

WORLDDEF PRIME

MATCHMAKING SUMMIT

3 DAYS 2 NIGHTS

📍 8-10 December 2026

📅 Kremlin Palace *Antalya*

🖱️ [WORLDDEF.COM](https://worlddef.com)

in @ x f worlddefglobal



About WORLDEF Prime

WORLDEF Prime Antalya a next-generation business development experience that brings together the most powerful players in retail, e-commerce, and modern commerce under one roof.

WORLDEF Prime is a highly curated, closed-loop, and performance-driven networking & business summit that connects the largest and leading retailer brands , marketplaces, and technology companies from Turkey, Europe, Balkans, Central Asia, and Russia through a fully curated meeting model.



WORLDDEF PRIME

ANTALYA | 8-10 DEC 2026

OVERVIEW

WORLDDEF Prime Antalya 2026 is the premier event for global e-commerce stakeholders, brought to you in the dynamic crossroads of Europe and Asia. This transformative event in Istanbul invites the e-commerce ecosystem to form strategic partnerships, build international networks, and explore new opportunities. Engage in insightful discussions and gain perspectives from leading global e-commerce experts and industry leaders. This forum serves as a catalyst for change, uniting visionary leaders to shape the future of e-commerce.

EVENT

WORLDDEF Prime Antalya 2026

DATE

DEC 8-10, 2026

VENUE

Antalya

TARGET AUDIENCE

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

TARGET SECTORS

Logistics • Payment • Marketing • Technology • Retail • Marketplaces

TARGET MARKETS

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

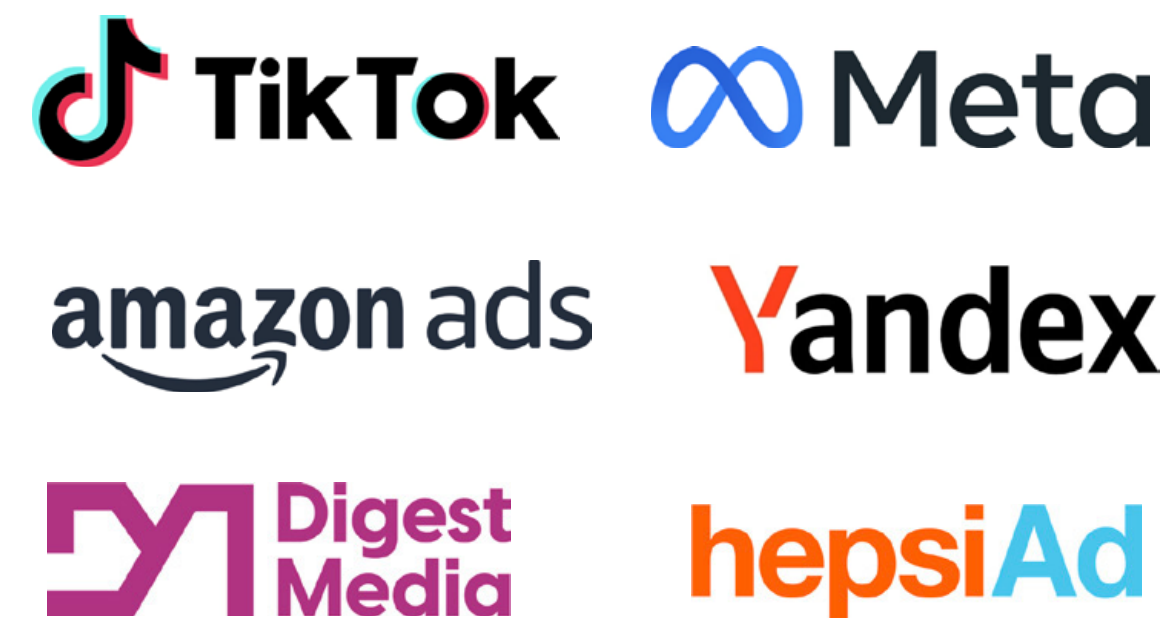


WORLDEF Prime Hosted Retailers

WORLDEF Prime brings together the most powerful retail brands from Türkiye, Europe, Central Asia and Middle East 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 Samsønite
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

