

WORLDEF

In partnership with **COMMERCITY**

DUBAI

دبي معرض

Under the patronage of

His Highness

Sheikh Ahmed Bin Saeed Al Maktoum,

Chairman of Dubai Integrated
Economic Zones Authority

WORLDEF DUBAI 2026

the region's premier global e-commerce and retail technology event

12-14 FEBRUARY 2026 · DUBAI COMMERCITY



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Dubai is proud to once again host the WORLDEF Forum in collaboration with Dubai CommerCity. The inaugural edition welcomed over 5,000 participants from 40+ countries, reaffirming Dubai's role as a catalyst for cross-border e-commerce and global trade. Building on this success, and guided by the Dubai Economic Agenda D33, we look forward to shaping the future of digital trade together in 2026.

**His Highness
Sheikh Ahmed bin Saeed Al Maktoum**
Chairman of Dubai Integrated Economic Zones
Authority



WORLDEF

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کوپ گومنسٹنی
COMMERCITY

The return of the WORLDEF Forum to Dubai in 2026, in partnership with Dubai CommerCity, marks a significant milestone in advancing global dialogue on digital trade. Having addressed this distinguished gathering previously, I have seen firsthand its role in shaping the future of digital commerce. The UAE's e-commerce market, projected to reach AED 70 billion by 2029, reflects the strength of our infrastructure and innovative ecosystem. WORLDEF supports our vision to position the UAE as a global hub for smart commerce and sustainable growth, reinforcing our commitment to international collaboration and the future of digital trade.

H.E. Dr. Thani bin Ahmed Al Zeyoudi
Minister of Foreign Trade

OVERVIEW

WORLDEF DUBAI 2026 is the premier event for global e-commerce stakeholders brought to you in partnership with Dubai CommerCity. This transformative event in metropolitan Dubai invites the e-commerce ecosystem to form strategic partnerships, build international networks, and explore new opportunities. Engage in insightful discussions and gain perspectives from leading global e-commerce experts and industry leaders. This forum serves as a catalyst for change, uniting visionary leaders to shape the future of e-commerce.

EVENT

WORLDEF DUBAI 2026

DATE

Feb. 12-14, 2026

VENUE

Dubai CommerCity, Dubai

TARGET AUDIENCE

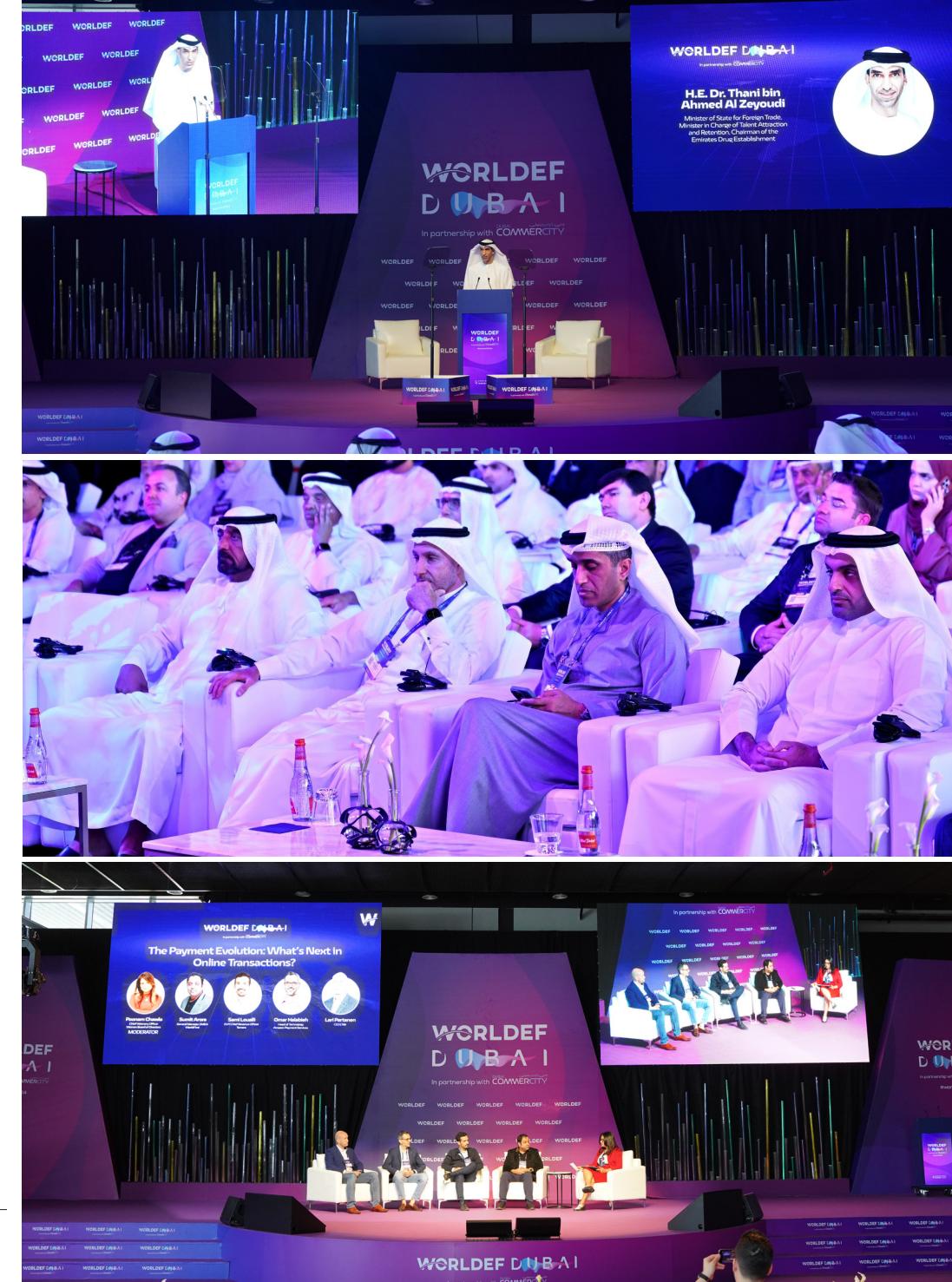
MNCs • SMEs • Government • Manufacturers • Sellers
Investors • Retail Brands • Service Providers

