

WORLDDEF

In partnership with ^{DUBAI} **COMMER**CITY ^{دبي كومير سيتي}

Under the patronage of
His Highness
Sheikh Ahmed Bin Saeed Al Maktoum,
Chairman of Dubai Integrated
Economic Zones Authority

WORLDDEF DUBAI 2027
the region's premier global e-commerce and retail technology event

26-28 JANUARY 2027 • DUBAI COMMERCITY



WORLDDEF.COM

 worlddefglobal



WORLDDEF

In partnership with DUBAI **COMMER**CITY دبي كومير سيتي

Dubai is proud to once again host the WORLDDEF 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 2027.

His Highness

Sheikh Ahmed bin Saeed Al Maktoum

Chairman of Dubai Integrated Economic Zones
Authority

WORLDDEF

In partnership with دبي كوميرس سيتي DUBAI **COMMER**CITY



The return of the WORLDDEF Forum to Dubai in 2027, 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. WORLDDEF 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

WORLDDEF DUBAI 2027 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 WORLDDEF DUBAI 2027

DATE
Jan. 26–28, 2027

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





WORLDDEF

In partnership with DUBAI COMMERCTITY

About WORLDDEF

WORLDDEF 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. WORLDDEF 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.

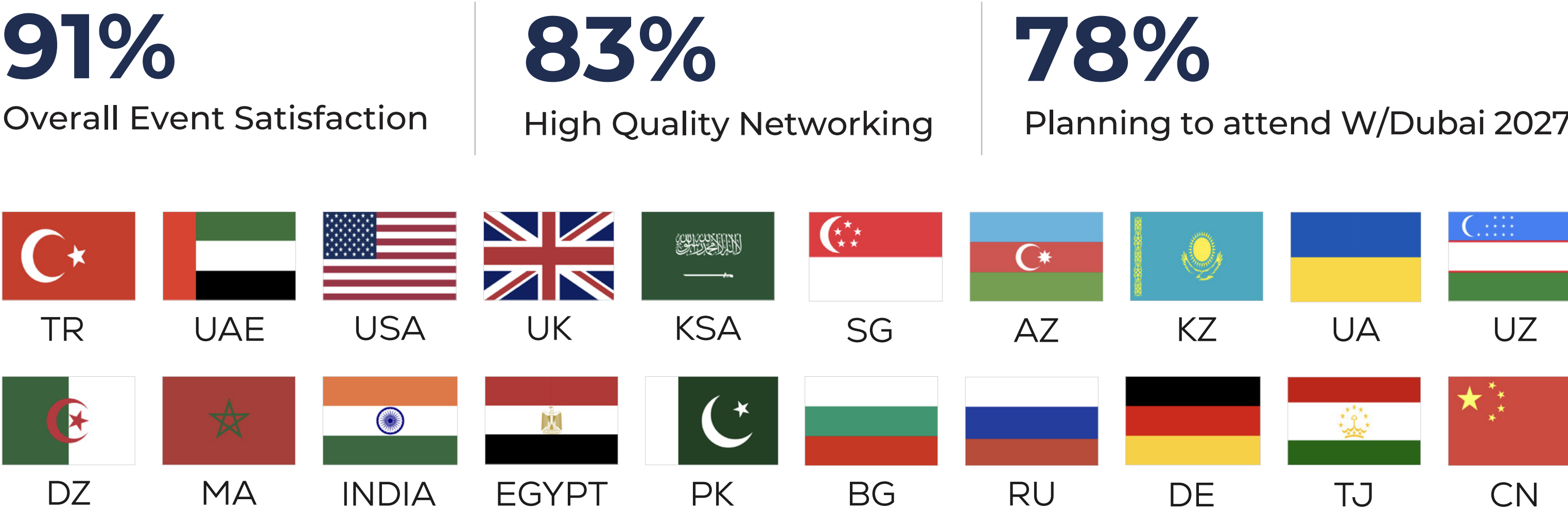
Event Journey





WORLDDEF DUBAI 2026 Post Show Report

Top 20 Countries



Hosted Buyers Retailers

WORLDDEF Dubai 2027 brings together the most powerful retail brands from Türkiye, Europe and Central Asia , South East Asia Midde East and Africa on a single curated platform. Each category is represented by high impact, high-volume, and performance-driven market leaders.

