

New Generation Warehouse Systems and Intralogistics Exhibition

18-20 September 2025 | Istanbul Expo Center



Organizer Deutsche Messe

| In cooperation with ISDER

A CeMAT Event

New Generation Warehouse Systems and Intralogistics Exhibition

HOW-Hub of Warehouse, the next-generation exhibition for warehouse systems and intralogistics, offers a comprehensive range of cutting-edge products, including material handling technologies, storage and shelving systems, packaging technologies for warehouses and operations, software and automation solutions, and warehouse solutions.



İSDER (The Material Handling, Storage & Industrial Equipment Association of TURKIYE) was officially founded on 2006 and İSDER members are the companies and subsidiaries of the biggest holdings of Türkiye.

İSDER continues its sectorial operations in line with F.E.M.- European Federation of Materials Handling.

HUB OF WAREHOUSE 2025 is organized in cooperation with İSDER.



IN COOPERATION WITH İSDER

WAREHOUSE SYSTEMS AND INTRALOGISTICS

The first year the event aims **12.500 m² exhibition area** to bring together **over 150 exhibitors** and **more than 15,000 visitors** from various sectors, establishing itself as a meeting point for Türkiye and the Eurasia region.



HOW – HIGHLIGHTS

WAREHOUSE SYSTEMS AND INTRALOGISTICS

Covering a sprawling 12.500 m² exhibition area across Halls 5, 6, and 7 of the Istanbul Expo Center, the fair scheduled co-located with Aluexpo.



HOW – LAYOUT



WAREHOUSE SYSTEMS AND INTRALOGISTICS

- Material Handling Technologies
- Software and Automation Solutions
- Packaging Technologies for Warehouses and Operations
- Storage and Shelf Systems
- Warehouse Solutions

HOW – MAIN PRODUCT GROUPS

WAREHOUSE SYSTEMS AND INTRALOGISTICS

- Forklifts
- Loading Lifts
- Platforms - Manlifts
- Cranes
- Electronic Products
- Remote Controls
- Spare Parts and Attachments
- Batteries
- Floor Cleaning Vehicles

MATERIAL HANDLING, SPARE PARTS | HALL 5

- Packaging Technologies for Warehouses and Operations
- Barcoding and Identification Systems
- Industrial Packaging Machines
- Labeling
- Optical Readers

PACKAGING TECHNOLOGIES | HALL 6

- Robot Technologies
- Automated Mobile Vehicles
- Handling Technologies
- Last Mile Vehicles
- Loading and Conveyor Systems and Equipment
- Weighing Technologies
- Test and Measurement Systems
- Sensors
- System Integrators
- Software Applications

AUTOMATION SOLUTIONS | HALL 6



WAREHOUSE SYSTEMS AND INTRALOGISTICS

- AS/RS Automated Storage Systems
- Drive-in Racking Systems
- Pallet Racking Systems
- Conventional Racking Systems
- Mezzanine Racking Systems
- Material Cabinets

STORAGE AND SHELF SYSTEMS | HALL 7

- Gates and Loading Ramps
- Barriers
- Signs, Warning Lambs, Hall Lightings
- Plastic Baskets, Pallets
- Occupational Health and Safety Companies, Occupational Health and Safety Clothes

WAREHOUSE SOLUTIONS | HALL 7

WAREHOUSE SYSTEMS AND INTRALOGISTICS

- Business Services 
- Health Care & Hospitals 
- Industrial Zones, Logistic Bases 
- Manufacturing 
- Transportation 
- Wide Format Printing and Industrial Advertisement 
- Wholesale and Retail Trading, Forwarders / Carriers, Other Service Provider, Entrepot trade agencies 

HOW – VISITOR PROFILE



WAREHOUSE SYSTEMS AND INTRALOGISTICS



- Business Services: eTrade, Travel, Hospitality, IT, Storage Service Providers, Consulting, Municipalities, Supermarkets, Industrial Repair Atelier&Shops
- Health Care & Hospitals
- Industrial Zones, Logistic Bases

VISITOR PROFILE



- Manufacturing: Agriculture, Heavy Machinery, Building & Construction, Chemical, Cement, Defence, Electric & Energy, Furniture, Glass, Home Textile, FMCG, F&B, HVAC, Household Appliances

VISITOR PROFILE



WAREHOUSE SYSTEMS AND INTRALOGISTICS



- Manufacturing: Iron and Steel, Lifts & Elevators, Marble & Natural Stone, Metal Production, Mining, Machinery, Oil & Gas, Packaging, Pharmaceutical, Textile, Wood Industry, Waste Management, Welding

VISITOR PROFILE



- Transportation: Port, Automotive, Airlines, Railways, Logistics
- Wideformat Printing and Industrial Advertisement
- Wholesale and Retail Trading, Forwarders / Carriers, Other Service Provider, Entrepot Trade Agencies

VISITOR PROFILE



WAREHOUSE SYSTEMS AND INTRALOGISTICS

- HFT has been using its own B2B Platform since 2022.
- This platform provides opportunities for exhibitors and visitors to meet and schedule their onsite meeting «before the show».
- Total 5.400 meetings were scheduled on the B2B Platform for 6 different exhibitions, which were organized by HFT in 2023 and 2024.



HOW – B2B PLATFORM



THANK YOU



18-20 SEPTEMBER 2025

ISTANBUL EXPO CENTER