opportunities, and resources aimed at fostering a culture of continuous learning and development. I'm particularly proud of the upcoming Alpha Growth Conference and the new Alpha Mastermind, both of which cater to those eager to build their legacies within the Gulf e-commerce sector.

Conclusion

As the Gulf e-commerce market continues to grow, the need for visionary leadership and adaptive strategies will only intensify. At Alpha Global and through The Alpha Movement, our mission remains to cultivate success by blending innovation, strategy, and community. Together with WORLDEF, I look forward to empowering more leaders and driving sustainable growth across the Gulf's digital landscape.

Secure and innovative payment solutions in digital transformation: Elekse

Elekse appeals to a wide range of customers from SMEs to holdings. The platform offers innovative financial solutions.

It provides fast, secure and user-friendly payment alternatives for physical and digital platforms with its "EsnekPOS", "CepPOS" and "Hoppa Cüzdan" products.

EsnekPOS: Facilitates e-commerce transactions.

CepPOS: Provides contactless payment via mobile devices.

Hoppa Cüzdan: Offers a digital wallet experience integrated with daily life by making its users earn while spending with 4% cash back and AdımKazan features.

Elekse secures user data with PCI DSS, 3D Secure and tokenization technologies.

While providing operational efficiency to businesses thanks to its strong integration capabilities, it offers solutions that facilitate cross-border trade in the global market.

It develops digital solutions that reduce paper consumption with its sustainability approach and takes firm steps towards becoming a global brand by investing in innovative technologies.



Secrets to success in global e-commerce

Cüneyt Erpolat | Champs Board Member Responsible for Growth

E-commerce eliminates borders, but not everyone is successful in this area. While global e-commerce offers many opportunities for brands to grow, it also brings significant challenges, such as:

- Logistics and supply chain management
- Legal and regulatory compliance
- Payment processing
- Cultural differences and localization
- Customer trust and experience
- Competition
- Returns and refunds

These challenges, especially cultural differences and localization, significantly affect legal and regulatory compliance and customer experience. For example; In Germany, most people use debit cards, not credit cards. They prefer not to shop from sites that are not approved by platforms such as 'Trustpilot'. They also want to receive support in their own language and are extremely sensitive about the use of their own language.

Global e-commerce support with Champs

Champs is a platform that provides global e-commerce support and provides services in more than 13 languages with more than 22,000 independent employees. 38% of employees speak German, 30% English, 14% Dutch, 5% Arabic and 13% other languages. It has clients in countries such as Germany and the Netherlands. By collaborating with multilingual employees, Champs enables businesses to communicate effectively with customers in their own language.

Profile and integration of freelancers

Candidates in the Champs community go through a detailed profiling process. After interviews with suitable candidates, they receive training through the Champs Academy. They then receive training from customers to prepare them for the job. Champs prioritizes languages and analyzes the language needs of target markets.

Champs offers businesses several advantages:

- Flexibility and diversity: Provides access to talent from all over the world.
- Cost-effectiveness: Working on a project basis reduces the cost of hiring full-time employees.
- Speed and efficiency: Freelancers can complete projects faster and more flexibly.



What companies expect from multilingual employees

Companies often demand customer service and experience. Champs meets these demands with its CX products:

- **Customer service:** Being able to provide services in different languages increases customer satisfaction.
- **Translation and localization:** Accurate translation and localization of product descriptions and marketing materials.
- **Marketing and social media management:** Developing effective marketing strategies and managing social media campaigns in different countries.

Sustainability

Champs also makes significant contributions to sustainability. Sustainability is a highly prioritized issue, especially in Europe.

Champs naturally achieves the following with its business model:

- **Environmental sustainability:** Working from home reduces carbon footprint, digitalization and paperless processes minimize environmental impact.
- **Economic sustainability:** Project-based work reduces fixed costs for companies and provides operational flexibility.
- **Social sustainability:** Access to global talent pools promotes diversity and inclusion, and offers employment opportunities.

Conclusion;

Champs helps global e-commerce businesses overcome language and cultural barriers, reduce costs, and gain competitive advantage by offering multilingual talent. These flexible and dynamic solutions are critical for sustainable growth and success.

Navigating the complexities of e-commerce: A strategic guide for Amazon sellers

David Miller | Founder & Attorney | David Allen Miller Law, PLLC

As the e-commerce market in the Gulf region continues to grow rapidly, the complexities faced by Amazon sellers have become more pronounced. With increased competition, tighter regulations, and more sophisticated consumer expectations, sellers must be equipped with the right strategies to succeed. At the law firm of David Allen Miller Law, PLLC, we guide Amazon sellers through these challenges, ensuring their businesses remain compliant, protected, and profitable.

Understanding the Gulf e-commerce landscape

The Gulf region has become a focal point for global e-commerce expansion. With a tech-savvy population, high disposable income, and increasing internet penetration, the demand for a diverse range of products is growing rapidly. However, with growth comes regulatory scrutiny, which has intensified over the past few years. Sellers must stay vigilant to avoid policy violations, intellectual property (IP) issues, and other pitfalls that can harm their business reputation and bottom line.



Intellectual property defense and enforcement

Protecting your brand involves both offense and defense. We help sellers register their trademarks, enforce IP rights, and respond to infringement claims swiftly. This proactive approach ensures that our clients maintain control over their brands and deter unauthorized or infringing sellers from misusing their intellectual property.

Our services: Protecting and empowering sellers

We offer a range of services designed to protect Amazon sellers and help them expand their operations in a highly competitive environment. Here are some key areas where we provide crucial support:

Compliance and suspension prevention/reinstatement

Maintaining a healthy seller account is vital for long-term success. Our firm has developed a set of best practices that sellers can follow to avoid suspensions and maintain compliance with Amazon's policies. These include clear guidelines on bundling, listing accuracy, and responding effectively to Amazon's policy enforcement actions. In the event of a suspension, we also provide tailored support to navigate the reinstatement process so that sellers can resume operations promptly.

Dispute resolution and legal representation

When disputes arise, it is crucial to have a team that understands Amazon's internal processes and can negotiate effectively. We represent our clients in all types of Amazon-related disputes, including account/listing suspensions, IP infringement claims, fund/inventory disputes with Amazon, and supplier contract disagreements. Our in-depth knowledge of Amazon's procedures enables us to resolve issues efficiently, minimizing disruption to our clients' operations

Litigation and arbitration representation

We represent sellers in litigation matters, including Temporary Restraining Orders (TROs), and provide legal representation in arbitrations against Amazon. Our firm's extensive experience ensures that sellers are effectively protected in disputes that can impact their business operations.

Support for business sales

As sellers consider scaling or exiting their businesses, we provide legal support for transactions, ensuring that all aspects of the sale are legally sound and beneficial for our clients. Our representation includes drafting and negotiating agreements to secure the best outcomes for sellers.

Focusing on the Gulf e-commerce market

The Gulf e-commerce market presents unique opportunities and challenges for Amazon sellers. For example, the emphasis on authentic goods and stringent regulations around product descriptions and labeling require sellers to be meticulous. The rising popularity of private label products in the region also highlights the importance of brand protection and market positioning.

Through our services, we empower sellers to build strong, reputable brands. Our strategic guidance helps sellers make the most of the growing e-commerce ecosystem.



Conclusion

In a market as dynamic as the Gulf's, Amazon sellers need more than just a solid business plan—they need proactive legal strategies that protect their interests and drive growth. By focusing on compliance, brand protection, and strategic market insights, we help sellers stay ahead of the curve and capitalize on opportunities in this flourishing e-commerce landscape.

For more information on how we can support your e-commerce journey, visit damlawfirm.com or contact us directly via email at intakes@damlawfirm.com or by phone at 646-760-2844.



Looking ahead: Preparing for future trends

As the e-commerce landscape in the Gulf evolves, sellers must stay informed about emerging trends. These include increased cross-border sales, the rise of digital payment solutions, and enhanced logistics networks. Staying ahead of these trends requires both adaptability and expertise.

At David Allen Miller Law, PLLC, we are committed to helping our clients navigate these trends successfully. We believe that informed sellers are successful sellers, and we take pride in being a trusted advisor in the ever-changing world of e-commerce.

Strong partner of global e-commerce players: GpC



Shahid Hussain | Founder and CEO Green Proposition Consulting (GpC)

Who is Shahid Hussain?

Shahid Hussain is a serial entrepreneur, investor and a columnist. After working with several multi-billion dollar companies, he founded Green Proposition in 2017 and in a short period helped numerous companies to excel and expand in domestic and International markets. Shahid is a vivid supporter of Digital Transformation and is working with different governments and tech giants to expedite the digital journey of developing nations. Shahid advises on geoeconomics and global trade and regularly writes for global media houses such as China Global Television Network (CGTN), Korea Times and Modern Diplomacy. Shahid has been invited as speaker at various global forums including the United Nations, Dubai International Financial Center (DIFC), Abu Dhabi National Oil Company (ADNOC) and is the Founding Partner of AI Global Exchange Forum.

The e-commerce sector in the Middle East is estimated to reach a market size of US\$50 billion by 2025. The potential growth and opportunity to sell cross-countries suggests that e-commerce can no longer be neglected by companies when seeking to expand to foreign markets.



Local player with global experience

Green Proposition Consulting (GpC) is a local player with global experience. With presence in the United Arab Emirates, China, India and North America, we provide 360° solutions to our clients.

We are proud to work with global brands from across sectors like PepsiCo, NADEC, Terra Delyssa, Tramontina and Galvan London to enter and excel in domestic and international markets.

We assist several governments like Italy, Canada, Brazil, Oman, and others in helping their brands and SMEs make inroads in the region. GpC is involved with United Nations agencies for Digital Empowerment and Digital Literacy to champion the stakeholders with Knowledge Transfer and Capacity Building in the emerging markets for both e-commerce and cross-border e-commerce.

“Formed strong alliances with e-commerce giants”

GpC has forged strong alliances with e-commerce giants like Alibaba and Tencent and has assisted various brands on the Amazon platform. Our success testament is that we make sure that within a week of the launch, the product starts trending in the marketplace. In the dynamic world of e-commerce, businesses seek a trusted partner to navigate the complexities of global expansion.

Green Proposition offers a comprehensive suite of services to help businesses optimize their digital storefront, streamline operations, and elevate customer experience, propelling them to new heights of success.

Our team of e-commerce specialists will guide you through the process of market entry, day-to-day operations, content localization, and establishment of your online store in diverse markets. What sets us apart is that we help domestic and foreign brands with strategy building and run the whole operation on their behalf. It is very economical for brands as they need not build their team to manage the operations.

Our customized strategy consulting services include:

- Market-entry/ feasibility study
- Branding & content strategy
- Price & promotion strategy
- Competitor analysis
- Consumer behavior & trends
- Sales channel suggestion
- Assortment selection
- Social media auditing
- Cost analysis elaboration
- Strategy development

Contact us:

www.greenproposition.com

E-commerce solutions

In the dynamic world of e-commerce, businesses seek a trusted partner to navigate the complexities of global expansion. Green Proposition offers a comprehensive suite of services to help businesses optimize their digital storefront, streamline operations, and elevate customer experience, propelling them to new heights of success.

Our team of e-commerce specialists provide day-to-day operations, content localization, and establishment of your online store in diverse markets.

- Seller center set-up
- Documentation handling
- Store registration assistance
- Brand & product registration support
- Store design
- Content planning
- Brand auditing
- Product price auditing
- Competitor analysis
- Brand & product training





**High quality
production
reaching
global
audience
with e-export
is the key to
a sustainable
success
for Türkiye**

With 25 years of E-Commerce experience, BiggBrands Inc. stands out to be the most reputable and promising Turkish brands aggregator. Officially appointed by the Turkish Ministry of Commerce to be the E-Export Consortium of Türkiye, the company is carrying Turkish brands to more than 45 B2C and B2B Marketplaces all around the world.

WORLD E-COMMERCE MAGAZINE has spoken with its CEO, M. Enis Karslioglu about his inspiring background, his investments in the Middle East and future plans for the ever expanding e-commerce market. Here are the highlights of BiggBrands in a nutshell.

BiggBrands is in the e-commerce business since 1999 from the first day when the company has started its life. That it has such an experienced past in e-commerce with its own proprietary softwares makes life easier for many aspects of the marketplace business that has been helping Turkish suppliers to bring their products onto the limelight of the world.

BiggBrands also keeps an important ground in fulfillment services with its own offices and logistics hubs in Dubai, Riyadh, Cologne, New York and Istanbul. This regionalisation allows orders to meet timely delivery requirements of the marketplaces which is one of the key elements of success in e-commerce.

Hence, perfect end-to-end management of multiple accounts on high demanding marketplaces from Amazon to Noon, Mumzworld to Carrefour, Walmart, Otto, Kaufland, Joom, Ebay, Jumia and so on.

BiggBrands supports Turkish brands with its exceptional services from A to Z:

- Account management & listing
- Content management & optimisation
- Translations
- Brand store management
- PPC marketing
- Export management
- Logistics management
- Cargo courier management
- Returns management



BiggBrands operate mainly on the following categories:

- FMCG
- Food & drinks
- Home & living
- Mobile accessories
- Kitchen
- Cosmetics
- Textile & fashion
- Mother & baby
- Toys
- Private label

Moreover, BiggBrands's traditional BIGGFEST TOUCH & FEEL event activity held once a year bringing Turkish suppliers with global buyers adds an extra value to those that want to introduce their products to eligible B2B customers.

We have made it our mission to support every skilled Turkish brand that produces high quality, competitive products. Good brands can visit our website, www.biggbRANDS.com and also contact our project teams via the e-mail info@biggbRANDS.com whenever they wish. We would be more than happy to assist them with our solutions that would add value to their brands and open up new horizons for them over global export markets.

Tap into the potential of Middle Eastern eCommerce: Top trends to watch



Urvashi Chaudhary
eCommerce and Retail Consultant, Nagarro

Digital commerce is having a major moment in the Middle East. With Dubai as the region's commercial heartbeat, e-commerce is booming, fuelled by a blend of tech-savvy consumers, a cash-heavy culture, and a big appetite for convenience.

The Middle East e-commerce market is projected to hit \$50 billion by 2025 [Source:

Gulf Business], driven by a young, mobile-first population and initiatives like Saudi Arabia's Vision 2030, encouraging digital transformation across industries.

Let's examine some of the Middle East e-commerce market trends and how technology is driving these trends!

Cash on delivery (COD) is here to stay: Customers in the Gulf region continue to swear by CoD orders. This is attributed to concerns about online payment security, challenges with payment gateway compatibility, regional restrictions and the ongoing risk of fraud. On the flip side, CoD orders require some juggling for brands as they often involve braving returns, cancellations, and managing inventory across a delivery network handling cash. Those sticking with CoD need a logistical backbone that's fast, flexible and doesn't eat into profits faster than the checkout lines. So, while COD may not reign as it once did, it still has a devoted fan base that brands must recognize.

