

All in CARAVANING 2021  
Beijing Etrong International Exhibition & Convention Center  
18-20 June 2021



## The 10<sup>th</sup> All in CARAVANING Concluded with a Record-breaking Success

AIC 2021 – the 10<sup>th</sup> All in CARAVANING came to a successful conclusion at Beijing Etrong International Exhibition & Convention Center on June 20<sup>th</sup>. “We are so delighted to once again present a high-quality trade show to the industry. During the three-day event, we welcomed a new record of 25,448 visitors. This fact not only underlines the importance of AIC for the Chinese RV industry but also shows that face to face meetings are demanded than ever before.” Mr. Marius Berlemann, General Manager of Messe Düsseldorf (Shanghai) Co., Ltd. concluded.

On the business side, the show produced remarkable results. Exhibitors and visitors were highly satisfied with the outcome, which exceeded expectations in many respects. New exhibition zones as well as exciting concurrent events received positive response. The lively atmosphere at AIC shows that caravanning is becoming increasingly popular in China. People's desire for travelling and exploration of the world makes this traveling style charming and meaningful.

The indoor and outdoor exhibition area totaled **39,000** square meters and welcomed more than 200 brands, attracting 25,448 visitors in total, up by 6% compared to the previous year. More than 550 caravan models of different price ranges were on display.

### Responses from the exhibitors with high satisfaction

Many manufacturers see AIC as a great platform for launching new vehicle models. In view of the one-year delay due to the pandemic, exhibitors went the extra mile by presenting a wide range of new models for caravanning fans. More than 20 manufacturers exclusively unveiled their latest vehicle models at the AIC.

The outdoor equipment zone is a new addition this year and has become one of the most popular areas at AIC. Visitors showed strong interest in buying the tents, camping products and various outdoor items on offer. The exhibition area with technical accessories, equipment and extension parts was also very popular. In particular, the Innovation Zone and the German Pavilion, where products "Made in Germany" were presented, attracted the attention of many visitors. As the first international pavilion at a leisure fair in China, the German Pavilion was initiated by the German Federal Ministry for Economic Affairs and Energy and co-organised by the Association of the German Trade Fair Industry. The varied accompanying programme on all aspects of mobile leisure was also successfully received.

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[www.aicshow.com](http://www.aicshow.com)

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AIC 2022 will be held at the Beijing Etrong International Exhibition & Convention Center next June. A new journey for the next decade begins here. For more information, please visit [www.aicshow.com](http://www.aicshow.com).



## Background information on organizer

### Messe Düsseldorf (Shanghai) Co., Ltd.

Established in 2009, Messe Düsseldorf (Shanghai) Co., Ltd. (MDS) is a subsidiary of Messe Düsseldorf GmbH, one of the world's top exhibition organizers. MDS is committed to introducing industry leading trade fairs to China and providing Chinese and international customers with superior exhibition services. MDS is successfully holding 13 leading trade fairs and conferences in China, covering a broad range of industries including printing, packaging, wire and tube, plastics, medical devices, retail, safety and health, wine & spirits and caravanning. With a workforce of 60+ fulltime employees, the company's head office is located in Shanghai with a branch office in Beijing. For more information about MDS, please visit [www.mds.cn](http://www.mds.cn).

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