Social Media Platforms



Logistics



Payments



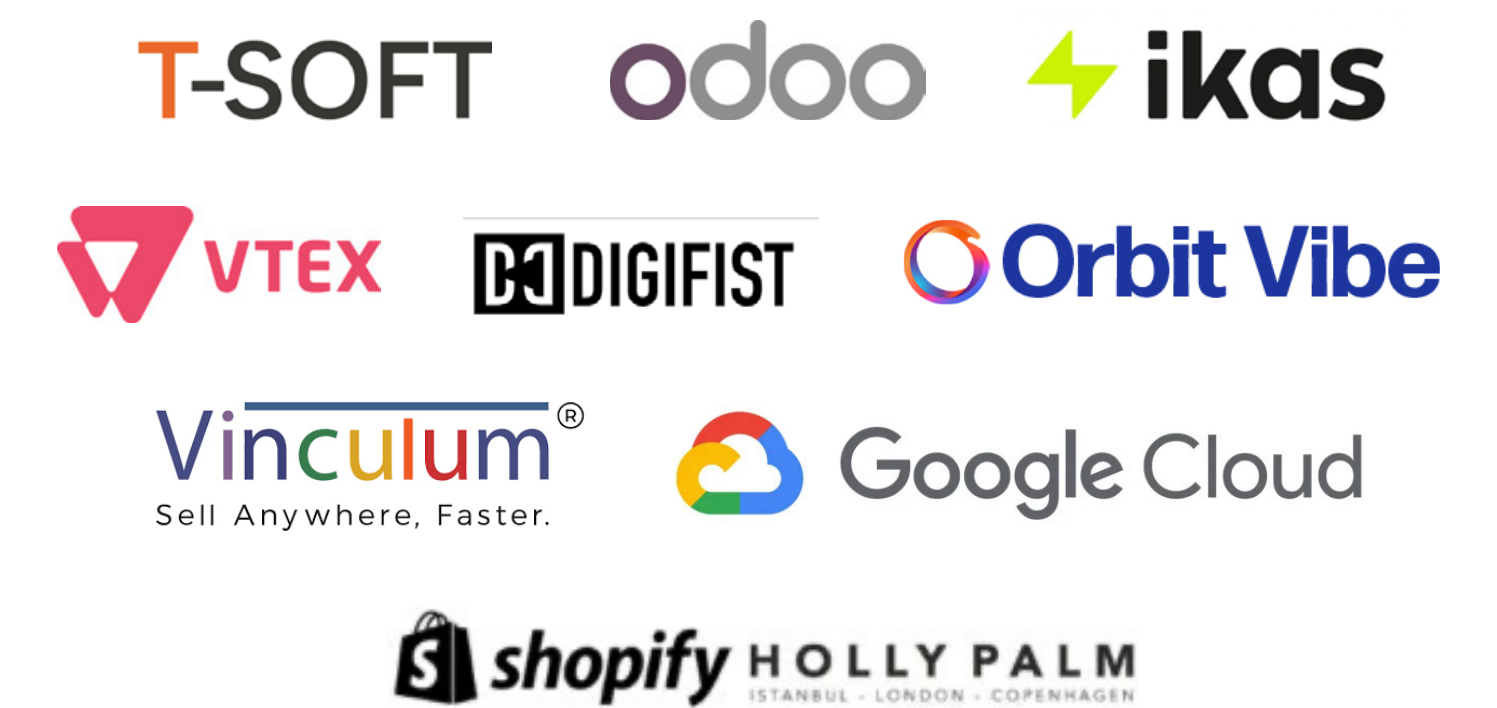
Marketplaces



Retail Brands



Technology & Consultancy



Previous Media Partners

BBC
WORLD

The
Economist



[N] The
National



**Harvard
Business
Review**

euronews.



Middle East
Economy



TRT



BBC



Middle East
Forbes

Bloomberg



HABERLER.COM

SonDakika.com

AKSAM



Hürriyet



**TECH
INSIDE**

KOLAY DEĞİL



fintechtime.



parcelmonitor

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

Connecting E-commerce and Retail

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

- Pre-scheduled millimetric matchmaking
- Meet face to face with decision makers of leading retailers
- Brand visibility
- Exclusive high-level networking zones
- Prestigious award ceremonies

3K+ Participants

500+ Retail Brands

80+ Countries

150+ Exhibitors

1 Main Stage

50+ Speakers





The Right Match
Precision connections



Measurable Results
Data-driven outcomes



Efficient Investment
Higher ROI, lower waste

Business-Driven Retail Matchmaking

WORLDEF Prime is precisely designed to match the right buyer with the right seller, and the right problem with the right solution.

Operational Guarantee for Partners



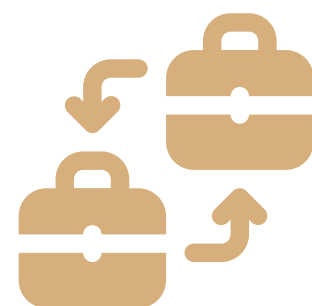
To ensure high performance, attendee capacity is strictly limited. Industry peers and service providers are subject to a strict vertical quota system to maximize individual ROI and prevent market saturation within the networking zones.

Decision-Maker Verification



WORLDEF Prime guarantees that all attending retail and brand representatives are vetted C-Level executives, Vice Presidents, Directors, or Heads of Departments with direct purchasing and budget authority. No lower-level or non-authorized profiles are admitted into the 1:1 meeting zones.