TARGET SECTORS

Logistics • Payment • Marketing • Technology • Retail • Marketplaces

TARGET MARKETS

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





About WORLDEF

WORLDEF is a premier global platform dedicated to e-commerce events, designed to facilitate international expansion for businesses through innovative e-commerce solutions.

Our platform not only supports company growth on a global scale but also fosters a vibrant community where professionals can exchange experiences and connect within the expansive e-commerce network. WORLDEF addresses diverse industry needs by presenting cutting-edge trends, insightful forecasts, and effective strategies, as a critical resource for the e-commerce ecosystem.

Our mission is to serve as a pivotal reference in the ongoing evolution of e-commerce, driving transformation and excellence in the digital marketplace.

Event Journey





Worldef Dubai 2024 Post Show Report

Top 20 Countries

85.88%
New Promoter Score (NPS)

77.35%
Lead Quality Rate

92.70%
Percentage of Participants
to attend next year



Previous Exhibitors

Social Media Platforms



Logistics



Payments



Marketplaces



Retail Brands



Technology & Consultancy



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Connecting Global E-Commerce

EXHIBITORS

- Logistics Companies
- Fintech Companies
- Digital Marketing Agencies
- Marketplaces
- Technology Companies
- Accounting Services
- Consultancy Companies
- Legal & Law Companies
- Fulfillment Companies
- Packaging Companies
- Store Automation & Management
- AI & Data Analytics
- Government Institutions

VISITORS

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



Key Highlights

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

10K Participants

80+ Countries

4 Stages

120+ Retail Brands

150+ Exhibitors

200+ Speakers





Program Themes & Tracks

TOPICS



Digital Commerce



Artificial Intelligence



Fintech



Logistics

STAGES

FUTURE COMMERCE

- Thought leadership
- Innovation
- Policy Vision

MASTERCLASS

- Compliance
- Customer Experience
- Marketplace Selling

CASE STUDY

- Success Story
- Cross-border Growth Strategy

INVESTMENT

- Startups
- Fund Raising
- Pitch Competitions

ORASEYA
CAPITAL

Potential Speakers



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



Yamine Ali Hassan
GM Amazon Advertising
Turkiye, Egypt and SA



Erdem Inan
CEO



Nilhan Gökçetekin
CEO



Dr. Sohail Choudhry
CEO | Naqel Express
Group CCO | Saudi
Post Logistics



Clara Shi
Chief Executive
Officer



Alastair Croker
Chief Executive
Officer



Francis Dufay
Chief Executive
Officer



Neil Patel
Co-Founder and
Youtuber



Sami Louali
Chief Revenue
Officer



Bala Subramaniam
Head of Omnichannel



Manosij Ganguli
Chief Sustainability
Officer



Ramazan Altınay
Head of International
Affairs, Business
Development Strategy



Sundeep Khanna
Partner,
Deloitte Middle East,
Consumer & Retail



Muhamnad Hasan
Ecosystem Development
Manager, Meta Business
Partnerships, Middle
East & Africa



