

中国国际房车展览会 All in CARAVANING 2023.06.16-18

北京·北人亦创国际会展中心
Beijing Beiren Etrong



房车，探索更自在的旅行生活
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加入中国最专业、最具影响力的房车展览会 Be part of the No.1 trade show for motorhomes and caravans in China!



2012年,杜塞尔多夫展览(上海)有限公司推出了首届AIC中国国际房车展览会,专为满足中国/亚洲地区的市场需求度量身定制。一年一度的AIC房车展是中国唯一获国家商务部批准举办的国际性房车专业贸易展览会,她快速展现当前的流行主题,收集世界有关房车创新、发展趋势等方面的可靠信息,为世界同仁提供共同交流探讨的机会。展会汇聚国际知名品牌的自行车及拖挂式房车整车、底盘、零配件以及房车露营地等相关产品。

德国杜塞尔多夫展览集团公司,全球最大房车展CARAVAN SALON DÜSSELDORF的主办方一直全力支持AIC,旨在将世界第一的房车专业展览带到中国,为业内各领域的公司提供展示新产品和服务的国际化舞台,打造中国房车工业的顶级平台。

Organized by Messe Düsseldorf (Shanghai) Co., Ltd., All in CARAVANING debuted in the year of 2012, tailored to meet the specific needs in China/Asia region. The annual event is China's only international RV trade exhibition approved by the Ministry of Commerce of the PRC. It is the most important indicator for the hot topics in the industry, providing the industry players with reliable information on the global caravan industry innovations and trends, as well as lots of business opportunities. It showcases a wide spectrum of caravanning products, including caravans and mobile homes, accessories, extension components, and campsites from domestic and international renowned brands.

Messe Düsseldorf GmbH, organizer of CARAVAN SALON DÜSSELDORF, the world's largest show for motor homes and caravans, has extended fully support to AIC, dedicated to introducing expertise, experience and insights from the world's premier trade platform to China to empower the exhibitors and visitors to explore more business opportunities.



疫情之下, 中国房车露营行业逆势向上发展

China's RV camping industry bucks the trend amid COVID-19 pandemic and global recession

2022年受到疫情蔓延的影响, 房车行业受到较大冲击, 研究报告显示, 1-6月, 中国房车销量为5,155台, 同比增速下降12%, 逆转了之前的增长势头。但随着国内疫情渐缓, 房车露营越来越成为人们度假的首选, 使得市场在下半年迅速回暖。在今年国庆, 国内大多数房车租赁平台的车辆实现100%租赁, 各大营地也是一位难求。此外, 根据公安部交通管理局的数据, 2022年4月1日起正式实行的拖挂房车C6驾照, 截至9月底, 已有34.6万人申领并取得该驾照。由此可见, 中国的房车露营产业仍处于逆势上升阶段。

同时, 国家相关利好政策不断出台, 如《**商务领域促进汽车消费工作指引和部分地方经验做法的通知**》《**“十四五”旅游业发展规划的通知**》等, 从房车线路、营地建设、车辆牌照、服务标准、旅游规划等多个角度, 提出了一系列政策支持, 使得房车旅游持续升温。

据艾媒咨询发布的研究报告, 2021年中国露营经济核心市场规模达到747.5亿元, 同比增长62.5%。预计未来几年国内将建成超过4,000个标准营地, 而房车企业对产品的研发力度也顺势加大, 将进一步推动房车露营市场的发展。

The RV industry was hit hard by the COVID-19 pandemic in 2022. Statistics show that a total of 5,155 RVs were sold in China in the first half of the year (down 12% year-on-year), reversing the previous growth momentum. However, with the mitigation of the COVID-19 transmission in China, RV camping is becoming the first choice amongst holiday seekers, enabling the market pick up quickly in the second half of the year. During the Golden Week Holiday of this year, most RV rental platforms in China have achieved 100% rental of vehicles, and it was extremely hard to book a site in any major campgrounds. Additionally, according to the data from the Traffic Management Bureau of the Ministry of Public Security, 346,000 people had applied for and obtained the C6 Driver's License for trailers as of the end of September, 2022. It is thus clear that China's RV camping industry is still on the upswing amid the COVID-19 pandemic and global recession.