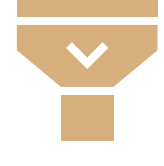
The Matchmaking Methodology



Our AI-driven matchmaking algorithm works 30 days prior to the event. Solution providers and retailers submit their tech-stack requirements and operational bottlenecks. Meetings are pre-scheduled only when a mutual interest and a precise capability-to-need match is verified, eliminating cold calls and wasted slots.

Beyond Networking: Real Commercial Growth

Retailer And Buyer Companies Attending WORLDEF Prime Come To:

-  Discover New Suppliers,
-  Solve Operational Bottlenecks,
-  Meet Technology Partners,
-  Enhance Logistics, Payments, AI, E-Commerce, Omnichannel, And Retail Operations,
-  Explore Regional Growth Opportunities.



The Business Relationship Does Not End At The Resort. Upon Conclusion Of The Summit, All Participants Receive GDPR & KVKK Compliant Verified Contact Directory Of Their Matched Meetings, Along With Exclusive Access To The WORLDEF Prime Digital Follow-Up Platform For Ongoing Collaboration.

Participants Are Not Here Just For Visibility, They Are Here To Do Real Business.

WHAT'S INCLUDED	★ 1 STAR PARTNER	★★ 2 STARS PARTNER	★★★ 3 STARS PARTNER	★★★★ 4 STARS PARTNER	★★★★★ 5 STARS PARTNER
Nr. of Meetings	9	12	15	18	24
Total Exhibition Booth Area	4m ²	6m ²	9m ²	12m ²	18m ²
Nr. of Rooms (Single Room)	2	2	3	4	6
Food & Drinks (All Inclusive)	✓	✓	✓	✓	✓
Logo Positioning in a website	✓	✓	✓	✓	✓
Logo Positioning on the partners wall	✓	✓	✓	✓	✓
Podcast (Worth: 1990\$)	✗	✗	✗	✓	✓
Magazine interview (Worth: 2990\$)	✗	✗	✗	✓	✓
Weekly Newsletter (Worth: 990\$)	✗	✗	✗	✓	✓
Award Gifting (Ecom Women 50)	✗	✗	✗	✓	✓
Welcome Kit Positioning	✗	✗	✗	✓	✓
Opening Ceremony Speech	✗	✗	✗	✗	✓
VIP Transfer (Antalya Airport)	✗	✗	✗	✗	✓
Private Meetup Room	✗	✗	✗	✗	✓
FINAL PRICE	\$5,990.00	\$9,990.00	\$13,990.00	\$27,990.00	\$51,990.00

ONLY MEETING PACKAGES

(WITHOUT EXHIBITION BOOTH)

WHAT'S INCLUDED	★ SMART	★ PREMIUM	★ GOLD	★ PLATINIUM
Nr. of Meetings	12	15	18	24
Nr. of Rooms (Single Room)	1	1	1	1
Food & Drinks (All Inclusive)	✓	✓	✓	✓
Logo Positioning in a website	✓	✓	✓	✓
Logo Positioning on the partners wall	✓	✓	✓	✓
FINAL PRICE	\$8,990.00	\$9,990.00	\$10,990.00	\$12,990.00

EXCLUSIVE SPONSORSHIP OPTIONS

(WITHOUT EXHIBITION BOOTH)

WHAT'S INCLUDED	Chair Cover	Bag Partnership	Lanyard Sponsor	Badge Sponsor	Exclusive Access Partnership	X Concert Partnership
Nr. of Meetings	15	15	15	15	18	18
Nr. of Rooms (Single Room)	2	2	2	2	4	4
Food & Drinks (All Inclusive)						
Logo Positioning on Website						
Logo Positioning on the Partners Wall						
FINAL PRICE	\$15,990.00	\$15,990.00	\$23,990.00	\$23,990.00	\$29,990.00	\$29,990.00

Be Part of the **WORLDEF Prime Experience**

At the heart of WORLDEF Prime is precision-driven matchmaking designed for real business impact not chance encounters.



Strategically Matched
to Every Operational
Need



Target Expansion
Markets



Transaction
Volume and Scale



Long-Term
Growth Strategy.

Participants meet exactly the right partners, at exactly the right time.
WORLDEF Prime is more than an event. It is a high-performance
global business ecosystem redefining how international trade
connections are built and executed.

WORLDDEF PRIME

ANTALYA | 8-10 DEC 2026

WORLDDEF AFTER MOVIES

Watch the highlights and relive the experience



WORLDDEF Istanbul 2026 After Movie



WORLDDEF Dubai 2026 After Movie

WORLDDEF PRIME

ANTALYA | 8-10 DEC 2026

Thank you!



WORLDDEF.COM



worlddefglobal