

All in CARAVANING 2019 Successfully Concluded

Volume of transactions has risen sharply, and the number of visitors reached yet another record

Held at the Etrong International Exhibition & Convention Center in Beijing the All in CARAVANING 2019 from 14 to 16 June has exceeded all expectations and succeeded in topping very clearly last year's record results yet again.

The indoor and outdoor exhibition areas totalled 37,000 square meters, with more than 200 brands from 22 countries and regions, 48% of which were international exhibitors. The three-day exhibition attracted more than 24.000 visitors from Hong Kong SAR, Taiwan Region, Germany, France, Australia, Italy, Canada, India, Mongolia, South Korea, Japan and other countries/regions, an increase of 8% over the previous edition. About 500 RVs of varying grades and brands were showed onsite, demonstrating a booming Chinese market.

“When All in CARAVANING started here in China in 2012, this was a very new topic, not known to many people in china. Meanwhile, caravanning is becoming more and more popular, and we are sure that alongside the show will grow and coming here a very bright future. We see the rise in visitor numbers as a clear indication of the great and uninterrupted interest in caravan vacationing. The innovations presented here went down excellently and the sales concluded also exceeded expectations”, said Wolfram N. Diener, Managing Director of the Messe Düsseldorf GmbH.

China's market for caravanning and camping is growing and will also continue to experience tailwinds over the coming months. This development could clearly be felt at AIC. The exhibiting caravan and motorhome brands managed to close many new business deals during the trade fair. Most exhibitors reported outstanding sales results. At the same time, organization of visitor delegation developed further to 500 people based on last year. AIC continues to work with well-known



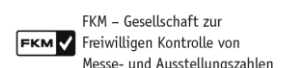
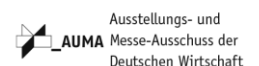
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enterprises to bring potential customers who have purchasing power and interest in caravan to the event for first-hand experiences.

Accessories and outdoor products have also gained great popularity. Various exhibitors launched their innovative products of the year, including electrical appliances, kitchen and bathroom furniture, camping, and other products for caravan improvements, which have been well received by visitors.

Expert-level conferences share knowledge and international expertise

An extensive supporting programme completed the event. Professional conferences took place at the Convention Center to enhance international exchanges and sharing of industry experiences. In interesting and top-class lectures, the current situation and future trends of the industry had discussed. The 1st Asian RV Conference, Sino-German Dealer Workshop, Sino-German Guided Camping Experience Exchange Meeting have all invited experts from Germany and Japan to engage in direct dialogues. Several important conferences by major industry associations also took place, covering topics of caravan, camping, outdoor activities and tourism. The number of participants reached more than 800. By way of lectures and dialogues, important players from industry and associations were able to exchange information on various aspects of the sector.

AIC activity area is high popular and strives to promote the caravan culture

Approximately 3.000 families have come to AIC this year, making the "AIC Kids Club" and "AIC Outdoor Club" the liveliest areas on the spot. These young families with children were highly interested in caravan trips. AIC has become the starting point for them to get in contact and experience the lifestyle of caravan travels. "The atmosphere at the Exhibition & Convention Center was great and we welcomed many families with kids. We are particularly pleased that our new entertainment concept went down so well," said Stefan Koschke, Global Head Caravanning & Outdoor.

One of the most popular events was the "AIC Dream Tour" by top caravanning travellers Kostya Abert (Germany) and Zhang Guangzhi (China). Their fascinating recount of caravan trips drew the visitors in with magnificent scenery and interesting anecdotes. The "AIC Starter World", which was held for the first time, also enjoyed great popularity – experts



gave are practical tips and recommendations provided for vehicle types, travel routes, equipment or vehicle technology.

"AIC's eighth edition has achieved wonderful results, successfully fulfilled and even surpassed our expectations. The Chinese caravanning and camping industry is forging ahead with increasing market demand and tremendous potentials. I believe that AIC is ready to meet the challenges of the next years. Under the support of all partners, the mother show Caravan Salon and various international associations, it is bound to become the No.1 trade fair in caravanning and camping industry in Asia." explained Marius Berlemann confidently, General Manager of Messe Düsseldorf (Shanghai) Co., Ltd.

For further details on All in CARAVANING 2019 go to www.aicshow.com

Organizers background information

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 5 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 more than 20 leading trade fairs and conferences in China, covering a broad range of industries including printing, packaging, wire and tube, plastics, renewable energy, medical devices, retail, safety and health, wine & spirits and caravanning. With a workforce of some 70 fulltime employees, the company's head office is located in Shanghai with a branch office in Beijing. The worldwide outbound exhibition business (trade shows in Düsseldorf, Germany and other leading Messe Düsseldorf Global Shows) is organized by Messe Düsseldorf China Ltd. (MDC), serving Chinese exhibitors and visitors with superior customer service from its office in Hong Kong. Visit www.mds.cn for more information.

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