The need for speed in last-mile delivery: Much like their peers in Asia-Pacific, the Gulf consumers are also looking for same-day, even same-hour, delivery, especially in busy cities like Dubai. While this offers abundant convenience to the customers, for brands, it means establishing infrastructure and resources to support faster deliveries and prevent the dreaded cart abandonment resulting from slow delivery options.

Social commerce – the new shopping street: In the Middle East, shopping happens on social media. Nearly 70% of Middle Eastern shoppers use social platforms to discover new brands and products[-Source-Wisernotify], and with in-app purchasing gaining popularity, the potential is massive. By blending social discovery with seamless in-app purchasing, brands are reaching online audiences. This trend is especially strong among younger consumers, who are increasingly expecting these platforms to double as shopping outlets.

Personalization, because one size doesn't fit all: As Gulf consumers embrace online shopping, they expect more than "buy it and leave." Studies show that personalization can increase conversion rates by up to 20% [Source-Mckinsey], but only if done right. Brands leveraging data analytics to offer tailored recommendations, curated product selections, and personalized offers are more likely to secure customer loyalty.



Continuous innovation at ease – heard about MACH Architecture?

Keeping up with the evolving eCommerce markets requires brands to adopt emerging technologies and build innovative solutions that deliver seamless customer experiences.

Partnering with multiple eCommerce brands in the Gulf region and globally, we believe MACH architecture can significantly benefit the brands on this journey.

MACH stands for Microservices, API-first, Cloud-native, and Headless, which is becoming the go-to for companies needing flexibility and scalability.

A retailer using MACH architecture can easily integrate an AI recommendation engine, scale its search functionality during holiday sales, and launch a new mobile app—all without disrupting its existing operations. Wondering how?

MACH architecture offers e-commerce players flexibility, scalability, and agility by enabling quick adaptation to market changes and customer demands. Its microservices and cloud-native infrastructure handle traffic spikes efficiently, while headless design delivers personalized, omnichannel experiences.

API-first integrations reduce development cycles, speeding up time to market, and the MACH's pay-as-you-go model ensures cost efficiency. MACH also future-proofs platforms, allowing seamless integration with emerging technologies like AI and IoT.

By 2026, around 70% of enterprises will have adopted a MACH approach to stay agile [Source-CMS Critic].



Leading brands are reaping significant benefits from adopting MACH architecture:

Faster load times: A 30-50% reduction improves customer retention and conversions.

Quicker deployments: 30-40% faster rollouts with microservices and headless design, enabling launches in weeks instead of months.

Enhanced scalability: Handles 5-10x more traffic during peak events, ensuring system stability under demand.

Cost savings: 20-30% reductions in IT costs through cloud-native solutions.

Higher satisfaction: Up to 20% improvement in customer satisfaction scores with smoother, flexible experiences.

Better conversions: Businesses see 10-15% higher conversion rates with API-driven personalization and faster performance.

Leveraging MACH for the Middle

The Middle Eastern e-commerce landscape is at an inflexion point, driven by evolving consumer expectations, rapid technological advancements, and the need for seamless, personalized shopping experiences. To thrive in this dynamic market, brands must embrace agility and scalability, making architectures like MACH the cornerstone of their digital strategies. With its ability to streamline operations, enhance customer experiences, and future-proof businesses, MACH architecture is reshaping how brands navigate challenges like COD, last-mile delivery, and social commerce. By partnering with VTEX, Nagarro is empowering businesses in the Middle East to unlock the full potential of MACH, driving innovation, customer satisfaction, and sustainable growth. Nagarro is currently helping a leading direct selling company transition to MACH architecture to help them achieve higher customer satisfaction and growth, while optimizing their costs. Beyond, the Middle East, we are enabling multiple leading global brands transform their eCommerce ecosystem through advanced technologies and strategic partnerships. From strategy and implementation to optimization we ensure ensuring your digital commerce platforms are robust, scalable, and tailored to your unique needs Are you ready to transform your eCommerce ecosystem? Let's build the future together.



nagarro

About Nagarro

We are shaping the company of tomorrow!

Nagarro is a global digital engineering and consulting leader with a full-service offering. Harnessing the power of our Fluidic Enterprise vision and thinking breakthroughs framework, we help our clients become human-centric, digital-first organizations, augmenting their ability to be responsive, efficient, intimate, creative, and sustainable. Our client-centric, agile, responsible, intelligent, non-hierarchical, global values come together to form our CARING superpower, which denotes a humanistic, people-first way of thinking with a strong emphasis on ethics. Caring guides us as a global company. We have a broad and long-standing international customer base, primarily in Europe and North America. This includes many global blue-chip companies, leading independent software vendors (ISVs), other market and industry leaders, and public sector clients. At Nagarro, over 18,300 experts across 37 countries are helping our partners succeed today. For more information, visit www.nagarro.com.

World's first full stack AI Orchestration Platform:



vue.ai[®]
UNCOMPLICATE



Ashwini Asokan,
CEO and Founder, Vue.ai
(Mad Street Den)

Vue.ai is a market leader and one of the world's first full stack AI Orchestration Platforms, designed for enabling large global enterprises to bring about AI Transformation. Mad Street Den, the corporate entity of Vue.ai, was founded with the vision of democratizing AI across teams ranging from product and operations to data, ML and more. Founded in 2016, Mad Street Den (MSD) was one of the first AI companies in the world serving global industry giants like Fedex, Nike, Tata Group, Levi's, and Dubai Commercity. These enterprises have adopted the Vue.ai platform for solving complex workflows and problems ranging from automation of retail operations and customer experiences to loan processing, claims, logistics automation and more. The company has raised over 60M in funding over the years and counts marquee investors like Alpha Wave Global [G42], Sequoia Capital India and Avatar Growth Capital.

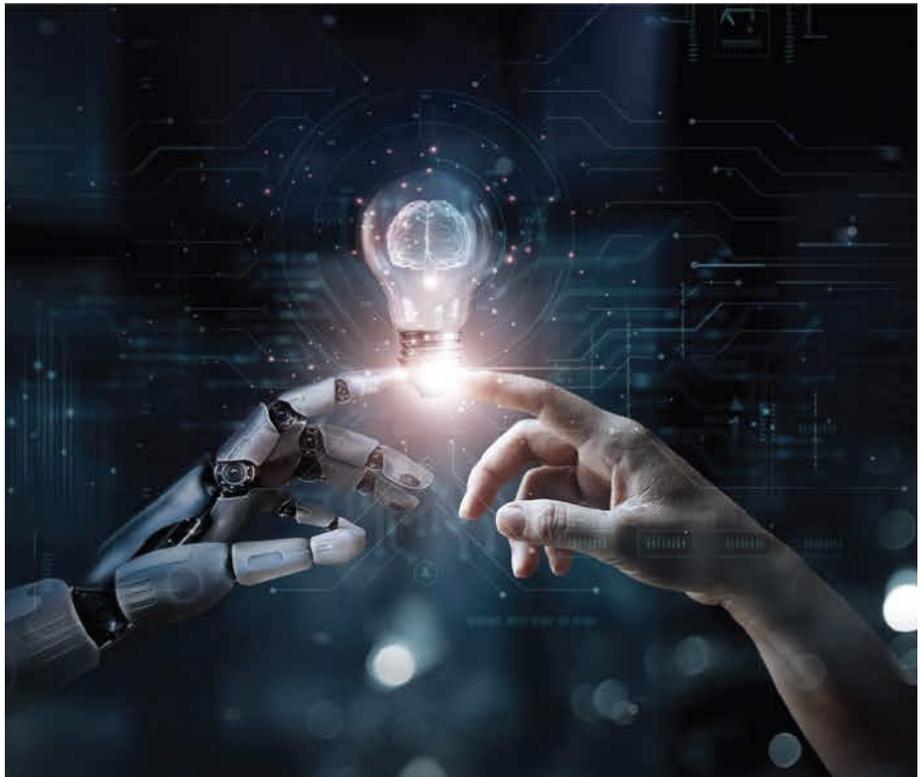
The Vue.ai Orchestration Platform

The Vue.ai platform is designed as an AI based operating system for large enterprises allowing them to use its three layers - the data orchestration layer: allowing data engineering, analytics and DSML teams to handle data ingestion, enrichment, analytics and extensive data wrangling; a workflow orchestration layer allowing model building, MLOps, building complex AI native workflows, building AI agents and more; and a native application and marketplace layer with plug-and-play models, apps, agents which allowing enterprises to go live with AI solutions in less than 30 days.

With the company pioneering some of the earliest IP in the space of AI, including generative AI, the platform is natively agentic and gen-AI enabled.

CIOs and AI transformation leaders globally work with Vue.ai to unlock the full potential of AI adoption throughout their organization. Fixing silos across departments, bringing together data meaningfully and helping automate and make decisions at a fraction of the cost and time have been the 3 value propositions that drove meaningful AI transformation outcomes for these companies, as trailblazers in the industry.

Vue.ai has been recognized worldwide for its innovation and has a wide range of patents in the space.



Vue.ai in the Middle East and strategic focus for the Region

Vue.ai has been actively operating in the Middle East for over four years with early adopters, underscoring our long-term commitment to the region.

During this time, Vue.ai has successfully partnered with several prominent clients across the Middle East, delivering tailored AI solutions that drive innovation and operational excellence. Given the UAE is set to remain the fastest-growing economy in the GCC region in 24-25 with non-oil sectors continuing to expand, the region continues to be a key focus geography for Vue.ai.

With strategic partnerships like Dubai Commer-city paving the way to foray into this region, the brand continues to focus on adding value to retail and ecommerce. It is noteworthy that the retail platform, with a host of preset applications, was the first vertically integrated offering via the Vue.ai stack.

The leadership

The founders of Mad Street Den are pioneers in the space of Neuroscience, Neuromorphic Engineering, AI and product design. They come with a rich experience in AI/ML, research and product design with their early work history in Silicon Valley from the early 2000s.



Who is Ashwini Asokan?

Ashwini Asokan is the CEO & Founder of Mad Street Den. Prior to starting Mad Street Den, Ashwini was a product leader working at the intersection of socio-cultural and technological systems at Intel Research Labs.

Being first movers in the world of AI, Ashwini and her team have brought meaningful AI transformations for large organizations all over the world, helping not just processes and companies become AI-first but empowering large numbers of people to become AI-first creators. A Fortune 40 under 40 alumni, Forbes 50 Power Women lister, she and her co-founders have led over 1200 people, over the years, in AI careers.



Vue.ai team with global leaders at their flagship event, REBUILD | Istanbul, May 2024

The ideal hub for digital commerce businesses:

DUBAI **دبي كومير سيتي** COMMERCITY

Her Excellency Ms. Amna Lootah, Director General of Dubai Airport Free Zone (DAFZ), Member of the Executive Leadership team at Dubai Integrated Economic Zones Authority, and Board Member at Dubai CommerCity (DCC), was featured in WORLDEF E-COMMERCE MAGAZINE.

Dubai Integrated Economic Zones Authority (DIEZ) consolidates and integrates the products and services of three of the UAE's most prominent economic zones: Dubai Airport Freezone, Dubai Silicon Oasis, and Dubai CommerCity. With a diverse portfolio encompassing thousands of registered companies from across 20 different sectors, DIEZ is at the heart of Dubai's economic success, serving as a major economic catalyst in the city's development.

Among these zones, Dubai CommerCity (DCC) stands out as a pioneering free zone in Dubai dedicated to fostering digital commerce. Launched in 2017 by H.H. Sheikh Ahmed Bin Saeed Al Maktoum, Chairman of DIEZ, DCC has been at the forefront of supporting the region's digital commerce growth.

It offers a cutting-edge ecosystem tailored for regional and international businesses, featuring state-of-the-art infrastructure, comprehensive services, and tailored support. Guided by its mission to accelerate digital commerce development and its vision to become a leading global hub for the industry, Dubai CommerCity continues to redefine the future of digital commerce.

Her Excellency Ms. Amna Lootah, Director General of Dubai Airport Free Zone (DAFZ) and Board Member at Dubai CommerCity (DCC), was a guest of WORLDEF E-COMMERCE MAGAZINE. Lootah made important statements on topics such as DCC's role in digital trade in the Gulf and the state of e-commerce in Dubai.

“DCC is an ideal gateway for digital commerce businesses targeting the Middle East, North Africa and South Asia”

Ms. Amna Lootah gave the following information about DCC; “Dubai CommerCity is strategically located near Dubai International Airport, providing unparalleled access to over 3 billion people within a 5-hour flight radius. This prime location establishes DCC as an ideal gateway for digital commerce businesses targeting the Middle East, North Africa, and South Asia. The free zone offers a comprehensive range of services and facilities, including warehousing, logistics, and modern office spaces, creating a seamless and efficient environment for businesses to thrive and grow.”

She continued; “DCC is structured into three main clusters: the Business Cluster, the Logistics Cluster, and the Social Cluster. The Business Cluster features modern office spaces and business support services, fostering a productive environment for enterprises. The Logistics Cluster offers cutting-edge warehousing and logistics facilities, ensuring seamless and efficient logistics and supply chain management. Meanwhile, the Social Cluster enhances the community experience with amenities such as cafes, restaurants, and fitness centers. Together, these clusters create a vibrant, well-organized ecosystem designed to support businesses and enrich the lives of their employees.”



“Dubai CommerCity stands out with its world-class support services”

Highlighting DCC’s unique value proposition, Ms. Amna Lootah said: “Dubai CommerCity (DCC) stands out for its strategic location, world-class infrastructure, and extensive support services, making it an ideal hub for digital commerce businesses. Key features include advanced logistics and state-of-the-art warehousing facilities designed to streamline supply chain operations. Businesses can also benefit from a variety of modern office spaces and a supportive regulatory environment tailored to foster growth.

In addition, DCC provides a comprehensive suite of value-added services, such as business setup assistance, licensing, and visa processing, ensuring a seamless onboarding experience. These advantages collectively empower businesses to establish themselves and thrive in the MENA region’s dynamic digital commerce landscape.

Our clients are not just renting space; they are valued business partners who play a vital role in shaping our community. At Dubai CommerCity, we’ve cultivated a dynamic ecosystem that fosters collaboration and mutual growth, enabling our tenants to offer services to one another, creating a thriving, interconnected business hub. As the facilitator of this vibrant network, Dubai CommerCity acts as a connector and trusted introducer, helping our partners build strategic alliances, share expertise, and unlock new opportunities for collective success.”