Prakash Gurumoorthy
General Manager
EMEA & APAC



Francois Coron
Managing Director



Hosam Arab
Chief Executive
Officer



Bradley Sutton
Director of Training
& Chief Evangelist



Dharmendra Mehta
Group Head
of E-Commerce



Enis Karslioglu
Chairman, CEO



Kanat Kutluk
President



Nazim Erdogan
CMO



Ben Mclean
Head of E-Commerce
DHL UAE



Krystel Abi-Assi
CEO



Mohammed Sakhariya
Head of Direct Sales



Marina Khanayeva
CEO



Agenda

FUTURE COMMERCE STAGE DAY 1 | FEBRUARY 12

09:00 - 10:00	Registration & Networking
10:00 - 10:05	Welcome by Master of Ceremony
10:05 - 10:15	Opening Remarks
10:15 - 10:25	Welcome Note
10:25 - 10:35	Welcome Note
10:35 - 10:45	Welcome Note
10:45 - 11:05	Dubai: The Startup Capital of the World
11:05 - 11:15	COFFEE BREAK
11:15 - 11:45	Shaping the New Trade Order: EU–World Bank–UNCTAD Dialogue on Digital Commerce in the UAE
11:45 - 12:05	Dubai Commercity: Integrating E-Commerce, Logistics and Global Trade
12:05 - 12:25	The Future of Logistics: Delivering Speed and Sustainability Across Borders
12:25 - 12:55	Retail Modernization in GCC: Bridging Tradition with Digital Innovation
12:55 - 13:15	Empowering Digital Growth: Early-Stage Investment Opportunities in MENA
13:15 - 13:45	LUNCH BREAK
13:45 - 14:05	The 10-Minute Economy: Can Quick Commerce Stay Profitable?
14:05 - 14:35	From Clicks to Customs: Frictionless Cross-Border Trade in a Digital World
14:35 - 14:55	The Future of E-Commerce in the GCC: Trends, Innovation, and Growth Drivers
14:55 - 15:25	Green is the New Growth: The Sustainability Imperative in Digital Commerce
15:25 - 15:45	Balancing Speed and Security: The Future of Digital Payment Solutions
15:45 - 16:15	Scaling on Shopify: Building Global E-Commerce Brand
16:15 - 16:35	E-Commerce 2030: Technology, Consumer Shifts, and the Road Ahead for Global Marketplaces

Agenda

FUTURE COMMERCE STAGE DAY 2 | FEBRUARY 13

10:00 - 10:05	Welcome by Master of Ceremony
10:00 - 10:25	The Marketplace Multiverse: From Products to Services, Experiences, and Beyond
10:25 - 10:55	From Paper to Platforms: How Automation, AI, and Data Are Redefining Customs Operations
10:55 - 11:15	Recommerce and Retail Circularity: Tech-Driven Paths to Sustainability
11:15 - 11:25	COFFEE BREAK
11:25 - 11:55	The Future of Cashless: Trends in Digital Payments
11:55 - 12:15	Commerce Without Borders: The Next Decade of Digital Trade
12:15 - 12:45	The Rise of Conversational Commerce 2.0: Shopping Inside ChatGPT
12:45 - 13:00	Entrepreneurial Branding: How Founders Shape the Future of Marketing?
13:00 - 13:40	LUNCH BREAK
13:40 - 14:00	Smart Stores and Phygital Retail: The Blended Shopping Experience
14:00 - 14:30	Ethics, Accuracy, and Algorithms: Can We Trust AI in Commerce?
14:30 - 14:50	The Attention Economy: Winning Mindshare in a World of Scrolls and Swipes
14:50 - 15:20	Connected Retail: Blurring the Lines Between Online and Offline
15:20 - 15:40	Born in Chaos: How Great Startups Emerge from Uncertainty
15:40 - 16:10	The Future of HR in E-Commerce: Building Talent-Driven Growth in the Digital Economy
16:10 - 16:25	The Founder Code: What Defines the Entrepreneurs Who Build the Future
16:25 - 16:30	Closing Ceremony: Note of Thanks



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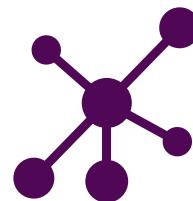
12-14 FEBRUARY 2026

Join Us at WORLDEF DUBAI 2026



Go Global

Break into the international e-commerce market and expand your reach



Network

Meet industry leaders and innovators from around the world, all in one place



Innovate

Discover the latest trends, technologies, and strategies transforming e-commerce today.

Don't miss this chance to propel your business into the future of e-commerce.

Secure your spot at WORLDEF DUBAI 2026 and be part of the next wave of global e-commerce success!

Transform NOW and REGISTER your business!

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THANK YOU