



All in CARAVANING 2018 on Course for Growth

Seventh AiC to be held at new exhibition centre in Beijing

Fresh concept with attractive side events, family party and experience highlights

Caravanning is experiencing an upswing in China. There is growing enthusiasm for the caravanning industry and the complete segment of mobile holidaymaking in the world's most populous country. This is also confirmed by the seventh All in CARAVANING (AiC), which will be moving to a bigger exhibition centre in Beijing due to its expansion. 22 to 24 June will see AiC organised for the first time at the Etrong International Exhibition & Convention Center. "With this year's event we will be taking the event to the next level of quality. In addition to growth in terms of exhibition space and exhibitor numbers we also expect a record number of visitors. These impressive developments at AiC prove that caravanning ranks ever higher in Chinese society as a form of holidaymaking," says Stefan Koschke, Global Head of Caravanning & Outdoor. This is also helped, he says, by the quickly growing middle classes with great purchasing power that are now increasingly discovering this type of mobile vacationing. "The development of the RV industry is also very much favoured by the dynamic expansion of campsites and caravan tourism offerings," adds Koschke.

The Etrong International Exhibition & Convention Center are state-of-the-art fair grounds that allow AiC to provide an even more professional exhibition experience. Presented on 35,000 square metres of exhibition space will be over 700 national and international exhibitors (including campsite providers). To the tune of 30,000 visitors are expected. At the first event in 2012 53 exhibitors showcased their ranges on 5,000 square metres. "In view of the booming market demand and constantly growing exhibition space we need a larger exhibition platform to develop AiC into a bigger and even more successful trade fair. With the new fair grounds we not only

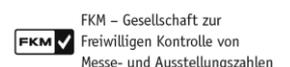


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meet current growth requirements but also the quality expectations for this event,” delights Axel Bartkus, General Manager at Messe Düsseldorf (Shanghai) Co., Ltd.

In particular, the programme of accompanying events for the whole family will now also be enhanced once again. Thanks to noticeably larger outdoor premises than before visitors can look forward to a great programme brimming with join-in activities, fun, games and highlights galore. “We want to place the caravanning experience even more centre stage and emphasise the emotional character of this form of holidaymaking. This lifestyle aspect strikes just the right chord with Chinese families allowing us to ensure precisely the right blend of traditional trade fair and entertainment for the whole family,” stresses Stefan Koschke.

The “Outdoor-Summer-Camp” awaits young visitors and kids with adventure games, rugby, climbing towers, a cycling concourse as well as many other fun activities and sports – action and high spirits guaranteed. As a nod to the World Cup a football zone will be set up with a host of activities such as table football, goal-shooting contests or dribbling concourses. Culinary delights will come care of the “Food Festival” – catering to just about every taste from genuine German specialties to traditional local snacks.

“The AiC family festival offers a number of science, technology, education, culture and entertainment programmes for parents and children allowing them to experience caravanning in a lively setting,” adds AiC Project Director Yujia Du Blanchard. On top of this, motorhome and caravan fans will, for the first time, have the opportunity to stay overnight in their own vehicles right near the fair grounds. The ranges and activities will be rounded off by technical lectures and Special Shows.

All in CARAVANING has developed into the most important platform for this form of leisure and holiday which is still very young in China. It is the leading trade fair for motorhomes, caravans, accessories and appropriate travel deals, while featuring a support programme that attracts both long-standing enthusiasts and interested families. Moreover, it has by now developed into a meeting point for experts from the caravanning and tourism industries, helping to foster a national and international exchange of experience.

Close cooperation with CARAVAN SALON

All in CARAVANING benefits from Messe Düsseldorf's wide-ranging industry knowledge and experience. It has had its own Chinese subsidiary since 1999, with offices in Shanghai, Beijing, Chongqing and Shenyang. Messe Düsseldorf Shanghai (MDS) has two major functions: first, to make Düsseldorf events known in the People's Republic of China and to support exhibitors and visitors, and, secondly, to work with Chinese and international partners on the successful development and realisation of trade fairs in China. In preparing for AIC in Beijing, Messe Düsseldorf is making use of its extensive expertise which has gained through CARAVAN SALON DÜSSELDORF. This leading international ten-day industries fair on campervans and caravans offers a comprehensive overview of such vehicles as well as a complete range of accessories, equipment, travel destinations, campsites and motorhomes sites. Last year the trade fair reached a new record, attracting 232,000 visitors.

Further details on All in CARAVANING 2018 are available at

www.aicshow.com/en

We would appreciate a reference copy in the event of publication.

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