“Catalyst for the global digital commerce industry”

When asked about DCC’s role in the global e-commerce ecosystem, she stated: “Dubai CommerCity (DCC) promises to provide a robust and dynamic ecosystem that enables e-commerce businesses to thrive and expand in the global market. With its state-of-the-art infrastructure, comprehensive support services and strategically advantageous location, DCC is positioned to act as a catalyst for the growth and evolution of the global digital commerce sector.”

“Dubai’s e-commerce market is projected to reach \$17 billion by 2025”

Highlighting Dubai’s rapidly growing e-commerce market, Ms. Lootah shared: “Dubai has seen significant growth in the e-commerce sector. This is driven by a combination of factors, including the tech-savvy, young population; high internet penetration where over 99% of the population has internet access; and strong government support. The city has invested heavily in infrastructure and regulatory frameworks to support the growth of e-commerce, as Dubai’s e-commerce market is projected to reach \$17 billion by 2025. This investment contributes heavily to making it an attractive destination for e-commerce businesses. Initiatives such as Dubai CommerCity are part of the broader strategy to position Dubai as a leading global hub for e-commerce.”

Addressing how e-commerce brands can scale in Dubai’s growing market, Ms. Lootah noted: “E-commerce brands can grow in Dubai’s market by leveraging the city’s advanced infrastructure, strategic location, and supportive regulatory environment. Setting up operations in Dubai CommerCity offers access to state-of-the-art logistics and warehousing facilities, comprehensive support services, and a rapidly growing consumer market. Additionally, Dubai’s role as a global trade hub enables businesses to expand their reach into broader regional markets.”



Services offered by DCC

Speaking about the range of services available for e-commerce businesses, Ms. Lootah explained: "Brands looking to enter the Dubai e-commerce market can receive a range of services from Dubai CommerCity. This includes business setup support, licensing, and visa services. DCC also offers state-of-the-art logistics and warehousing facilities, office spaces, and a range of value-added services, all of which support the growth of e-commerce businesses. A lot of our tenants make advantage of DCC being a fenced freezone and conduct B2C shipments from DCC to more than 90 countries worldwide. Lastly, DCC also provides access to a network of industry experts and partners, aimed at helping businesses navigate the local market and expand their operations."

Addressing regional e-commerce challenges

When asked about challenges in the e-commerce sector, Ms. Lootah stated: "A common challenge in the e-commerce sector is ensuring efficient logistics and supply chain management, particularly due to the high volume of goods being processed and the complexity of cross-border trade. To overcome these challenges, Dubai has heavily invested in advanced infrastructure, digital trade platforms, and regulatory reforms. For instance, Dubai CommerCity has experienced significant growth in its digital trade capabilities, with a 56% increase in goods processed and a 158% rise in orders fulfilled in 2023. Additionally, initiatives like the Dubai Integrated Economic Zones Authority (DIEZ) are streamlining services across free zones, which helps attract more investment and improve operational efficiency."

Expectations from WORLDEF DUBAI 2024

As the main strategic partner of WORLDEF DUBAI 2024, Ms. Lootah emphasized the event's significance: "WORLDEF DUBAI 2024, will serve as a key platform for industry leaders, experts, and businesses to discuss the latest trends and innovations in the e-commerce sector. With over 5,000 participants from leading organizations across 40 countries, the event offers a unique opportunity to highlight DCC's capabilities as the region's first free zone dedicated to digital commerce. We aim to foster collaboration and partnerships that will strengthen Dubai's position as a global e-commerce hub. The event will also explore key trends and growth opportunities aligned with the Dubai Economic Agenda D33, underscoring Dubai's pivotal role in advancing the global e-commerce landscape."

Ms. Amna Lootah



The New Global Address For E-Commerce:



“Widect is an innovative global logistics solution that offers speed, reliability, and scalability, specifically designed for cross-border e-commerce players.”

Widect, founded with the motto “Wide-Direct-Connect,” has each word represents a unique aspect; “Wide” signifies access to over 140 countries through an extensive flight network; “Direct” emphasizes time- and cost-effective door-to-door transportation; and “Connect” represents its role as a bridge that brings the world together. Enes Yilmaz, CEO of Widect, explained the company’s promises to the global e-commerce ecosystem.

He stated, “Thanks to Turkish Airlines’ expansive flight network and Turkish Cargo’s logistics expertise, we ensure that your products reach every corner of the world quickly and safely. With our customer-centric approach, we support our clients’ growth in the e-commerce ecosystem by designing customized solutions. Additionally, our advanced shipment tracking system allows customers to monitor their shipments at any time, fostering better communication with their recipients.”



“We offer innovative solutions at every stage of cross-border e-commerce transportation”

Enes Yilmaz added, “E-commerce players in the sector seek speed, reliability, cost-effectiveness, and transparency in logistics, alongside diverse market options. We closely follow global trends and constantly analyze our customers’ needs to meet these expectations. Our focus is on developing services that enhance communication with all stakeholders and provide integrated, flexible solutions. Our aim is to facilitate cross-border logistics processes and contribute to the development of the sector by offering innovative solutions for the needs of the sector at every stage of cross-border transportation, from origin customs to final clearance.”



“MENA region offers significant opportunities for both import and transit shipments”

Enes Yilmaz continued, “Turkey’s strategic location makes it an important center in global e-commerce logistics. Thanks to our country’s position as a bridge in trade between Asia and the Middle East, we assist e-commerce companies to increase customer satisfaction with our advanced solutions for the MENA region”



Why the MENA Region?

Enes Yilmaz answered, “The MENA region presents significant opportunities for both import and transit shipments. Our aim is to increase the MENA region’s trade volume and to strengthen Türkiye’s position in the global logistics sector by accelerating e-commerce shipments from around the world to the region and from the region to destinations worldwide, particularly to Europe.”



Gulf-to-Europe
e-commerce
growth with
influencer
and affiliate
expertise



One of the common challenges Gulf e-commerce brands face when expanding to European markets is understanding and engaging with diverse European consumer preferences. European audiences value authenticity, culturally relevant content, and sustainability, which Gulf brands may find challenging to address given the differences in cultural norms, purchase behaviors, and digital trends across European countries.

To address these challenges, we provide a localized influencer marketing solution designed specifically to help Gulf e-commerce brands connect with European consumers on a personal and culturally relevant level. Here's our proposed solution:



Localized shopping experiences

Many Gulf e-commerce sites are not optimized for European shopping preferences, such as offering region-specific shipping options, local language support, or preferred payment methods. We help brands optimize their e-commerce sites for a seamless shopping experience in Europe, ensuring European influencers direct their followers to an experience that feels accessible and trustworthy.

We also work with brands to offer exclusive discount codes or localized promotions that European influencers can share with their followers, adding a personal touch to the shopping experience. Affiliate marketing is always a good idea for ecommerce brands selling in Europe and the USA.

A localized influencer marketing strategy for luxury and non-luxury Gulf brands in Europe + affiliate marketing solutions

We identify European influencers across key markets (including the Balkans as rising markets) who have strong connections with their audiences and understand local preferences. Radostna Agency's European base gives us the network and insights needed to match Gulf brands with influencers who align with European values and consumer expectations.

These influencers serve as local ambassadors for Gulf brands, translating brand messages in a way that resonates with the distinct cultures and preferences of their followers.

Culturally relevant content creation

European audiences respond best to content that feels authentic and mirrors their own lifestyles and values. Our team works with influencers to create content that emphasizes values like sustainability, quality, and transparency, aligning with European consumer priorities. This tailored approach increases engagement and brand credibility, helping Gulf brands establish a foothold in the market.

We create a content calendar that includes local holidays, events, and trends, ensuring Gulf brands are visible during peak shopping seasons and culturally significant periods, which can vary across European countries.

Sustainable and ethical brand messaging

Sustainability is a top priority for European consumers, particularly in sectors like fashion, beauty, and home goods. We guide Gulf brands in emphasizing ethical sourcing, eco-friendly practices, or any brand efforts related to sustainability. By communicating these elements through influencers who advocate for green living, Gulf brands can gain trust and loyalty from environmentally-conscious consumers.



Performance-based campaign metrics for transparency



European markets are more data-driven, with brands needing to prove the value of influencer campaigns. Radosna Agency provides Gulf brands with comprehensive reporting and analytics, detailing influencer campaign performance and sales impact to ensure measurable ROI.

Through tracking tools, we provide Gulf brands with clear insights into which European markets and influencer strategies yield the best results, allowing for a strategic focus on high-performing regions and audiences.

To make it easy for Gulf eCommerce brands, we offer a plug-and-play influencer package tailored for selling to European audiences. This package includes:

Market-specific influencer curation: Access to vetted European influencers with established credibility in each target market.

Content localization services: Customized content creation that aligns with local preferences, values, and trends.

E-commerce optimization: Support in localizing websites, payment options, and promotions to create a smooth shopping experience for European customers.

Performance analytics and insights: Regular reporting and optimization to maximize campaign ROI and fine-tune strategy based on real-time data.

By providing Gulf e-commerce brands with a ready-to-use solution, we help bridge the cultural gap, enhance brand trust, and drive meaningful engagement with European consumers, creating a smooth pathway for Gulf brands to grow in the European market.

Grow your e-commerce business with a one-stop global payments solution

With the Gulf e-commerce market projected to reach US\$50 billion in 2025, businesses are navigating new challenges like cross-border payments, currency exchanges and marketplace integrations to meet regional and international demand.

WorldFirst simplifies these complexities, offering businesses a one-stop solution to manage global payments efficiently and securely, allowing them to focus on growth instead.

WORLDFIRST



We know that this is what e-commerce sellers are looking for:

Easy payments: Businesses need a way to handle payments in multiple currencies while minimising delays and transfer fees.

Marketplace collections: E-commerce and marketplace sellers need a way to consolidate earnings from multiple marketplace platforms and payment gateways, with a centralised account view to for better cash flow visibility.

Transparent costs: Companies need clarity on currency exchange rates and transfer fees to accurately plan budgets and control costs. We're dedicated to empowering e-commerce businesses with the tools and support they need to grow globally.

Security you can trust: WorldFirst prioritises your security, with stringent protections for your funds and data. We partner with reputable global banks, so you can transact with confidence.

Introducing WorldFirst

Launched in 2004 and now part of Ant Group, WorldFirst combines innovation with trusted financial infrastructure to support your global ambitions. Back then, we were just two people frustrated with how complex and costly it was to send money abroad. So, we set out to change it. Our humble beginning drives our mission to transform how companies like yours do global business.

We believe every business, no matter its size, deserves a shot at the global stage. We're proud to have served the international payment needs of over one million businesses since opening our doors, and empowering small businesses to thrive in the global economy.



Manage international payments like a local

At WorldFirst, we understand cross-border business. We know that managing international payments, navigating marketplaces and controlling costs are some of the biggest challenges facing you today.

'Forecasted e-commerce market size in the Gulf Cooperation Council region from 2020 to 2025', Statista, <https://www.statista.com/statistics/1439925/gcc-forecasted-ecommerce-market-size/>





Together, we all win
Treasure Deal
Portal



www.treasuredeal.com

www.alrifai.bio

New digital space in the online shopping ecosystem: Treasure Deal

Treasure Deal, an innovation in the e-commerce world, announced plans to transform online shopping experience. Ghassan Al-Rifai founded the platform and offers a digital marketplace where customers can access various products and services, including the day to day needed items, flight, hotel bookings and much more, all at competitive prices. Treasure Deal focuses on making these options more accessible while offering great value to its users.



How Treasure Deal makes a difference?

Treasure Deal offers more than just an online marketplace. The platform caters to individuals and businesses, offering easy access to a wide range of services, from loyalty system to flight and hotel room booking services to restaurant delivery system, taxi ride and reservation system in addition to the daily purchases and luxury shopping. "this is the only one application concept, after almost two and half year of hard work development and engineering treasure deal is coming to make the deference" says Al-Rifai

"Our goal is to rethink e-commerce and create something beyond just buying and selling," says Al-Rifai. "We're building a digital space that provides everything individuals and businesses need while we keep prices competitive." Moreover, the TD app will simplify the decision-making process, making it easier for users to navigate the platform and get the most value from their purchases.

AI and user experience: Enhancing shopping through technology

Treasure Deal uses AI technology to improve various aspects of the e-commerce experience. The system simplifies online shopping by providing access to reliable and profitable deals, helping customers avoid the usual complexities.

"We developed in-house AI to help drive our platform's success," says Al-Rifai. "Our focus is on providing users with a smooth, secure shopping experience while giving merchants tools to stay competitive."

For merchants, its AI tools market trends to provide outstanding customer service, helping them to showcase products effectively. For customers, the platform offers personalized recommendations and connects them to quality goods and services at fair prices, making the shopping process more accessible for everyone.



Strategic partnerships for success: Building long-term relationships

"On behalf of Treasure Deal, a pioneering force in the eCommerce technology landscape. As we continue to expand our innovative, we recognize the invaluable role of strategic partnerships in fostering sustained growth and success", says Al-Rifai.

At Treasure Deal, we prioritize building solid relationships with like-minded organizations that share our vision for revolutionizing the eCommerce sector. We believe that our cutting-edge technology solutions can not only develop traditional business models but also open new avenues for investment and profitability.

We are seeking for a strategic partnership with esteemed business development banks and venture capital firms that specialize in technological investments.

Al-Rifai unveils plan for the future of online shopping

Treasure Deal is preparing for its soft launch and will participate in the upcoming two biggest events in the region for technology and e-commerce, WORLDEF event in Dubai and Web summit in Qatar. At the events, Al-Rifai will share his thoughts and plans for the future of e-commerce, highlighting Treasure Deal's outlook on improving the digital shopping experience.

Treasure Deal confident that it can offer a valuable service for users. The company focuses on collaboration and mutual benefit, aiming to establish itself as a significant player in the e-commerce industry.

"We want Treasure Deal to be the go-to platform for those looking for good deals and an easy shopping experience," says Al-Rifai. "We're building something that will improve how people engage with e-commerce."

Al-Rifai added, "We invite Influencers, Service Providers, Suppliers, freelancers, Restaurant Franchises, and businesses to build a strategic partnership to grow their exposure with us. There are exciting opportunities for companies to connect to target audiences with incredible benefits."



Building the UAE's largest creator ecosystem, one campaign at a time



beBuzzed Co-Founder & CEO

Gulf e-commerce enthusiasts, tech aficionados, and digital trailblazers! It's a pleasure to pop into your day and give you a peek behind the scenes at beBuzzed. Where we're creating the UAE's largest creator ecosystem. Grab your coffee (or maybe a karak!), and let's dive into a whole new world of influencer marketing, tailored for the Gulf's unique market.



What beBuzzed brings to the table:

Imagine this: You're a brand in UAE, navigating the dynamic world of digital marketing.

You know how important authentic engagement is, but you're tired of taking a leap of faith with traditional influencer marketing.

