

Press Release | July 2018

All in CARAVANING 2018

Etrong International Exhibition & Convention Center (Beijing)

June 22-24, 2018



The 7th All in CARAVANING Concluded Successfully: Outstanding Achievements Continued with Well-recognized Business Value

- **35,000 sqm exhibition area with 700 exhibitors (including campsites) and 450 show vehicles onsite**
- **22,193 visitors from 20 countries in three days**
- **Thematic activities were highly popular and attracted great attendance**
- **The first Caravaners' Camping Zone was organized successfully. 200 vehicles and nearly 300 RV fans gathered for a memorable experience.**

The seventh edition of All in CARAVANING concluded successfully at the Etrong International Exhibition & Convention Center (Beijing) on June 24, 2018.

AIC 2018 was held for the first time at Etrong International Exhibition & Convention Center (Beijing). Thanks to the well-established AIC brand awareness in the past seven years, the flow of visitors at the event actually increased. In a total of three days, 22,193 visitors from 20 countries visited AIC 2018, which was a steady increase over the previous year. AIC received 8 visitor delegations including "AIC Yan Delegation", "CITIC Prudential Exclusive Delegation" and "Pinxiang Vision Delegation".

AIC 2018 drew the attention of Chinese mainstream media outlets, including CCTV, Beijing TV, China Daily, China News Agency and Xinhua News Agency that actively covered this highlight of caravan industry. Moreover, media outlets such as promobil and Reisemobil International from Europe also came to report on the event and brought the bustling AIC scene to the world. Industry media outlets including Xcar, Caravan News, FBLIFE, CCRV, dayrv.com and lvyouw.net were present onsite for live reports on the trade fair, bringing latest news updates about AIC 2018 around the clock.

Mr. Axel Bartkus, General Manager of Messe Düsseldorf (Shanghai) Co., Ltd., said: "We have been fully confident in moving to the new exhibition venue. The positive response to AIC this year proves that this is a wise decision which is in line with market demands, and we have withstood this test. The enthusiasm of visitors for RV holidays continues to rise, which makes us feel excited. It gives us a feeling for the trend of the future. For this reason, we have already had the exhibition plan for next year."

Exhibitor satisfaction once again improved as they achieved significant results

Thanks to the excellent exhibition space and facilities of the Etrong International

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Exhibition & Convention Center (Beijing), exhibitors are able to put on full display of their best exhibits. With eye-catching visual design and brand showcase, exhibitors greatly improved the quality of their presentation, bringing AIC ever closer to its parent show – the world’s leading Caravan Salon from Düsseldorf, Germany in terms of professionalism and the international style.

A total of 35,000 square meters of exhibition space both indoors and outdoors witnessed the active and lively business talks between visitors and exhibitors that result in signature of numerous purchase orders and contracts. The caravan accessories zone and camping zone also have been well received with a great number of visitors and outstanding sales outcome. The exhibitor questionnaire survey indicates that exhibitor satisfaction rate is as high as 89%, further supporting the tremendous business value that AIC brings with its continuous innovation.

Delivery of professional knowledge and RV culture through highly acclaimed concurrent events

Speech Corner for release of new vehicle/technology has been bustling with visitors. More than 30 press conferences and exchange meetings have been held here in three days, covering industry topics, technical forums, new product launch as well as experience sharing. The multi-angle and all-round conference content helps visitors interpret and understand hotspot topics. Most of the participants expressed that they have “benefited greatly from it and got new ideas”.

The B9 Game Zone, which debuted in the outdoor area, received great attention and participation. Despite the hot weather, visitors were highly engaged. Dynamic tactical game, rugby and other ball games took place one after the other with tremendous passion and vitality. AIC CLUB’s family activity zone continued its popularity in previous years. A total of nearly 3,000 families came to AIC 2018 for a wonderful weekend. Through a variety of games and educational programs, these “young caravan camping participants” were inspired and had a sound understanding of RV and its lifestyle.

AIC show comes closer to RV fans

This year, AIC launched its first Caravaners’ Camping Zone. With full support from Green Mall Resort, the camping zone attracted about 300 RV fans with a total of 200 caravans in three days. In addition to visiting AIC, RV fans also experienced camping life in the camping zone, making new friends and sharing fun travel anecdotes.

AIC 2019 - the 8th All in CARAVANING will be held at the Etrong International Exhibition & Convention Center (Beijing) on June 14-16, 2019. For more information, please scan the QR code and follow our official WeChat account or visit www.aicshow.com.



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