Fashion & Apparel DeFacto DAMAT LC WAIKIKI VAKKO BEYMEN LANDMARK mavi MANGO	Food, Beverage & Nutrition ÜLKER ŞOK BİM Spinneys Carrefour A-101 MİGROS LuLu HYPERMARKET	Beauty & Personal Care gratis watsons ROSSMANN flormar FACES THE PUREST SOLUTIONS GOLDEN SCENT Nice One
Home Furniture [yataş] DOĞTAŞ isfikbal enza HOME ALFEMO mondi home LAZZONI	Home & Living karaca MADAME COCO ENGLISH HOME Taç bonami JYSK IKEA Chakra	Shoes & Bags FLO DERİMOD HOTİÇ IN STREET ALDO KEMAL TANCA NINE WEST Samsönite
Jewellery & Accessories So CHIC ATASAY ALTINBAŞ JEWELRY ZEN diamond ARİS SWAROVSKI PANDORA Accessorize LONDON	Toys & Pets ToysRus pepco fressnapf Maxi Zoo flying tiger copenhagen ToyZZ Shop petcity MAXI ZOO petlebi	Mother & Baby ebebek JUMBO Civil chicco mothercare mumzworld babyshop Prenatal

Previous Exhibitors

Social Media Platforms



Logistics



Payments



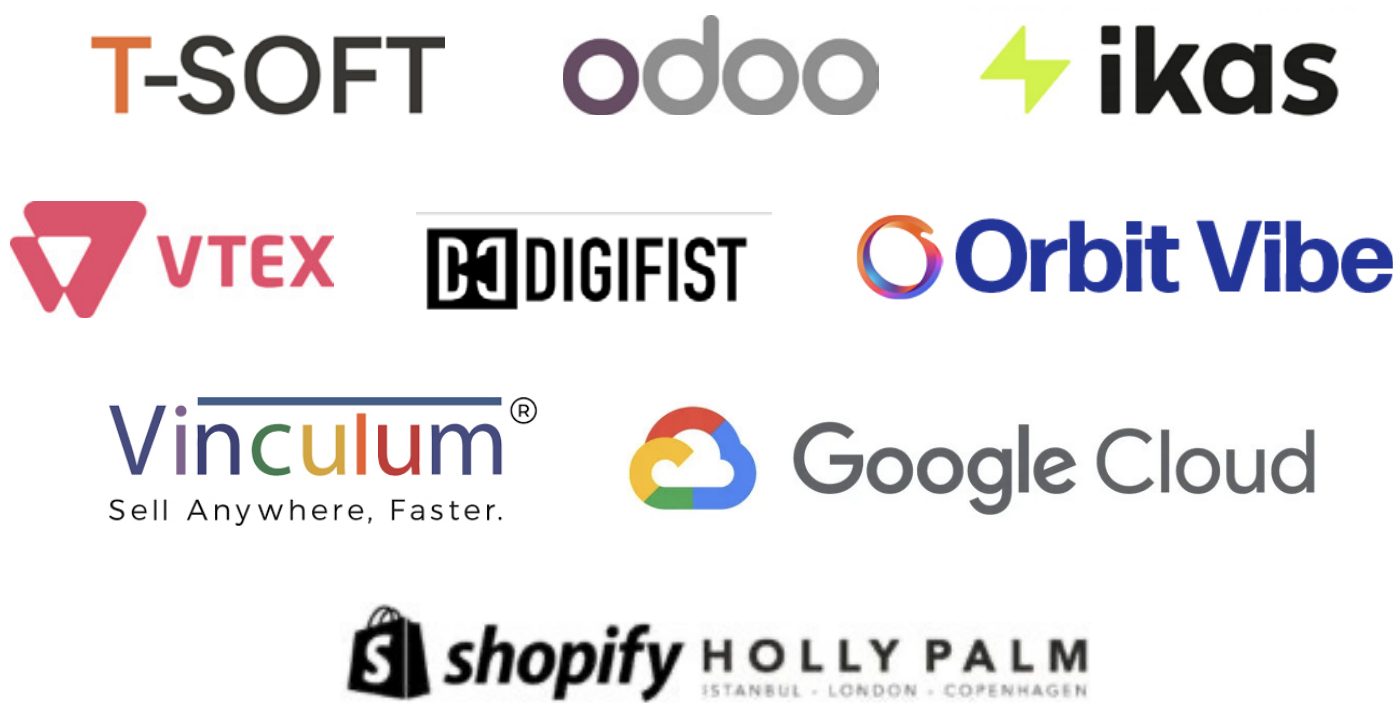
Marketplaces



Retail Brands