You want real creators, real views, and measurable impact. That's where beBuzzed comes in. At beBuzzed, we're flipping the influencer marketing model.

Our approach is straightforward: You pay only for results. Gone are the days of hoping for engagement.

With us, brands pay only when they see measurable awareness. Think of it as influencer marketing with a guarantee.

What sets us apart:

Working in the Gulf means understanding a rapidly shifting market with a uniquely vibrant audience.

From changing trends to cultural nuances, it's not an easy task.

But our creators at beBuzzed are locals who live and breathe Gulf culture. From TikTok challenges to trending Instagram aesthetics, they get it.

And, as a brand, you'll benefit from working with influencers who know how to engage Gulf audiences authentically.

The beBuzzed approach: Pay-only-for-results

Here's our secret formula:

Define the buzz: We work with brands to set clear campaign goals, target views, and hashtags. From the outset, you know exactly what success looks like.

Put the budget under our guarantee: Your campaign budget is safeguarded, ensuring you're only paying for real results.

Challenge the hive: Your campaign becomes a beBuzzed Challenge, rallying UAE's creators to produce content that connects with your target audience.

Honey, you only pay for what you get: With our results-focused model, you pay only for achieved views and engagement. If we don't hit the target, you're refunded for the difference.

Each campaign becomes a creative challenge for our community of UAE-based creators, fostering quality content and unique perspectives.

Why beBuzzed is perfect for the UAE market

The UAE market is fast-paced and deeply digital. Trends evolve almost overnight. Our creators understand these dynamics and are equipped to tap into this evolving culture.

At beBuzzed, our entire approach is designed to meet the needs of brands that want targeted results in the Gulf without wasted ad spend. With our pay-only-for-results model, brands can be confident they're not throwing money into a void.

And for creators, it's an opportunity to showcase their creativity while working with top brands without worrying about algorithm games or artificial engagement tactics.



Our vision for the future

Our mission is ambitious: To bring 100% of UAE-based creators into one cohesive platform. We're working to build an inclusive creator ecosystem that doesn't just serve brands, but also empowers creators to grow and thrive. We're also expanding our data insights, diving into niche-specific audiences, and exploring new tools to make the campaign process as smooth as possible.

Upcoming Highlights: Expect more growth options for creators, better analytics for brands, and an ever-expanding community of Gulf-based influencers.



A final word to the Gulf's digital pioneers

Thank you, WORLDEF DUBAI, for this opportunity to share our journey. If you're a brand looking to make waves in the UAE, or a creator eager to bring your vision to life, beBuzzed is here to make it happen. From seamless campaigns to growth services, we're creating the UAE's largest creator ecosystem—one campaign at a time.

Final note: We're just getting started, and we're excited to welcome brands and creators into our growing community. So here's to building something impactful—together.





The all-in-one Amazon growth platform: **CARBON 6**

Vanessa Hung | Carbon6 Community Ambassador

Carbon6 recently solidified its industry leadership by joining Amazon’s Embedded Third-Party Apps program, making its advertising tool, PixelMe, directly accessible to sellers on Amazon’s platform. This move further supports the company’s commitment to empowering sellers by meeting them where they operate, simplifying complex workflows, and enabling smarter growth strategies.

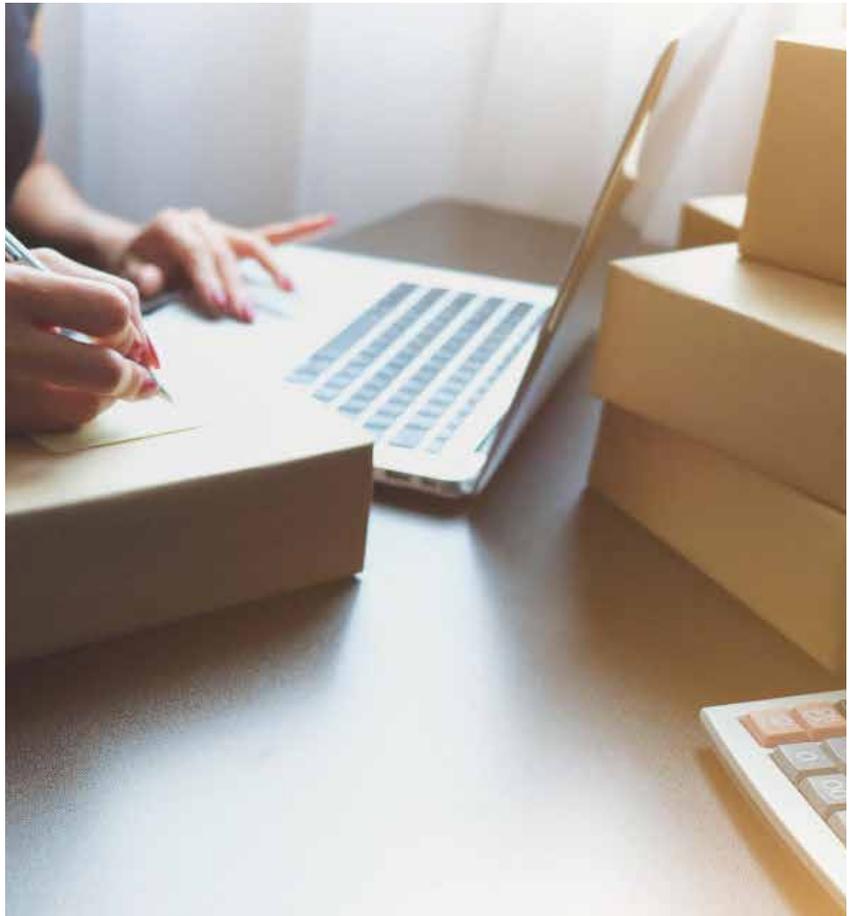
Carbon6’s success in aiding Amazon and Walmart vendors alike has garnered a robust reputation, underscored by partnerships with globally recognized brands, including Mars, Bayer, and GSK.

Find out more about how Carbon6.io can help accelerate your global ecommerce business at www.carbon6.io.

“Global ecommerce is more dynamic than ever, and international sellers face unique challenges—from navigating diverse marketplace regulations to managing complex logistics across borders. At Carbon6, we help simplify these complexities, offering tailored tools and expert insights to ensure that sellers can scale successfully, no matter the region.”

Built by experienced ecommerce veterans, Carbon6 is the all-in-one Amazon growth platform for global sellers, with solutions that streamline profitability, optimize listings, boost external traffic engagement, and radically improve advertising effectiveness.

The Carbon6 platform includes industry-leading tools like PixelMe for external traffic optimization, DSP Prime for DSP and retargeting, Seller Investigators for 3P reimbursements, ChargeGuard for 1P recovery, and SoStocked for inventory management. Together, these tools cover critical areas from cost recovery to strategic ad placements and inventory planning, offering sellers an unmatched competitive edge.





Comprehensive service offerings

Lunatec offers a broad range of services, from consulting and engineering to managed services and training, enabling our clients to harness automation technology for real-world impact. Our offerings are tailored to meet the unique needs of each business, spanning key technologies, including Robotic Process Automation (RPA), Document Understanding, Conversational AI, and Generative AI. This approach allows e-commerce companies to innovate with a reduced margin for error, faster processing times, and improved compliance.



Transforming e-commerce with intelligent automation and AI: Lunatec leads the way

Fassih Fariwar | Lunatec Co-Founder, Managing Director MENA

In the fast-paced e-commerce landscape, the ability to deliver seamless customer experiences, reduce operational costs, and optimize back-end efficiency is more crucial than ever. At Lunatec, we specialize in intelligent process automation, helping businesses transform their operations and achieve these goals through automation and AI. Since our founding in 2017, Lunatec has supported numerous companies, making us one of the premier experts in intelligent automation with operations extending to the MENA region.

Driving efficiency across e-commerce operations

In e-commerce, efficiency is king. Lunatec’s automation solutions address several critical areas:

- **Customer service automation:** With AI-enabled bots, repetitive customer service tasks—such as responding to product inquiries, managing order status, and handling returns—can be automated, reducing response times and freeing up human agents to focus on complex issues.
- **Order processing and refund management:** Lunatec’s use of UiPath’s Document Understanding technology simplifies order processing, extracting data from order confirmations and receipts with up to 90% accuracy, cutting processing time by 15%, and allowing customer service teams to manage exceptions with ease.
- **Webshop testing automation:** To maintain website and product accuracy, our solutions automate up to 95% of test cases, ensuring swift regression testing and allowing teams to implement product updates faster without risking user experience quality.

Unlocking value in the e-commerce supply chain

For e-commerce retailers, efficient supply chain management is essential. Lunatec’s solutions help automate sales order creation, streamline vendor data management, and provide transparency across the supply chain. This enhances inventory accuracy and shortens lead times, helping businesses meet consumer demand with reduced logistical costs. With automated data input and back-office support, e-commerce businesses can see up to 50% cost savings per transaction.

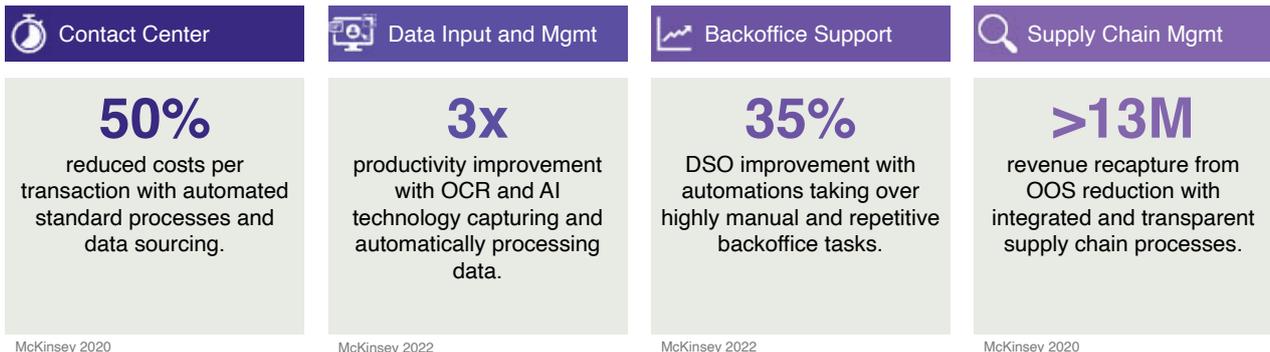
Realizing the power of personalization and consumer insights

Personalization is central to a successful e-commerce strategy. Lunatec’s AI-driven solutions enable businesses to deliver personalized interactions, from dynamic promotions to loyalty campaigns. With data-driven insights, e-commerce businesses can adjust promotions in real time, improving margins and enhancing customer loyalty. For example, our conversational AI systems act as personal shopping assistants, recommending products, answering queries, and providing relevant information—driving both basket size and customer satisfaction.

With a focus on real, measurable improvements in productivity and cost-effectiveness, Lunatec is transforming how e-commerce businesses leverage automation to thrive in a competitive market.

For more information on how Lunatec can help streamline your e-commerce operations and drive new efficiencies, visit our website at www.lunatec.ae or contact us at info@lunatec.ae.

Business Value of Automation for retail and e-commerce



McKinsey 2020

McKinsey 2022

McKinsey 2022

McKinsey 2020

In 5 steps, we'll clarify the hype of Artificial Intelligence for you and work together to develop a RPA + AI roadmap



AWARENESS

Get to know and understand the AI technologies relevant to your company.



USE CASE DISCOVERY

Identification of AI-suitable business processes prior to the workshop.



DATA

Data strategy for the collection, storage, and provision of enterprise data.



ANALYSIS

Prioritization, feasibility analysis, and evaluation of use cases. Preliminary qualification and live demos as showcase for the use cases.



ROADMAP

The result is a dedicated roadmap outlining the key use cases and AI technologies that will truly advance your company.

Success Story: Conversational AI as product expert

<p>Customer needs</p> <ul style="list-style-type: none"> - Personal shop assistant offering fast & simple answers to their portfolio (50.000+ possible combinations) - Product recommendations based on selected criteria - Agent support & reporting - Comprehensive knowledge base setup to answer all relevant questions to product experts and customers. - Routing to customer support based on process definitions in case customer wishes to speak with a human agent 	<p>Implementation</p> <ul style="list-style-type: none"> - Building knowledge base on top of product database - Vectorized the database to make it "semantic" available - Connect LLM (Azure Open AI) to knowledge base - Custom prompt eng. to fit tonality, custom requests - Implemented Virtual Assistant interface across all channels (Teams, CRM system, Mobile) 	<p>30%</p>	<p>Increased customer satisfaction rate</p>
		<p><3M</p>	<p>ROI achieved in less than 3 months</p>
		<p>24/7</p>	<p>Availability</p>
		<p>250+</p>	<p>More than 250hrs saved per week</p>

Success Story: React to clients' feedback on Trustpilot

Customer needs <ul style="list-style-type: none"> - >1000 reviews on Trustpilot without reaction - Understand customer sentiments and feedback - Respond to every customer review accordingly - Limited personnel with available capacity for the task - Take action on bad reviews and constructive feedback 	Implementation <ul style="list-style-type: none"> - Robot to extract reviews on Trustpilot daily - Sentiment analysis with AI - Content analysis and classification with AI - Automated feedback to the client on designed cases - Routing to support team in special cases and exceptions with description of the review and suggestion for a reply - Creation of report of constructive feedback and distribution to respective teams 	100%	Reply and reaction rate
		22%	Increase of customer satisfaction on responsiveness according to survey
		78%	Faster replies on reviews
		3	More review platforms added

Success Story: Testing of the webshop with Test Automation

Customer needs <ul style="list-style-type: none"> - Webshop/website as main channel of product selling and customer touchpoint - Regular product and price changes need to be updated immediately - Development team of 6 people working daily on the webshop/website - Team of 2 FTE testing functionalities but can only cover ~58% 	Implementation <ul style="list-style-type: none"> - Most common cases and user stories automatedly tested twice per day - Immediate regression tests after deployment of changes & updates - Covering 95% of all products, configurations and functionalities - Focus of the human on management, creating more cases for the test automation and reaching 100% coverage 	95%	Testing coverage of webshop
		74%	Faster deployment and approval cycles
		1.5	FTE saved on operational testing
		23%	More errors in the webshop identified

Logixal A Leading System Integrator for Digital Commerce

Logixal Inc(<https://www.logixal.com>), since 2005 is a Fortune 500 Trusted SI focused on transforming digital experiences for commerce and banking enterprises. We have partnered with 75+ enterprise customers in sectors like Retail, Luxury goods, Manufacturing, Distributor, Media, Telecom, Home Furnishings and Wellness & Nutrition. Our team comprises of domain and technology SMEs for B2C, B2B, Market place, D2C and B2G businesses. Our experience has been leveraged by commerce platforms vendors to help build their products. We have successfully delivered mission critical initiatives across the Americas, Middle East and APAC.



