



All in CARAVANING with top international exhibitors and many highlights

Likely further increase in exhibitors, space and visitors

Eighth AIC in Beijing from 14 to 16 June

China's caravanning and camping market is growing steadily and experiencing a promising boom. This is also benefiting All in CARAVANING, which will be held at the Etrong International Exhibition & Convention Center in Beijing from 14 to 16 June 2019. This eighth event – which is the leading trade fair for campervans and caravans in China – is expected to see another increase in exhibitors (previous year: 700 exhibitors, including campsite exhibitors) as well as an expansion of the exhibition space to around 37,000 square metres. "We are very pleased about the development of All in CARAVANING, which shows the rising interest in this type of holiday among the Chinese population. Our trade fair strategy puts us in an excellent position, and we are therefore full of optimism about the forthcoming AIC. Moreover, as there have been ongoing improvements to China's infrastructure, we believe that the Chinese caravanning market has amazing potential," emphasises Stefan Koschke, Global Head of Caravanning & Outdoor.

All in CARAVANING is the leading trade fair for campervans, caravans, accessories and related travel deals, while also featuring a complementary programme that attracts both proven professionals and interested families. But it has also developed into a meeting point for specialists from the caravanning and tourism industries, helping to foster a national and international exchange of experience, particularly through its high-quality presentations. Last year's record number of visitors is expected to be exceeded again, going beyond the 25,000 mark of interested Caravanning fans.



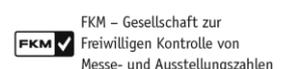
Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:



Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

AIC 2019 is receiving considerable support from local and international caravan and campervan manufacturers. Numerous well-known Chinese and international brands will be presented by over 700 exhibitors in the exhibition halls and the outdoor exhibition space. The focus will be on caravans, campervans, base vehicles, technical equipment, accessories, campsites, outdoor leisure facilities, camping equipment and tourism. Visitors will be able to view around 400 recreational vehicles in all shapes and sizes – from compact pickup trucks through campervans and luxury vehicles to mini caravans. Various major international brands in campervans, caravans and accessories want to use All in CARAVANING to present their latest models, technologies and products to corporate buyers and end customers (for comparison: the first AIC in 2012 had 53 exhibitors in a space of 5,000 sqm).

“Companies can only survive in the Chinese market if they help the country to make progress in its economy and technology and if they anticipate and pick up trends. And so our trade fair has come to play a leading role as a platform for communication and presentation,” says Axel Bartkus, Managing Director of Messe Düsseldorf (Shanghai) Co., Ltd. Despite the slight weakening of China’s economy right now, it continues to be a top market, as there is still a substantial demand for high-quality capital goods as well as an appreciation of excellent consumer goods.

One area that will be specially boosted is the AIC complementary programme, with a wide range of activities for the entire family. Visitors can look forward to a great programme with plenty of hands-on activities, as well as fun, games and lots of must-see ideas. “All in CARAVANING has developed into the most important platform for this way of spending your holiday and leisure time – something which is still relatively new in China. This is why we want to use the experience and expertise we have acquired as organisers of CARAVAN SALON and help companies in the recreational vehicle industry in growth regions. Working with our partners, we have adapted this exciting trade fair theme to Chinese requirements and expectations,” says Koschke. This is the first year that the AIC will feature two special thematic areas that met with an outstanding response in Düsseldorf: the Dream Tour Cinema and the Starters’ World. Another new element will be the AIC School, where visitors can find out more about caravanning culture and the technical operation of vehicles and accessories.

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 250,000 visitors.

Further details on All in CARAVANING 2019 are available at

www.aicshow.com

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

Press contact:

Alexander Kempe

Phone: +49 211 45 60 997

Email: KempeA@messe-duesseldorf.de

Marion Hillesheim

Phone: +49 211 45 60 994

Email: HillesheimM@messe-duesseldorf.de