Technology & Consultancy

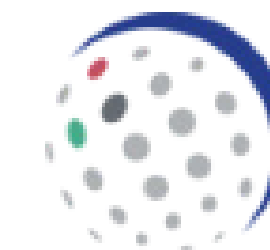


Previous Media Partners

المكتب الإعلامي
لحكومة دبي
GOVERNMENT OF DUBAI
MEDIA OFFICE



وكالة أنباء الإمارات-وام
EMIRATES NEWS AGENCY-WAM

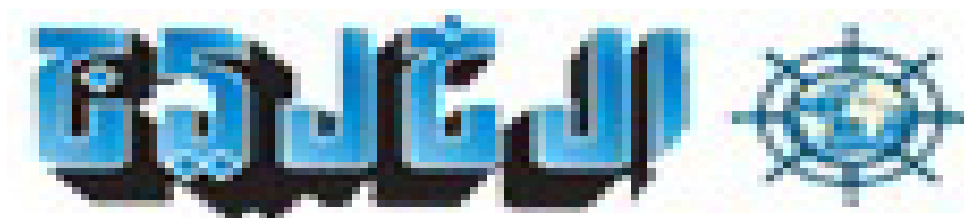


البيان

الإمارات اليوم

عربية sky news

مركز
الاتحاد
ALETIHAD NEWS CENTER
للأخبار



The National

Khaleej Times

الاتحاد
Aletihad



GULF NEWS

Arabian
Business

dubaieye
103.8

Gulf Business

LOGISTICS
MIDDLE EAST

Connecting Global E-Commerce

EXHIBITORS

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

VISITORS

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



Key Highlights

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

20K+ Participants

500+ Retail Brands

80+ Countries

200+ Exhibitors

4 Stages

200+ Speakers





Maximize of ROI

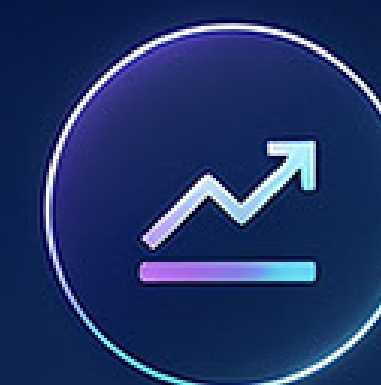
The right match • Measurable results • Efficient investment