For the GCC region, the Digital Commerce landscape is differentiated by cultural, regulatory, and economic dynamics. We partner with Leading Commerce Platforms and complimentary ISVs to address region-specific requirements, including:

- Cross Border Commerce
- Customized cultural and language preferences
- Hyper-Personalization and AI / GenAI powered Commerce for Recommendations, Search, Content, SEO and Promotions



- Intuitive Search: Image, Voice, Contextual, NLP
- Unified experience across Stores, Mobile, web, call centre and sales agents.
- Product Catalog expansion through Drop Shipping and Marketplace.
- Data privacy compliance across GCC.
- Customer Engagement – Social Commerce, Conversational Commerce and Loyalty.



Core Digital Commerce Solutions and Services

Our Commerce offerings enable customers in their Digital Transformation journeys:

- Platform implementation – inception to realization
- Platform Modernization, Migration, Upgrade: AI/ML, Frontend modernization
- Platform Care: Proactive, Reactive, Operational.
- Platform Integration

<p>BoB Composable Commerce</p> <p>B2C/B2B/Marketplace D2C/B2G Enterprises</p> <p>Unified Commerce</p> <p>Strategic Consulting</p> <p>MACH Compliance</p>	<p>AI / ML Experience Engine</p> <p>amazon Personalization Amazon Personalize Amazon Recommenders AI/ML VTEX Integrated GTM plugin</p> <p>Trends 75+ trends User Activity Catalog Search Checkout Order</p> <p>Recommendations Multiple Data Sources Streaming Data Social Media AI/ML 15+ recommendations GTM plugin</p>	<p>UI / UX Templated Storefront</p> <p>Optimized for B2C / B2B Commerce</p> <p>Boutique Independent Stores Multi-brand Stores Departmental Stores Marketplaces</p> <p>Industry Compliant</p> <p>PWA ADA Core Web Vitals OWASP</p>
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Digital Transformation for Enterprise Commerce Landscape

BYOC: Build-Your-Own-Composable Commerce with Best-of-Breed (BoB) Partners

<p>Commerce Partners</p>	<p>Best of Breed Partners</p> <table border="1"> <tr> <td> <p>Search</p> </td> <td> <p>Payment Gateway</p> </td> <td> <p>Personalization</p> </td> <td> <p>Marketplace</p> </td> <td> <p>CMS</p> </td> </tr> <tr> <td></td> <td> <p>Promotions & Loyalty</p> </td> <td> <p>Reviews & Ratings</p> </td> <td> <p>PIM</p> </td> <td> <p>OMS</p> </td> </tr> </table>	<p>Search</p>	<p>Payment Gateway</p>	<p>Personalization</p>	<p>Marketplace</p>	<p>CMS</p>		<p>Promotions & Loyalty</p>	<p>Reviews & Ratings</p>	<p>PIM</p>	<p>OMS</p>	<p>Cloud Partners</p>
<p>Search</p>	<p>Payment Gateway</p>	<p>Personalization</p>	<p>Marketplace</p>	<p>CMS</p>								
	<p>Promotions & Loyalty</p>	<p>Reviews & Ratings</p>	<p>PIM</p>	<p>OMS</p>								

Our partnerships enable us to deliver fast and seamless implementations of personalized online experiences, based on MACH (Microservices-based, API-first, Cloud-native, and Headless) principles.

Cross Border Commerce:

Our templated storefronts are tailored for the GCC region, with built-in support for Arabic, multi-country and multi-currency to provide a better localized shopping experience.

Ready-To-Go Integrations:

Integrations with Leading Commerce Platforms and ISVs commonly used in GCC.

Templatized Storefront

Our Storefront is built using Micro frontend UI Frameworks. Clients can choose from 5 templates suited to different businesses - Independent Store, Luxury, Multi-brand Stores, Departmental Store and Market Place.

Key Differentiators

- Designed with best front-end development practices.
- Pre-integrated with leading Commerce platforms / Search / Content / Personalization engine.
- High Performance indicators improving Customer Engagement by >60%.
- Ability to select and swap as you grow with leading Best-of-the-Breed Solutions.



- Payment gateways like Stripe, MyFatoorah, adyen, and CCAvenue.
- Promotions, Shipping and Tax.
- Reviews, Ratings, Surveys, Loyalty and Gift Card.
- Google Tag Management.

AI/ML-Powered Solutions:

Leveraging AI / ML, our team helps create highly personalized shopping experiences that increases user engagement and boost conversions.

Amazon-Powered Personalization Engine:

Amazon is a pioneer and industry leader in personalized shopping experiences. To leverage their AI/ML algorithms, we have built an integration of Amazon Personalize with

industry leading commerce platforms like VTEX, commercetools, Shopify, Salesforce Commerce etc. Our accelerator can easily integrate with other commerce platforms or custom solutions.

Data Engineering Suite (DES):

DES is an OpenSource based data aggregation platform comes with 3 PBCs viz. Trends, Recommendations and Search. Trends provides actionable insights for your enterprise commerce platform. Trend reports are generated based on data captured from Events (User Activity, User demographics, Catalog, Orders) and Feeds (Social, Google Analytics, Store activity, Sentiment analysis) aggregated to provide a consolidated view. 75+ OOTB Categorized Trend reports with facility to customize new reports.

Generative AI:

Our team of Generative AI champions are working with different LLM models for different industries to provide solutions in the following use case

- 1.Contextual Content creation for Promotional Mailers and social media posts across customer segments, demography and preferences.
- 2.Catalog Enrichment for attributes and SEO.
- 3.Enhanced Customer Experience with Personalized Chatbot assistant provided guided Purchase Journey.
- 4.Image Optimization – Improve Image relevancy, cleanup and creating missing images.

Cloud Transformations

As a cloud transformation leader, our team has established strategy and successfully delivered several migrations from “Legacy on-premise implementations to next-generation cloud native composable commerce platforms” for SMB enterprises dealing in Home goods, Fashion, Luxury and Wine retailer industries. Our certified AWS & GCP Engineering teams have built many accelerators for new cloud implementations or migrations to the cloud for rapidly realizing cloud transformation enterprise vision.

Case Study: PREMIUM *Fine* FOODSTUFF LLC

Premium Fine Foods is focused on building and growing premium food brands from various parts of the world. They wanted to build a commerce platform that reduces the time to market these brands to consumer base in GCC and other parts of the world. Their need was to create a marketplace while retaining the brand story. To enable hyper-growth the Commerce platform needs to support B2C and B2B business model right from inception and the need to support expansion of future business models.

Logixal in partnership with VTEX has delivered this solution to realize the enterprise vision. For additional details we welcome you to our VTEX/Logixal booth at Worldef-Dubai 2024 or write to me at deepak.gala@logixal.com. Alternatively, we invite you to our case study session titled "Scalable Profitable Growth by empowering B2C, B2B and Marketplace in Record Time:".

Why Logixal? “Big enough for us to successfully deliver, Small enough to let customer steer”.

	<p>Domain Expertise</p> <ul style="list-style-type: none"> ▪ Part of the Digital Commerce journey since its early days (since 2005) ▪ Experience in strategic consulting and SI services to businesses and brands, including Fortune 500. 		<p>Composable Commerce</p> <ul style="list-style-type: none"> ▪ Strategic Consulting ▪ MACH architecture ▪ Seamless User Experience ▪ Modernized Frontend ▪ Scalable & Secure ▪ 360 Support Services.
	<p>GCC Regional Support</p> <ul style="list-style-type: none"> ▪ Operations in Dubai – Strategic Growth ▪ Hybrid delivery model: Dubai + Mumbai / Bengaluru • Easy mobility of resources. • Complete coverage for UAE business hours 		<p>Accelerators</p> <ul style="list-style-type: none"> ▪ Templated Storefront ▪ AI/ML powered Experience Engine ▪ Best-of-breed integrations ▪ Arabic Support, Regional accelerators
	<p>Proven Delivery Model & Methodology</p> <ul style="list-style-type: none"> ▪ Delivery on time, on budget ▪ On demand surge engineering team ▪ Flexible and cost-effective agile delivery models 		<p>Brand Credibility</p> <ul style="list-style-type: none"> • 5+ existing customers with 10+ years. of relationship. • Certified Engineers >80% • 4-star Glassdoor rating • NASSCOM member



Redefining retail

Elevating experiences

Innovating for tomorrow



The platform that changes the future of retail technology: Fynd

The story of Fynd

Fynd was founded by Farooq Adam, Harsh Shah, and Sreeraman Mohan Girija [aka SMGI]. The three saw an opportunity to bridge the gap between online and offline retail. By embracing innovation, they have successfully launched an in-store customer engagement solution in India and the UAE with brands like Diesel, Big Bazaar, Being Human, US Polo Association, and Giordano.

Fynd co-founders

- Farooq Adam - Co-Founder
- Sreeraman Mohan Girija - Co-Founder
- Ronak Modi - Chief Business Officer - Global

Fynd was founded in 2012 as a multi-platform technology company. Powering over 6,000 global brands and serving over 2,300 businesses, the company powers commerce for iconic names like Puma, Diesel, Tiffany & Co., Emporio Armani, Burberry, Hugo Boss, Superdry and Hamleys. By 2023, Fynd’s platforms served 600 million shoppers with \$5 billion GMV. Fynd Co-Founder Farooq Adam told WORLDEF E-TRADE the company’s story.

Farooq Adam, Co-Founder of Fynd, said; “Our technology helps retail businesses achieve their goals and transform their operations—both online and offline. We simplify each step of the selling journey, from in-store shopping and e-commerce to order management, supply chain, and delivery, making retail more efficient and profitable.”

“Our comprehensive ecosystem includes a fully composable unified commerce platform, robust order and store management systems, a warehouse and transport management platform, and specialized logistics modules, alongside hundreds of extensions to enhance online stores.” Adam he said.





Farooq Adam



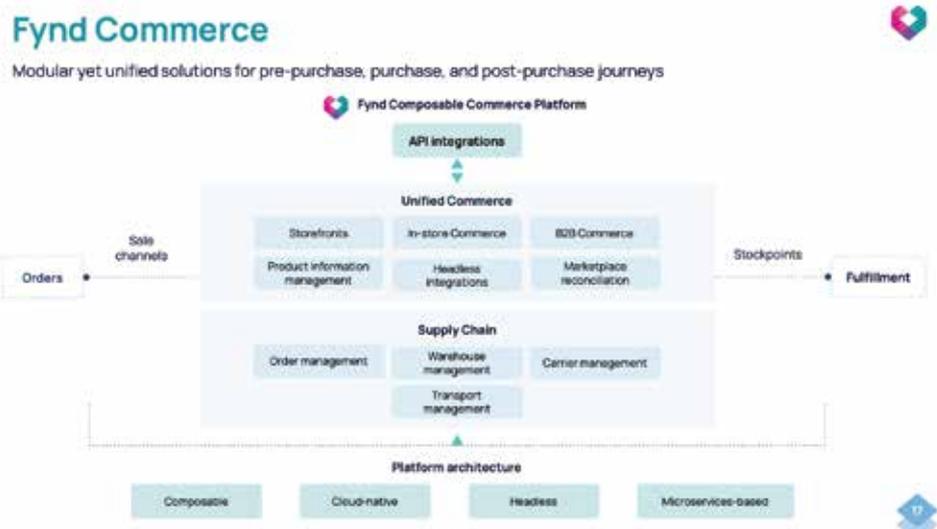
Sreeraman Mohan Girija



Ronak Modi

“We envisioned a future where technology seamlessly integrates with every aspect of selling”

Farooq Adam continued: “The idea of Fynd Commerce was born after a few years with the aim to enrich global commerce. We envisioned a future where technology seamlessly integrates with every aspect of selling. Fast forward to present day, we’re bringing our vision to life with backing from Reliance Jio—one of India’s biggest retailers and formerly from Google. Our constant innovation and expertise in technology have garnered global recognition, including a spot on Fast Company’s top 10 most innovative Asia-Pacific companies of 2022 and being featured as a Harvard Business School case study!”



“Leading retail innovation in the Middle East”

Farooq Adam, Co-Founder of Fynd, shared the following information; “Fynd is transforming retail across the Middle East, working with leading brands in Saudi Arabia, the UAE, and beyond. Our in-depth understanding of the region’s retail landscape enables us to tackle challenges like fragmented shopping journeys and supply chain disruptions, enhancing the customer experience.

Our unified commerce solutions empower brands to create seamless shopping experiences, allowing customers to shop from anywhere with ease. By optimizing order routing, we help reduce delivery times, increase satisfaction, and prevent sales loss.

With instant virtual try-ons [VR-powered], AR shopping, AI-driven assistants, and streamlined checkouts, we help brands craft memorable shopping experiences that appeal to today’s consumers. Our growing presence in the GCC is bringing us closer to our mission of changing retail in the region with future-ready tech.”

Unified commerce platform

Other information given by Farooq Adam is as follows; "Our marquee solution—Fynd Commerce, is an all-in-one platform for all commerce needs. The platform enables brands to manage all incoming orders (from every channel), set-up automated algorithms and route them to the most efficient stock point and enable quick, cost-effective deliveries, all in one place.

Brands can also build and customize their ecommerce websites, add custom

functionality with extensions and enable several easy payment options on them through the platform. Our team helps brands build highly scalable, customised order flows that support seamless selling on every front."



What does Fynd promise?

AI-led commerce: At Fynd, we integrate AI across our platform to make retail faster, smarter, and simpler for the brands we work with. Our AI-powered solutions help streamline operations and elevate the shopping experience in ways that benefit both brands and their customers.

Smart cataloging solutions: Our advanced cataloging tools transform product images into polished, photoshoot-ready visuals, complete with models tailored to a brand's specific aesthetic. This solution speeds up the process and ensures a high-quality, on-brand look for every product. Brands can also use GenAI to autofill and optimize catalog details, ensuring that product descriptions are accurate, engaging, and keyword-optimized—reducing manual work while enhancing the customer browsing experience.

Copilot.live for personalized shopping assistance: With Copilot.live, brands can quickly create and launch custom chatbots that engage with customers directly on their online stores. These chatbots act as virtual shopping assistants, providing answers to product questions, making recommendations, and even guiding customers through the checkout process. By streamlining customer interactions, Copilot.live helps transform and simplify the shopping journey, making it more intuitive and enjoyable.

AI-enhanced development and testing: Behind the scenes, our internal teams leverage AI to make development and testing faster and more effective. AI-driven tools support our engineers in writing and refining code, running simulations, and automating quality tests to ensure our platform performs at its best. This AI support accelerates innovation, allowing us to continuously improve our offerings and deliver top-tier solutions.

Farooq Adam concluded his words as follows; "Fynd is more than just AI-first—we're an AI-led company. Our commitment to adopting the latest technology is about providing practical, powerful solutions that make retail easier, faster, and more profitable for our clients."





