

Press Release | December 2020

All in CARAVANING 2021

Beijing Etrong International Exhibition & Convention Center

18-20 June 2021



Explore a Better Life of Travel: AIC announces the show date and highlights in 2021

On 4th December 2020, the AIC appreciation banquet was held in Beijing, at which the new dates for AIC 2021 were announced. Under the theme of **Explore a Better Life of Travel**, AIC 2021 will once again take place in **Beijing Etrong International Exhibition & Convention Center** during **June 18-20, 2021**.

Present at the event were top management of partners, including Mr. CHENG Hong, Senior Director of the CITS Group Corporation, Mr. FANG Dehe, Secretary General of the China Association of Automotive Manufacturers Recreational Vehicle Industry Committee, Mr. LIAO Hongbin, Vice President of the China Self-driving Tour and Camping & Caravanning Association (STCCA) of CTACA, and Mrs. Yujia DU BLANCHARD, AIC Project Director of Messe Düsseldorf (Shanghai) Co., Ltd. Over 20 renowned manufacturers of caravans & motorhomes, accessories and outdoor gears also took part in the event as representatives of exhibitors. Moreover, 30 industry media outlets and partners were also invited to join the event.

Launched in 2012 and held annually in Beijing, AIC is a satellite exhibition of CARAVAN SALON DÜSSELDORF, the world's largest trade fair for motorhomes and caravans. AIC is the only international trade exhibition for the caravanning industry across the country with recognition and approval by the Ministry of Commerce of the People's Republic of China.

Participants reviewed the journey of AIC, one that is filled with challenges as well as achievements, and shared a good outlook for next year's show.

The year 2021 will mark the tenth edition of AIC. For its inaugural show in 2012, AIC was a niche event with an area of merely 5,000 sqm and 53 exhibitors at the National Agriculture Exhibition Center. Since then, it has grown to 39,000 sqm in space with more than 200 exhibitors of motorhomes, caravans, chassis, accessories and campsites from China and worldwide, including a wide range of renowned brands. AIC has become the compass for China's caravanning and camping industry. In her welcome speech, Mrs. Yujia DU BLANCHARD, AIC Project Director expressed her heartfelt gratitude to the exhibitors, partners and media outlets for their support to AIC development.

Through a video trailer titled "**AIC, Together for Ten Years**", she shared some of the innovative programs and highlights of the 10th AIC show. Thanks to the further expansion

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of exhibition area, three new zones will debut next year, namely the "**Outdoor Products Zone**" for manufacturers of outdoor gears and products, the "**Campgrounds Zone**" with information on top campsites across the country, and the "**German Pavilion**" with a fine selection of made-in-Germany brands. The new exhibition hall layout accentuates specific themes of exhibition and optimizes grouping of exhibits, so as to provide visitors with a more productive visit and better experience.

As for concurrent events, there is much creativity and excitement to look forward to. For trade visitors and caravan enthusiasts alike, the following three themed activities are not to be missed.

Lead new development

Make sure to check out "**The 1st International Summit on the Development of China's FIT tourism: Cross-industry Integration and Development of a New Ecosystem for Culture and Tourism Industry**". The coronavirus pandemic of 2020 has dramatically changed people's ideas and ways of travelling. Well-designed, and personalized services are highly sought-after, whilst *self-driving tour*¹ rapidly takes over the market with exploding popularity. As a new form of business that is actively encouraged by the State, self-driving tour and camping have shown great market potential for development. In this context, AIC joins hands with key partners in tourism and self-driving holiday sector to launch this summit as a platform that gathers industry leaders to explore prospects of the culture and tourism industry.

Moreover, AIC will enhance efforts in the organization of events for businesses, including the "AIC Buyers Program", "Chinese RV Parts Export Standard Seminar" and "The 2nd Sino-German Dealer Workshop". International experts will take part in the events to exchange ideas with Chinese manufacturers and dealers.

Discover new trends

Launched for the first time, "**AIC Talent Academy**" is a brand-new event at the show and will bring outstanding Chinese design talents together and promotes innovative design concept for domestic caravan and motorhomes. The "**AIC Innovation**" for caravan parts and accessories as well as the "**RV of the Year**", famed as the Oscars of caravanning industry, will also be staged and open to all exhibitors.

Breed new culture

"**AIC Dream Tour**" and "**AIC Starter World**", the two popular branded events among caravan enthusiasts will be staged again. "AIC Dream Tour" will invite veteran caravan travelers to share with visitors amazing routes, campsite experiences, and fun activities on the road. Novice caravanners can also join the "AIC Starter World" to gain valuable knowledge and information about caravanning from an objective and neutral perspective.

In addition to the concurrent activities, Mrs. Du further explained that AIC is not only a professional and international platform for trade, but also a venue for communication which integrates education on caravan culture, promotion of caravanning holidays as well



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as cooperation across sectors. Based on this concept, the "AIC SCHOOL" program initiated by AIC for popular education on caravanning will continue to be held across the country in 2021. From 2019 to 2020, AIC SCHOOL has already organized six highly successful events in Beijing, Shanghai and Shijiazhuang. Next year, the program will come to more cities with innovative forms of organization, imparting knowledge on caravan driving, rental and route planning, whilst providing opportunities for participants to experience caravans with practice.

Another brand activity of AIC, "GO CARAVANING", is also under preparation. GO CARAVANING aims to connect RV manufacturers with end-consumers and caravan enthusiasts through a host of sporting events, music festivals, creative bazaars and other outdoor activities centered around caravanning culture. And it offers an opportunity for the general public to experience the caravanning holiday lifestyle through diversified fun activities.

The successful appreciation banquet marks the beginning of preparation for AIC 2021, and starts the countdown to the tenth anniversary of the trade show. Booth sales are currently in full swing and visitor registration is expected to open in March next year. For booth application and more information, please visit www.aicshow.com

1. *self-driving tour* means free independent travel by a vehicle

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 14 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 70+ 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.



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