The Right Match
Precision connections



Measurable Results
Data-driven outcomes



Efficient Investment
Higher ROI, lower waste

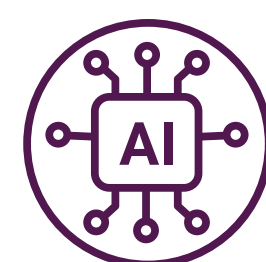


Program Themes & Tracks

TOPICS



Digital Commerce



Artificial Intelligence



Fintech



Logistics

STAGES

FUTURE COMMERCE

- Thought leadership
- Innovation
- Policy Vision

MASTERCLASS

- Compliance
- Customer Experience
- Marketplace Selling

CASE STUDY

- Success Story
- Cross-border Growth Strategy

INVESTMENT

- Startups
- Fund Raising
- Pitch Competitions

Potential Speakers



H.E. Dr. Mohammed Al Zarooni
Executive Chairman



Anna Germanos
Group Director



Otto Abasi Williams
SVP for PayPal World & Regional Head & GM of MENA



Remo Giovanni Abbondandolo
General Manager, MENA



Yasmina Ali Hassan
GM Amazon Advertising Turkiye, Egypt and SA



Vidmay Naini
General Manager



Faraz Khalid
CEO



Nilhan Onal Gökçetekin
CEO



Erdem Inan
CEO



Shibu Tharakan
CEO



Matteo Brigato
GM E-commerce and Grocery



Nitin Tatiwala
Vice President



Bremer Pauw
CCO



Maj. Vikrant Khare
Chief Business Officer



Massimiliano Spalazzi
CEO



Hazal Maras
General Manager



Alastair Croker
CEO



Bala Subramaniam
Head of Omnichannel



Hosam Arab
CEO



Mohammed Sakhariya
Head of Direct Sales



Manosij Ganguli
CSO



Sachin Kumar
Head of Ecommerce



Rahul Swaminathan
Founder and CEO



Sami Louali
CRO



Nazim Erdogan
CEO



Damian Brown
Vice President of Talent Acquisition



Prakash Gurumoorthy
General Manager EMEA-APAC



Francis Dufay
CEO



Amal Dokhan
Managing Partner



Nabeel Alkharabsheh
CEO



Sumit Arora
CEO, Middle East



Abdullah Lootah
CEO & Founder



Bradley Sutton
Director of Training & Chief Evangelist



Partnership Packages

	STAR TYPE 1 STAR ★☆☆☆☆	STAR TYPE 2 STARS ★★★☆☆	STAR TYPE 3 STARS ★★★★☆	STAR TYPE 4 STARS ★★★★★	STAR TYPE 5 STARS ★★★★★
 WORLDEF VIP Connect Access	×	×	✓	✓	✓
 VIP Lounge Access	×	×	1 Person	2 Persons	5 Persons
 WORLDEF VIP Connect B2B Table	×	×	✓	✓	✓
 Booth Space (Booth construction excluded)	5 m ²	10 m ²	12 m ²	21 m ²	32 m ²
 WORLDEF VIP Connect Logo Positioning	×	×	×	×	✓
 Private Reception in VIP Lounge	×	×	×	×	✓
 Event After Movie	×	×	×	×	✓
 Private PR Studies	×	×	×	×	✓
 Podcast (Worth: 1990\$)	×	×	×	✓	✓
 Magazine interview (Worth: 2990\$)	×	×	×	✓	✓
 Weekly Newsletter (Worth: 990\$)	×	×	×	✓	✓
 Logo Positioning on Outdoor Billboards	×	×	×	×	✓
 Logo Positioning on the Partners Wall	✓	✓	✓	✓	✓
 Logo Positioning in a Website	✓	✓	✓	✓	✓
 Company Participant Right	5 Persons	8 Persons	10 Persons	30 Persons	50 Persons
 Executive Ticket Right	2 Tickets	3 Tickets	5 Tickets	8 Tickets	10 Tickets
 VIP Ticket Right	×	×	1 Person	2 Persons	5 Persons
 Interview/News in WORLDEF Magazine	×	×	✓	✓	✓
 Ads on All Stages and Digital Billboards	×	×	×	✓	✓
 LIST PRICE	\$7,900	\$12,900	\$14,900	\$33,900	\$90,900



Mini Stand for Start-Ups

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

\$2,900

Additional Partnership



Executive Lounge Partnership
\$30,000



VIP Lounge Partnership
\$40,000



Investor Lounge Partnership
\$40,000



VIP Connect Partnership
\$50,000



Investment Stage Partnership
\$40,000



Case Study Stage Partnership
\$40,000

Additional Partnership

VIP



Lanyard Partnership
\$50,000



Badge Partnership
\$50,000

GENERAL



Lanyard Partnership
\$60,000



Badge Partnership
\$50,000



Wi-fi Partnership
\$20,000



Bag Partnership
\$20,000



Chair Cover Partnership
\$15,000



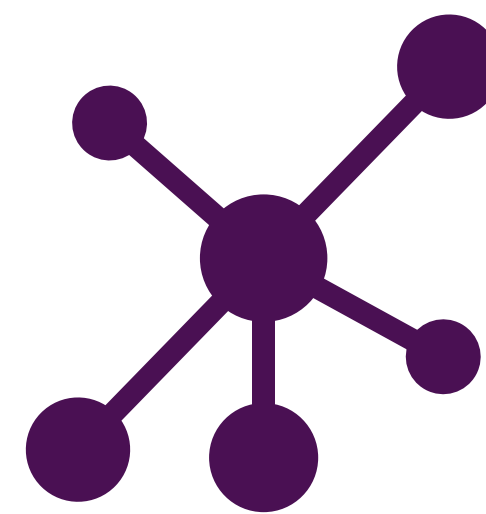
In partnership with **DUBAI** **COMMER**CITY دبي كوميتر سيتي

Join Us at WORLDDEF DUBAI 2027



Go Global

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



Network

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



Innovate

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

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

Secure your spot at WORLDDEF DUBAI 2027 and be part of the next wave of global e-commerce success!

Transform NOW and REGISTER your business!

WORLDDEF

In partnership with ^{DUBAI} ^{دبي كوميرسیتی} COMMERCITY

THANK YOU

26-28 JANUARY 2027 • DUBAI COMMERCITY



WORLDDEF.COM



worlddefglobal