Chappell Digital Marketing is joining forces with DOE Media!

Texas-based Chappell Digital Marketing is joining forces with DOE Media to bring unmatched expertise and new opportunities to its partners. “This partnership with DOE Media creates new opportunities for our clients,” said Chase Chappell, Founder of Chappell Digital Marketing.

Chappell Digital Marketing helps brands grow with smart, data-driven strategies. We’ve been known for our work on Facebook and TikTok advertising since 2019, scaling big brands. The company has announced a new step in its journey: a merger with digital marketing powerhouse DOE Media.

“By joining forces with DOE Media, we’re bringing a new wave of talent to the table; services that go beyond our bread and butter, like Facebook and TikTok ads. Our clients can now benefit from DOE’s expertise in a variety of critical marketing areas,” the company said in a statement.

What does the cooperation promise?

Expanded META services:

Google, YouTube, and Bing ads: Reach new audiences with full-scale digital advertising solutions across major search and video platforms, ensuring your brand is seen by the right people, at the right time.

Lifecycle email & SMS marketing: Build long-term customer relationships with targeted, automated sequences and outbound campaigns designed to keep your audience engaged and drive repeat business, truly understanding lifetime value.

Web design & development: Create visually stunning, high-performing websites that capture your brand’s essence and convert visitors into loyal customers.

Conversion Rate Optimization [CRO]: Maximize the value of your existing website traffic with data-driven strategies designed to improve user experience and drive conversions.

B2B marketing: Tailored solutions to help your business expand into new markets and ideal client profiles, connect with relevant decision-makers, and grow your presence in the B2B space.



Why this partnership matters

The statement made by the company explained the importance of this collaboration as follows; “For years, we’ve focused on delivering outstanding results in social media marketing. But as the digital landscape evolves, so do the needs of our clients. With this partnership, we’re now able to provide even more comprehensive solutions, helping you succeed not just on social platforms but across a wider array of channels, with a continued focus on Facebook and TikTok.”

“This merger creates new opportunities for our customers”

Chase Chappell, Founder of Chappell Digital Marketing, reflects on the partnership: “This merger with DOE Media opens up new opportunities for our clients. We’re able to expand beyond the scope of our previous offerings, and I’m confident that the combination of our teams will bring incredible value to the brands we work with. From new ad platforms to advanced marketing strategies, our clients will have access to a full suite of services that will help them continue to grow with a team of digital savants.”



A shared commitment to results

Chase Chappell Continued; “What makes this partnership truly special is our mutual dedication to data-driven outcomes. Chappell Digital Marketing and DOE Media both prioritize delivering measurable, profoundly impactful results. Our combined expertise ensures that whatever your marketing goals may be, we can offer the strategies and resources to achieve them. Together, Chappell Digital Marketing and DOE Media are equipped to provide a seamless, end-to-end marketing experience designed to drive growth at every stage.

This partnership marks the beginning of an exciting new chapter for us, and we’re excited to continue our work with you, our valued clients, with even more tools and expertise at our disposal. Stay tuned for updates as we integrate these new services into your campaigns. The future is bright, and we’re ready to help your brand shine even brighter.”



About DOE Media

DOE Media is an elite digital advertising agency that offers a variety of digital marketing services, including paid social, paid search, lifecycle marketing, web design and development, and more. DOE has a proven track record of helping businesses achieve their marketing goals and eclipse their competition. DOE’s team of experts is dedicated to providing data-driven strategies that drive measurable results.

About Chase Chappell

Chase Chappell is a serial entrepreneur, marketer, and founder of Sirge & Chappell Training and a partner in Doe Media. Chase Chappell advises on over \$200M+ in Facebook & TikTok Ad spend, is a serial entrepreneur, marketer, and Partner in DOE Media a leading Ad Agency that is a 2X INC fastest growing company in the US. DOE Media is a world-class, data-driven acquisition advertising and retention marketing agency that has generated over \$2 Billion in trackable, profitable online revenues. Chase also founded Sirge.com, an AI software made for marketers to improve their Facebook, TikTok ads and CRO efforts on Shopify. He’s also the creator and instructor of the Facebook & TikTok Ads Expert Mastery Class.

A man with dark hair, wearing a blue button-down shirt and a watch, is shown from the chest up, looking off to the side with a thoughtful expression. He is leaning on a railing. In the background, a tall, modern skyscraper with a distinctive spire reaches into a clear blue sky.

Listening to customers: Putting the customer at the center helped a footwear e-commerce company increase revenue by 74%

Diego Santana | CEO of Scale Group and Growth Specialist at E-Commerce Rocket

Case Study 2024 – The scenario

Since this e-commerce in question was launched, the company has never prioritized customer-centric strategies, known as Customer Centric. This lack of customer focus ended up becoming a problem when they realized that sustainable growth was becoming increasingly difficult.

In this context, I was hired to identify obstacles to the scale of the business. And, well, the first thing I always check is:

Are we actually listening to what our customers have to say?

The problem

This lack of focus on customers led the company to face challenges in business growth. Instead of understanding and meeting the needs and wants of its customers, the company was making decisions based on other metrics or even assumptions.

This impacts not only on opportunities - of which many were lost - but also on the number of dissatisfied customers and, consequently, difficulties in scaling the business in a healthy way.

Pay attention to this insight!

By default, we already send gifts with every order, but just adding this trigger ensured that a lot of people responded to our initial survey - and that, in turn, got us the most responses.

The solution

Before starting, we think it's important to look at the types of research that exist and that could be done with the base. That's when we brought this scenario.

- Search types
- Interests (what you like most)
- Commercial (what makes you buy)
- Journey (How he makes the purchase decision)
- Complete (All options above)

We decided to carry out a complete survey, with 2 questions for each of these stages, and we chose the buying public right away to answer, using the questions below. As an incentive, we decided to use the most open e-commerce email to apply this action:

- The confirmed purchase email
- This email, on average, has a 98% opening rate.

So we put a paragraph in it saying that if they completed the survey in the next 2 hours, we would send them a free gift in their order.

Diego Santana is a specialist in growth for e-commerce and is responsible for the performance of the largest e-commerces in Brazil.



Amazon FBA and freedom of e-commerce

E-commerce entrepreneur Gaizka Pérez Solagaistua founded VmznElite with her business partner Víctor Cots. VmznElite is a consulting firm specializing in training and mentoring for Amazon FBA sellers. Solagaistua has built three successful Amazon businesses since 2015. Together with Víctor Cots, they have trained over 900 clients for success in the competitive digital marketplace. "Leader in Amazon FBA and the freedom of e-commerce" Solagaistua was a guest at WORLDEF E-COMMERCE.



“One of the greatest benefits of this sector is the freedom it offers”

"In addition to training, we offer consulting services designed to maximize the potential of each business, identifying growth opportunities and tailoring strategies for each client. This comprehensive support not only improves results but also provides our clients with the flexibility to manage their businesses remotely."

Solagaistua concluded his words as follows:

"One of the greatest benefits of this sector is the freedom it offers. The ability to run businesses remotely has allowed me to travel, experience other cultures, and enjoy a level of independence that few business models provide."

This lifestyle is also an inspiration we share through VmznElite, giving others the opportunity to achieve the same level of independence through e-commerce."



Solagaistua's story

Gaizka Pérez Solagaistua tells her story: "My path in e-commerce began in 2015, initially on eBay and later on Amazon, where I currently manage a store in the U.S. market with annual revenues reaching several million dollars. My experience on Amazon has allowed me to gain in-depth knowledge of the online sales ecosystem and develop effective strategies that I now share through VmznElite. Together with Víctor and a team of experts, our consulting firm focuses on equipping other entrepreneurs with the tools and insights needed to succeed on Amazon."

We help our clients maximize opportunities on Amazon and in e-commerce

Solagaistua said: "VmznElite was created with the mission of training entrepreneurs and professionals in Amazon FBA, whether they are just starting or looking to expand their operations. Our approach includes training programs and personalized mentoring that cover everything from product selection, market analysis, and inventory optimization to advanced expansion strategies. With this structure, we help our clients enhance their performance on Amazon and maximize the opportunities within e-commerce."

The codes of e-commerce in the Gulf



Orçun Çanak | Regional E-Commerce Manager

The development of e-commerce in the MENA region is gaining truly exciting momentum. This region, with its young population and quick adaptation to the digital world, provides an excellent foundation for e-commerce growth.

For instance, in the United Arab Emirates (UAE), particularly in Dubai, the e-commerce sector has experienced tremendous growth over the past few years. A wide range of products, from luxury goods to daily necessities, are purchased online. During the pandemic, consumers shifted to online shopping, a habit that has become permanent.

In Saudi Arabia, the government's "Vision 2030" plan, which supports the digital economy, has significantly contributed to the rapid growth of e-commerce. In countries with larger populations like Egypt, the widespread use of mobile internet plays a crucial role in advancing e-commerce.

Meanwhile, in North African countries, e-commerce has yet to reach its full potential. However, due to the increasing internet penetration and technological adaptation of the young population, rapid growth is expected in these countries in the coming years.

A key trend in the development of e-commerce in the MENA region is the rising prominence of local brands and products. Consumers are showing great interest not only in global brands but also in products by local designers and manufacturers. This trend brings more unique items reflecting the region's cultural richness to online platforms.

Moreover, advancements in payment systems also contribute to the growth of e-commerce. In the UAE, for example, digital wallets and mobile payment systems are rapidly becoming widespread. This increases consumer confidence in online shopping and simplifies transactions.

Looking ahead, we anticipate that e-commerce in the MENA region will continue to grow and diversify. The use of technologies such as artificial intelligence and big data analytics will play an essential role in personalizing customer experiences and predicting demand. Additionally, with the growing demand for sustainable and environmentally friendly products, we expect an increase in e-commerce ventures focusing on these areas.



Online Consumer Behavior in the Gulf Region

Online consumer behavior in the Gulf reflects the region's unique cultural, economic, and social dynamics. Consumers tend to show more interest in luxury and prestigious brands. For example, the sale of luxury watches or handbags on an e-commerce platform in Dubai can significantly outpace that of ordinary products, reflecting high-income levels and status-driven consumption habits.

Mobile shopping is also prevalent in the Gulf, especially in Saudi Arabia and the UAE, where consumers heavily rely on smartphones for shopping. Among younger consumers, digital wallets and mobile payment systems are highly popular. Systems like Apple Pay and Google Pay are widely used in the UAE.

Local clothing and accessories, such as abayas and shawls, hold a significant place in online sales in the Gulf region. Additionally, cosmetic and personal care products are also quite popular.



Challenges of E-Commerce in the Gulf Region

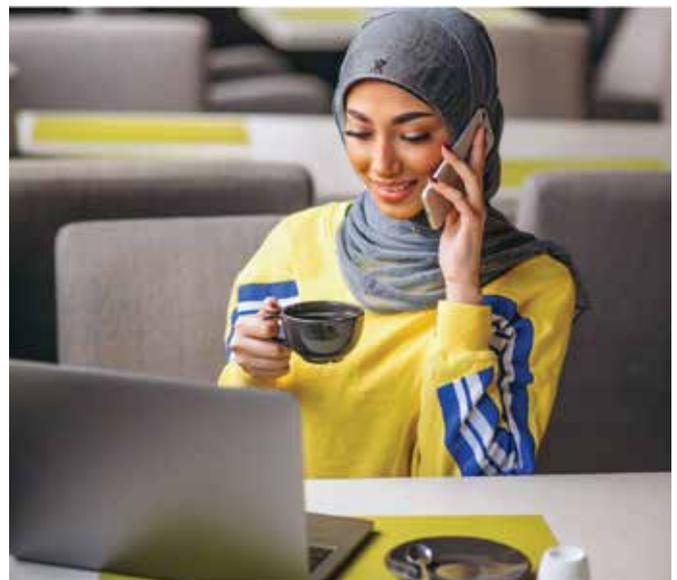
Geographical and Climatic Challenges: The region's geography and climate make logistics processes challenging. For instance, delivering goods quickly and reliably in Saudi Arabia's vast desert areas can be difficult. Prolonged exposure to desert heat can affect product quality, compelling e-commerce companies to develop specialized cooling systems and fast delivery networks.

Regulatory Differences: The legal and regulatory discrepancies between countries in the region pose another challenge. Each country has unique customs procedures and tax policies. For example, a business model that operates seamlessly in the UAE might encounter entirely different regulations in another Gulf country, requiring companies to completely overhaul their strategies.

Cultural Sensitivities: Cultural differences also play a significant role. During Ramadan, consumer behavior changes dramatically, with a surge in orders placed after midnight, requiring companies to adapt their operations accordingly. Additionally, product packaging and marketing materials must align with local sensitivities. A product that is popular in Western markets might be deemed culturally inappropriate in the Gulf, forcing companies to redesign their inventory.

Digital Payment Adoption: Despite the growing prevalence of digital payment systems, cash on delivery remains a preferred payment method in some Gulf countries, complicating

e-commerce transactions. Companies need to invest in awareness campaigns to build trust in online payments. Despite these challenges, the Gulf region offers immense opportunities for e-commerce. A young, tech-savvy population, increasing internet penetration, and governmental support for the digital economy brighten the sector's future. E-commerce companies are continuously developing innovative solutions to turn challenges into opportunities and leverage the region's potential.



Tips for E-Commerce Entrepreneurs Focusing on the Gulf

For entrepreneurs planning to enter the e-commerce market in the Gulf, here are some key recommendations:

Understand Local Culture and Consumer Behavior: The Gulf region is culturally rich and diverse. For instance, during Ramadan, shopping habits change significantly, with a preference for late-night purchases. Additionally, there is strong interest in luxury and prestigious products. Understanding such cultural nuances and adapting your strategy accordingly is crucial.

Prioritize Mobile Compatibility: Smartphone usage is widespread in the Gulf, particularly among younger demographics who primarily shop via mobile devices. Ensuring your platform is mobile-friendly and offers an excellent user experience is critical.

Offer Multilingual Support: While Arabic is prevalent, English is also widely used, especially in countries like the UAE. Providing support in both languages can help you reach a broader audience.

Integrate Local Payment Methods: While credit cards are common, cash on delivery remains popular. Offering this option, along with integrating region-specific digital wallets and payment systems, can enhance customer satisfaction.

Establish a Robust Logistics Network: Fast and reliable delivery is vital in the Gulf. Given the hot climate, transporting goods like food and cosmetics can be challenging. Partnering with reliable logistics providers or establishing your own distribution network may be necessary.

Leverage Social Media and Influencer Marketing: Social media usage is widespread in the Gulf. Platforms like Instagram and Snapchat are highly effective for marketing. Collaborating with local influencers can play a significant role in increasing brand awareness.

Adhere to Local Regulations: Each country has its own e-commerce regulations. For example, Saudi Arabia might require SASO (Saudi Standards, Metrology, and Quality Organization) certification. Understanding and complying with these regulations is essential.

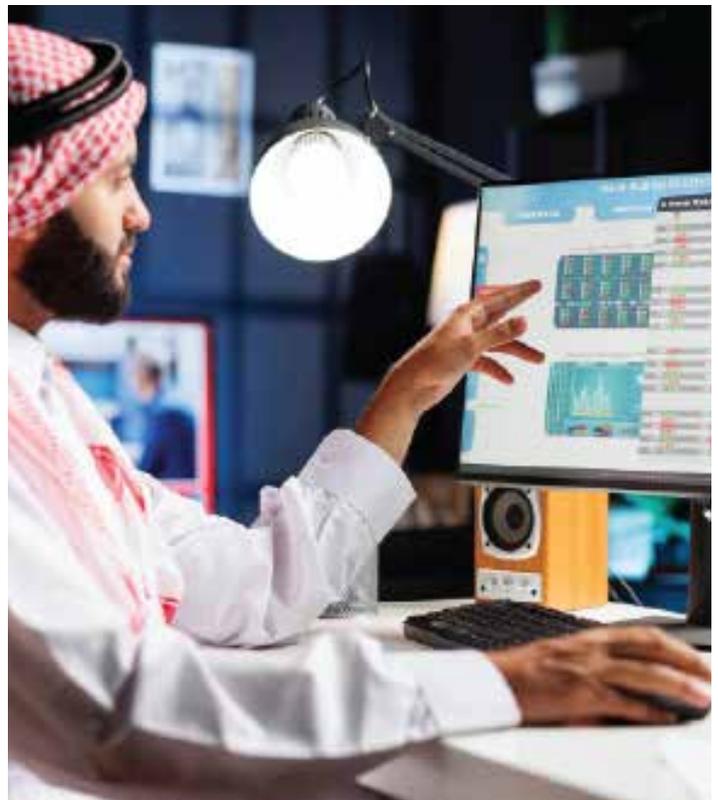
Provide Personalized Customer Service: Consumers in the Gulf value personalized and prompt customer service. Utilizing channels like live chat or WhatsApp support can be highly effective.

Focus on Data Security: Awareness of data security and privacy is growing in the region. Implementing strong security measures and transparently communicating them to customers can help build trust.

Form Local Partnerships: Business culture in the region relies heavily on strong personal relationships. Building local partnerships can ease market entry and provide valuable insights.

Be Patient and Think Long-Term: Entering the Gulf market and building trust takes time. Adopting a long-term strategy instead of expecting quick results is essential.

Conclusion: E-commerce in the Gulf region offers significant opportunities. However, to succeed, understanding the region's unique dynamics and tailoring strategies accordingly is vital. Respecting local culture, keeping up with technological advancements, and adopting a customer-centric approach will be key to success.



Kurum Group supports investment and e-commerce growth in Dubai



Ahmet H. Kurum | Kurum Group Founder

Dubai has emerged as a global hub for business, innovation, and e-commerce. With its business-friendly environment, strategic location, and advanced infrastructure, the UAE offers unique opportunities for investors and companies worldwide. For businesses aiming to establish a presence in Dubai, Kurum Group [KGC] offers tailored services that simplify the setup process and support sustainable growth. Through a combination of strategic consulting, operational support, and a deep understanding of the local landscape, KGC plays a pivotal role in assisting businesses to thrive in Dubai's competitive market.

Connecting business, ideas, and people for greater impact

Kurum Group is a service-driven company dedicated to empowering businesses with end-to-end support for establishing, managing, and growing operations in the UAE, GCC, Turkey and UK. Founded on principles of transparency, efficiency, and excellence, KGC is committed to helping businesses succeed in competitive markets. KGC offers a comprehensive suite of services tailored to meet the unique needs of a diverse client, particularly investors and e-commerce businesses entering the UAE market.



By simplifying regulatory processes, easing market entry, and addressing infrastructure requirements, KGC ensures that businesses are equipped with the resources needed to succeed across Free Zones, Mainland, and beyond.

With deep local expertise, KGC is an essential partner in facilitating market entry, providing the strategic support and insights that enable companies to establish themselves swiftly and efficiently. Through KGC, businesses gain a seamless pathway to access Dubai's dynamic market and unlock their full potential.



KGC's comprehensive services for investors and e-commerce companies

Company formation and licensing support:

Setting up a business in Dubai involves multiple regulatory steps, from business licensing to legal formalities. KGC simplifies this process by providing expert guidance through each stage, ensuring that investors comply with Dubai's legal requirements. This includes obtaining business licenses in suitable Free Zone for your business, handling free zone registration requirements, and coordinating with the relevant authorities to streamline approvals.

Strategic business consulting:

KGC's consulting services provide investors with valuable insights into the market and local economy. By conducting market research, feasibility analysis, and business strategy development, KGC helps investors make informed decisions. These services are particularly beneficial for new investors, as they offer a clear understanding of Dubai's competitive landscape, regulatory requirements, and key growth sectors.

Financial, tax and legal guidance for e-commerce:

E-commerce companies have unique financial and regulatory requirements. KGC provides comprehensive financial advisory services, covering areas such as VAT compliance, corporate tax, and international trade regulations. The firm also offers legal guidance to ensure that e-commerce companies operate within the UAE's regulatory framework, protecting their interests while facilitating smooth operations.

Marketing and business development support:

For e-commerce businesses to succeed, they need effective brand positioning and customer engagement strategies. KGC's marketing and business development team provides support in areas like digital marketing, brand strategy, and market expansion. These services are tailored to help e-commerce companies build a strong presence in the competitive Dubai market and connect with customers in meaningful ways.

Value-added services:

KGC is dedicated to supporting businesses well beyond the initial setup stage, maintaining an active role in helping companies adhere to UAE regulations. Other services include securing approvals from various government authorities, providing PRO services, comprehensive documentation support, and addressing other essential business needs.

Why partner KGC as your corporate service provider?

KGC offers a wealth of experience, local market insights, and a dedicated approach to helping businesses achieve their objectives. Here are some key advantages of partnering with KGC:

Industry expertise and local knowledge: KGC's team is highly experienced in navigating Dubai's business environment and regulatory landscape, giving clients a strategic edge.

Extensive network: KGC's connections across Dubai, the GCC region, and the broader UAE market enable businesses to forge valuable partnerships, connect with suppliers, and access resources that support growth.

Commitment to client success: KGC is dedicated to fostering long-term client relationships, providing ongoing support that helps businesses scale, adapt, and thrive in the evolving Dubai market.

Kurum Group of Companies LLC FZ is a trusted partner for investors and e-commerce companies looking to establish and grow in Dubai. Through a comprehensive range of services, from company formation and licensing to financial consulting and logistics support, KGC simplifies the process of entering Dubai's thriving market. By partnering with KGC, businesses can confidently navigate Dubai's dynamic business environment, unlocking the region's vast potential and establishing a strong foundation for sustainable growth.

In a city as competitive as Dubai, the support of a knowledgeable and experienced partner like KGC is invaluable. With its dedication to transparency, commitment to client success, and expertise across multiple sectors, KGC stands as a pillar of support for businesses aiming to make their mark in the UAE and beyond.



Trusted partner for global dropshipping success: Mutual Dropship



Ahmad Samhan, China Big Boss CEO

Mutual Dropship has been a trusted dropshipping partner since 2012. We've built a strong network of over 10,000 factories worldwide, ensuring competitive pricing and high-quality products. Our extensive warehouse network, including two in China and over 19 overseas locations, guarantees fast and reliable shipping. With a dedicated team of over 150 professionals across five offices in China, we're committed to your success. Founded in 2012, Mutual Dropship has established itself as a leading dropshipping solution provider, boasting over 13 years of experience in the industry. We have built a robust network of over 10,000 factories across diverse niches, ensuring access to a vast selection of products at competitive prices and exceptional quality.



Cooperation with China's top 50 logistics companies

Our commitment to excellence has earned us the trust of over 20,000 satisfied clients. We operate two strategically located warehouses in China and over 19 overseas warehouses worldwide, facilitating efficient and timely fulfillment. With five offices in China and over 150 dedicated employees, our Shopify-authorized app streamlines the dropshipping process, offering seamless integration with your online store.

We collaborate with China's top 50 logistics companies, providing you with a wide range of shipping options and fast delivery times. Our comprehensive service encompasses sourcing, warehousing, order fulfillment, and customer support, allowing you to focus on growing your business.

What does Mutual Dropship promise?

Unmatched product selection: Access a vast inventory of high-quality products from our extensive network of factories.

Competitive pricing: Benefit from our strong relationships with manufacturers to secure the best prices.

Global reach: Leverage our strategically located warehouses for efficient order fulfillment and fast delivery worldwide.

Reliable logistics: Choose from a variety of shipping options, ensuring your customers receive their orders promptly.

Dedicated support: Our team is committed to providing exceptional customer service and support throughout your journey.



Vinculum: Global partner for omni-channel retailing



Venkat Nott
Founder & CEO,
Vinculum Group

Vinculum is a SaaS omnichannel supply chain software company helping brands to grow their business by streamlining their product content, listing in channels where people shop, order aggregation, and supply chain automation globally.

The key problems addressed by the company include:

Product data repository and syndication: Manage product data as a central repository and syndicate content to webstores, marketplaces, and social channels worldwide, making it easy to be available and sell across sales channels.

Through Arabic and multi language ready Vin PIM, enterprise and SME brands, online marketplaces, distributors, quick commerce companies and retailers create content once and easily list their images and attributes to webstores, online marketplaces, ERPs, and POS systems globally with the software transforming the product data seamlessly per the sales channels' requirements.

Omnichannel order orchestration and inventory management: Powerful order management system to help enterprise, D to C brands, distributors, and retailers to aggregate orders from webstores, and online marketplaces centrally and fulfill from wherever the items are lying including own warehouse, 3rd party warehouses, own stores, multi-brand outlets, franchisees, and distributors.

This extends to apps enabling returns in any store with seamless integration to loyalty cards, bonus points, and multiple payment options. Through Vin Endless Aisle, salespeople in brand, distributor, franchisee, and multi-brand outlet stores close the sale even for items unavailable in store, by looking up inventory across the brand supply chain and closing the sale.

Powerful WMS enabling centralized inventory pool for B2B and B2C fulfillment across any channel:

Automate pick, pack, ship, and return operations to improve efficiencies in the warehouse for enterprise, D to C brands, online marketplaces, quick commerce companies, distributors, 3PLs and retailers.

Additionally, brands achieve inventory optimization and highly enhanced efficiency through a single software managing both B-B and B-C orders across any channel through a central pool of inventory catering to both B-B and B-C. Our products are powering industry leaders and local GCC enterprises like Landmark Group, Almusbah Group, Titan, Skechers, Pepe, Levis, GMG, Tradeling, Alshamsi Group, Jumbo Electronics, Swiggy Instamart, and Decathlon among others.



Achievements:

- Ranked #1 - Best Software Partner in 2024 - Amazon API Services Smart Connect Integrator Scorecard!
- Gartner Magic Quadrant for WMS for 9 years in a row.
- Forrester's "The Order Management Systems Landscape, Q3 2024"
- Leader in the Spark Matrix 2024 by QKS Group, for Product Information Management (PIM)
- Recognized as "Major Player" in IDC MarketScape: Worldwide Order Orchestration and Fulfillment Applications for Retail 2023 Vendor Assessment
- G2 Leader Asia, Asia Pacific, India Fall 2024
- SPM Excellence Award 2024 - Established Software Award - Vinculum's Vin eRetail



User-focused innovative payment institution: TRPOS

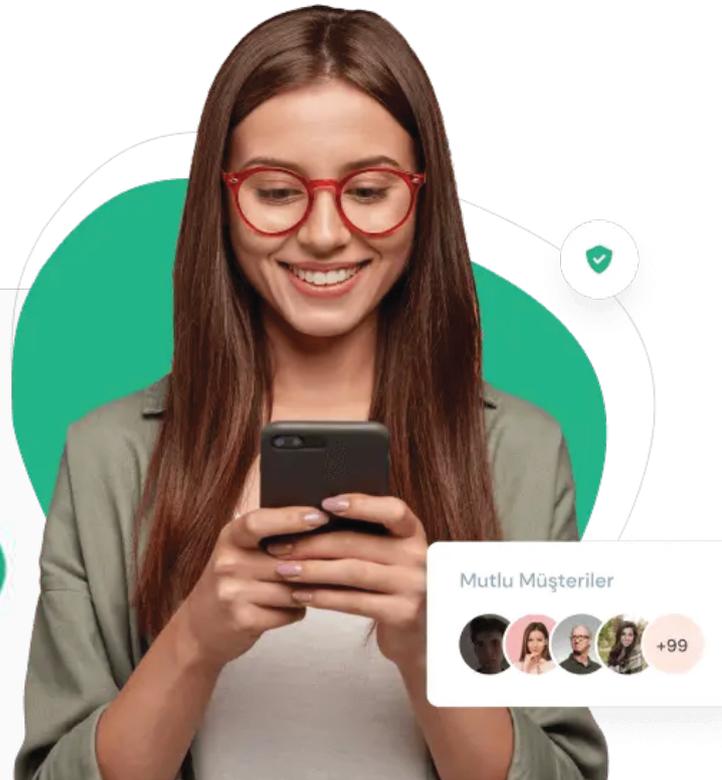
Bahadır Kemal Güleç | TRPOS Chairman of the Board

TRPOS payment institution top management team, with a total of 57 years of sector experience, stands out from the payment companies in the market in terms of experience. TRPOS was established in Türkiye with completely domestic and national capital to provide service in its sector. With its advanced solutions, strong technical infrastructure, customer-oriented approach and expert staff, it aims to be a reliable solution partner in the market.

TRPOS; It offers Virtual POS, Physical POS and other alternative payment solutions under one roof, allowing fast and secure payment from all bank cards with a single integration.

TRPOS, with its sectoral experience, offers Virtual POS service with its strong infrastructure to all entrepreneurs serving in the field of e-commerce, while offering Cash Register POS solutions to all entrepreneurs in the retail sector.

TRPOS's primary goal is to minimize the losses of virtual and physical stores due to fraud with the software and risk control mechanisms it has developed and optimized within its own structure and to gain a reliable place in the sector.



Mutlu Müşteriler



E-COMMERCE NEWS FROM THE WORLD

Alibaba combines e-commerce arms to tackle growing competition

Alibaba Group will integrate its domestic Chinese and international e-commerce platforms into a single business unit run by one leader for the first time. The Alibaba E-commerce Business Group, as the unit will be called, brings together the Taobao and Tmall Group and the Alibaba International Digital Commerce (AIDC) Group. AIDC groups cross-border player AliExpress, wholesale B2B site Alibaba.com and other regional platforms operating in different parts of the world, from Southeast Asia to Türkiye.



Amazon Today is closing!

Amazon is planning to end its same-day delivery service, Amazon Today. The closure is seen as the latest example of the company's broader cost-cutting efforts. Amazon Today launched in 2022. Amazon's express delivery service allowed retailers to offer fast delivery from brick-and-mortar stores. Most of the Amazon Today service is set to end on December 2, but some services will continue until January 24, 2025.



Walmart is opening an office in Türkiye

Walmart will supply furniture and frozen food from Türkiye. The company sees Türkiye as a supply center in several sectors, and Walmart, which manages 10 to 15 percent of retail in the US, will open an office in Türkiye. Half of the total cross-border e-commerce in Türkiye is made to America.



65 percent of Hepsiburada is sold to Kaspi.kz!



Hepsiburada is entering into a partnership with Kaspi.kz, one of the largest companies in Kazakhstan. Kaspi is becoming a shareholder of Hepsiburada. Accordingly, Kaspi has signed a binding agreement for the transfer of Group A and B shares representing 65.4 percent of Hepsiburada. Hepsiburada Founder and Chairman of the Board of Directors Hanzade Doğan said, "Hepsiburada, which has pioneered Türkiye's digitalization journey with innovative e-commerce applications, is taking a step into an exciting future with Kaspi, the largest group in Kazakhstan." Kaspi.kz CEO Mikhail Lomtadze said, "Hepsiburada has a strong management and vision." Kaspi will take over 65.41 percent of Hepsiburada. It was stated that the total share value is approximately 1 billion 127 million dollars. It was stated that the payment will be made in two installments. The sale transactions are expected to be completed in early 2025 after official approvals and legal procedures are completed in Türkiye.

Hepsiburada to collaborate with Jumia in the African market

Türkiye-based e-commerce marketplace Hepsiburada is preparing to expand into the African market. In its new move, Hepsiburada will collaborate with African-focused e-commerce marketplace Jumia.



Jumia withdraws from South African and Tunisian markets

Jumia, the Africa-focused e-commerce marketplace, has announced plans to withdraw from South Africa and Tunisia by the end of this year to focus on markets with stronger growth potential. The company will close its online fashion retailer Zando in South Africa and its Tunisia operations in order to focus on other markets, particularly Egypt, Kenya, Morocco and Nigeria. The company said in a statement that operations in these countries will be suspended by the end of 2024.



Harrods unveils new e-commerce platform

UK luxury department store chain Harrods has unveiled its new e-commerce platform, developed in partnership with corporate commerce provider Scayle. Harrods' new platform was developed by corporate commerce provider Scayle. The platform aims to "elevate the online shopping experience" for global customers through enhanced customization and personalization. The new platform also facilitates custom branded landing pages for Harrods. Harrods' store is located on Brompton Road in the Royal Borough of Kensington and Chelsea, west of the city center.



Obilet sold to French BlaBlaCar!

Türkiye-based online ticket sales platform Obilet has been sold to the French! The Turkish Competition Board has approved the takeover of Obilet by Comuto SA, the owner of French ride-sharing platform BlaBlaCar. Obilet was founded in 2012 by Ali Yılmaz and Yiğit Göroçak. The online ticket platform, which acquired its rival Biletall in 2021, has increased its power in the market.

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Marketplaces account for 70 percent of cross-border e-commerce sales in Europe

The "Top 100 Cross-Border Marketplaces Europe" report, published by Cross-Border Commerce Europe, listed the largest online marketplaces in Europe. According to the report, the top 10 marketplaces generated more than half of the marketplace-based turnover. The cross-border e-commerce market in Europe generated €326 billion in sales in the 2023/2024 financial year. €225 billion of this figure, or approximately 70 percent, was generated through online marketplaces. The top 100 cross-border e-commerce marketplaces in Europe generated around €200 billion in turnover. This figure represents an increase of approximately 40 percent.



Number of e-commerce companies in Saudi Arabia increased by 9.4 percent

There are notable developments in e-commerce in Saudi Arabia. According to the latest data from the Ministry of Commerce of Saudi Arabia, the number of e-commerce businesses in the country is increasing day by day. Accordingly, the increase in e-commerce business registrations in Saudi Arabia is remarkable. In the third quarter of 2024, 39,769 new e-commerce businesses were registered. This figure means a 9.4 percent increase compared to the previous year. Riyadh topped the list with 16,274 e-commerce companies registered. 10,023 e-commerce companies started operations in Mecca and 6,328 in the Eastern Province. In the Medina and Qassim regions, 1,897 and 1,302 e-commerce business registrations were reported, respectively.

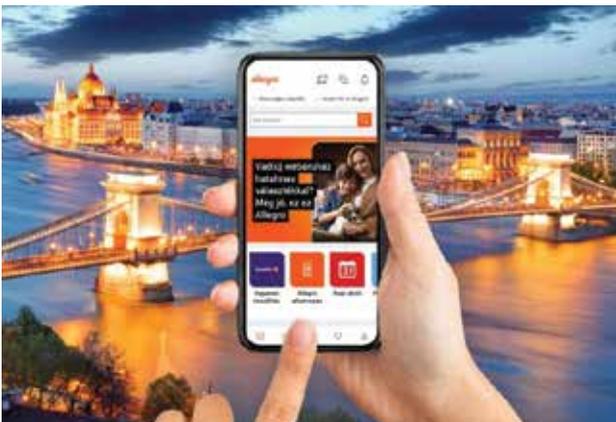
Shopee and YouTube launch e-commerce partnership in Southeast Asia

'YouTube Shopping' will allow users to directly purchase products from YouTube videos via links to Shopee. Alphabet Inc.'s Youtube and Sea Ltd.'s Shopee have announced the launch of new online shopping services in Indonesia. The two brands plan to expand in Southeast Asia. The move by Youtube and Shopee comes as competition from TikTok Shop, which has recently strengthened its e-commerce presence in the region, has intensified. The new YouTube Shopping service will allow users to directly purchase products from YouTube videos via links to Shopee.



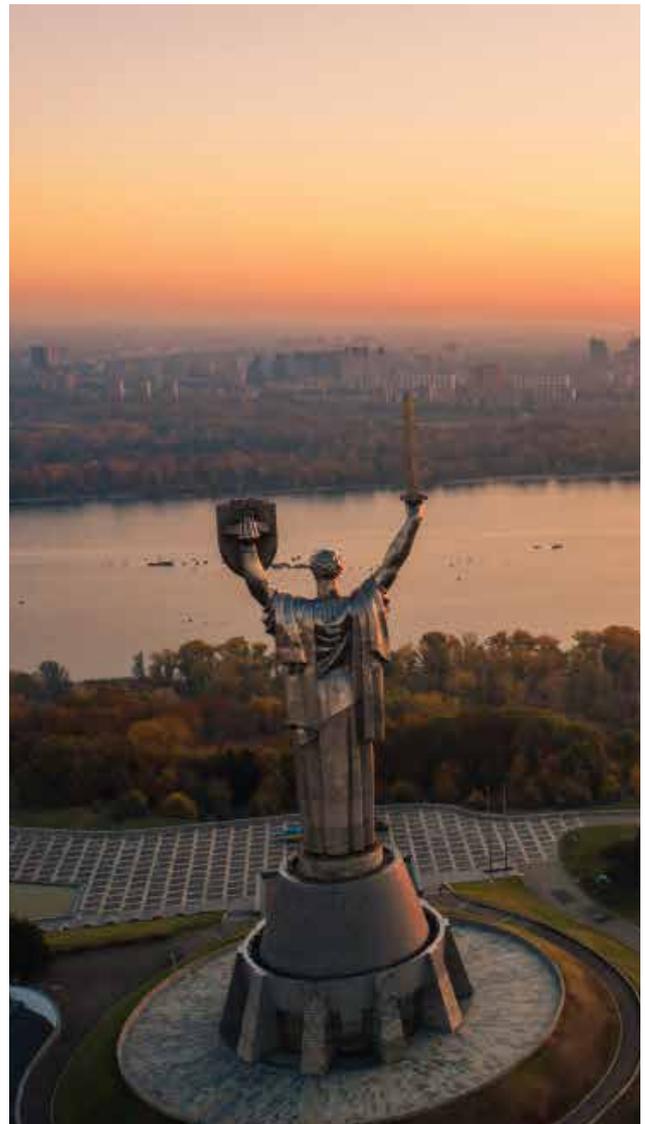
Allegro enters the Hungarian market

Allegro is expanding in Central and Eastern Europe. After the Czech Republic and Slovakia, the marketplace has entered the Hungarian market on October 1, 2024. The introduction of the Hungarian domain [allegro.hu] opens up new export opportunities for sellers. Poland-based Allegro has expanded its potential customer base by around 16 million in the past few months by expanding into the Czech Republic and Slovakia. The next phase of Allegro's international expansion began on October 1 with the launch of the Hungarian domain allegro.hu.



Kyrgyzstan to Establish E-Commerce Park

As the Kyrgyz e-commerce market develops, the government is taking new steps. The country plans to establish an "E-Commerce Park" under the leadership of the Kyrgyz Ministry of Economy and Trade. This will create a special zone with favorable conditions for legal entities and individual entrepreneurs. Residents of the e-commerce park will be able to sell goods and provide services electronically by paying taxes in accordance with the national legislation of the Kyrgyz Republic. The main goals of the E-Commerce Park are; developing digital infrastructure, attracting investment, supporting national trading platforms, and encouraging the export of products from domestic manufacturers.



Arsenal to launch global e-commerce platform

North London football club Arsenal have announced a partnership with ComAve for a global e-commerce platform. Through ComAve, fans will be able to participate in interactive games and events related to the club, access official merchandise and collect loyalty points for each interaction, which can be redeemed for exclusive experiences and discounts.



Shein and especially Temu popular among Swiss online shoppers

The rise of shopping platforms from China is making a strong impact in Switzerland. In a top 10 list of popular online shopping destinations, three names from China are included. While AliExpress was the only Chinese player in the Swiss top list three years ago, it has now been surpassed by Shein and Temu. This is according to a periodic study on internet use and ecommerce in Switzerland, conducted by researchers at the University of St. Gallen. In the study, Swiss consumers were asked where they made the most online purchases over the past twelve months.



Shein reaches 7.7 billion euros in sales in Europe

Last year, fashion platform Shein generated 7.68 billion euros in sales in Europe. This was an increase of 68 percent, compared to a year earlier. Its profitability has also increased significantly. Fast fashion platform Shein is one of the Asian ecommerce platforms that has been growing rapidly in Europe. Earlier this week, for example, Shein entered the list of the top 10 most popular online stores in Switzerland.



Most top online sellers in Europe are not European

Of the thousand largest online sellers in Europe, 49 percent have their headquarters on the continent. A majority are based elsewhere, primarily in the United States or China. The share of online traffic for these non-European companies is even higher. This is reported by Internet Retailing, based on data from RetailX. The research subsidiary of the British industry publication recently released its RetailX Europe Top1000 360° report, which lists a thousand ecommerce and multi-channel retailers known for their strong sales performance and exceptional customer service. It is the first time the headquarters of Europe's largest online sellers have been analyzed.



Chinese intelligent robots transform Dubai

Chinese-made intelligent robots, ranging from delivery persons to patrol officers and service professionals, are now popping up in Dubai. Terminus, a Chinese technology company, has formed a partnership with the Dubai Roads and Transport Authority (RTA) to introduce AI-powered robots that identify traffic offenses with an accuracy rate of over 85 percent.

Robots have been patrolling Jumeirah Beach since March. They provide real-time infraction data within five seconds and monitor a two-kilometer region. They also collect statistics on green modes of transportation such as bicycles and electric scooters, which helps Dubai promote sustainable transportation. This partnership is not new. Terminus and Dubai's collaboration dates back to Expo 2020 Dubai, where the company deployed over 150 intelligent robots to greet and interact with visitors, provide information, and even deliver meals in collaboration with Talabat, a popular Middle Eastern food delivery app.



ASEAN-6 B2C e-commerce export revenue seen to reach \$30.4 billion in 2028

ASEAN-6 (Singapore, Malaysia, Thailand, Vietnam, Indonesia, and the Philippines)'s business to consumer (B2C) e-commerce export revenue for is expected to reach \$30.4 billion in 2028, a report commissioned by Amazon Global Selling showed Wednesday. According to the report conducted by Access Partnership and commissioned by Amazon Global Selling, assuming the current pace of e-commerce adoption and export, the e-commerce export value for ASEAN-6 was estimated to grow at a compound annual growth rate (CAGR) of 10 percent from 2023.

"This marginally outstrips the growth of the global e-commerce market over the next five years," said the report. Looking ahead, micro, small and medium-sized enterprises (MSMEs) are expected to capture 48 percent of this value. Meanwhile, ASEAN-6's B2C e-commerce export revenue was estimated at \$18.9 billion in 2023, with MSMEs accounting for 38 percent of this total. Malaysia was seen to lead the ASEAN-6 with a revenue of \$4.6 billion in 2023.





Paradoxical behavior makes consumers unpredictable

Paradoxical tensions among consumers are making their behavior unpredictable and baffling many sellers, according to a report released by a global strategy and management consulting firm. Consumers want choice but are overwhelmed by it; want to control their decisions but want curation of their choices; and want to live certain values but can't always prioritize them, according to the report by the Kearney Consumer Institute (KCI) based on survey data gathered from 14,000 consumers in the United States, Europe, and Asia Pacific region.

"Brands have more data than ever about consumer demographics, behavior, spending, and opinions. But we still often categorize consumer behavior as 'unpredictable.' To understand why, our research found three key consumer tensions that help explain this behavior," KCI lead Katie Thomas said in a statement.

Salesforce makes Cyber Week predictions, notes ecommerce sales uptick in first week of November

Salesforce data showed an 8% year-over-year rise in online sales during the first week of November ahead of Cyber Week. Salesforce cited a jump for ecommerce sales at the beginning of November in the retail activity it tracks, setting the stage for what it predicts will be \$311 billion in global sales — with \$75 billion in the U.S. alone — during the period it refers to as Cyber Week.

The cloud software and ecommerce platform provider defines Cyber Week as the period running from the Tuesday before Thanksgiving [Nov. 26 this year] through Cyber Monday [which is on Dec. 2]. Among other developments, Salesforce predicted that in 2024, global sales will continue to grow year over year, with mobile orders, discounts and artificial intelligence playing significant roles.

In North America, 76 of the top 2000 online retailers use Salesforce's ecommerce platform, Digital Commerce 360 data shows. In 2023, those 76 online retailers combined for more than \$136.077 billion in web sales.



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