Meanwhile, relevant favorable policies have been introduced in China, including the **“Notice on Issuing the Guidelines for Promoting Automobile Consumption in the Commercial Field and Some Local Experiences and Practices”** and **“The Tourism Development Plan during the 14th Five-Year Plan Period”**. These policies put forward a series of policy support from the perspectives of RV routes, campground development, vehicle licenses, service standards and tourism planning, among, heating up RV tourism further still.

According to iiMedia Research, in 2021, the core market size of China's camping economy has reached RMB 74.75 billion, up 62.5% year-on-year. More than 4,000 standard campsites are expected to be built in China in years to come, and RV companies will also increase their research and development efforts on their products to further promote the development of the RV camping market.



AIC 2023 展馆平面图概览

Overview on AIC 2023 Floor Plan

图例 Legend

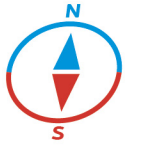
- 房车室内展区
Indoor Caravan Zone
- 德国国家展团
German Pavilion
- 房车配件展区
Caravan Parts Zone
- 房车室外展区
Outdoor Caravan Zone
- 户外休闲生活区
Outdoor Recreation Area
- 现场活动区
Events Zone
- 会议区
Conference Zone
- P 停车区
Parking Zone
- 餐饮区
Catering Area



AIC 2023 预计规模 Forecast of AIC 2023 Statistics

	总面积 Exhibition Area	39,000 sqm
	展商数量 Exhibitors	260
	观众数量 Visitors	27,000
	媒体 Media	320

地铁 Metro
荣昌东街站 RONGCHANGDONGJIE Station



西1门入口
W1 Entrance

西3门入口
W3 Entrance

公交 Bus
846

公交 Bus
665



连廊 Corridor



P

南4门出口 S4 Exit

南5门出口 S5 Exit

坐拥京南CBD战略区域：北京·北人亦创国际会展中心

Located in South Beijing CBD strategic area: Beijing Beiren Etrong International Exhibition & Convention Center

40,000平米的室内展区 + 10,000平米的室外展地, 为大型展示提供充足场地!

40,000 sqm of indoor exhibition area + 10,000 sqm of outdoor stadium, offering ample space for large scale exhibition!



地址:北京市大兴区亦庄荣昌东街6号
Address: No. 6 East Rongchang Street, Yizhuang, Daxing District, Beijing, China

地铁:亦庄线至荣昌东街站下

Subway: RONGCHANGDONGJIE Station of YIZHUANG Line

2023发现新展区 NEW for AIC 2023

户外休闲生活区
Outdoor Recreation Area



携手国内外知名装备品牌、露营地品牌, 打造户外休闲露营生态圈, 指引露营文化新风向。

Famous equipment brands and campsite brands from both home and abroad will be gathered here to create an outdoor recreational camping ecosystem and to guide the new trend of camping culture.



展品范围

- > 拖挂式房车/拖车
- > 自行车房车
- > 动力牵引车
- > 移动别墅/移动木屋
- > 房车用可拆卸零部件
- > 安装/暖气装置/供气/供水
- > 能源供应/电力安装/电器设备
- > 天线/接收器/导航系统
- > 车辆部件/底盘装置/轮轴/拖车设备/零部件
- > 帐篷
- > 露营装备及配件
- > 户外运动用品
- > 房车旅游产业
- > 房车营地设施供应商/娱乐设备供应商
- > 露营地/露营公园材料供应商
- > 营地服务、营地设计规划及专业领域
- > 租赁代理
- > 采购/金融/保险
- > 房车/露营相关政府部门、协会、科研机构
- > 专业文献/媒体

Main Product Groups/Sectors

- > Caravans/Trailers
- > Motor Homes
- > Basic Vehicles
- > Park Trailers/Mobile Homes
- > Detachable Parts and Components for Caravans and Motor Homes
- > Installations/Heating/Gas/Water
- > Energy Supply/Electrical Installations/Electrical Appliances
- > Antennas/Receivers/Navigation Systems
- > Vehicle Parts/Chassis Units/Axles/Trailer Equipment/Accessories
- > Tents
- > Camping Equipment and Parts
- > Outdoor Articles
- > Caravaning Tourist Industry
- > Campgrounds Infrastructure Suppliers/Recreational Equipment Suppliers
- > Campgrounds/Camping Parks Material Suppliers
- > Campgrounds Service/Campgrounds Design and Planning/Specialist Sectors
- > Rental Agents
- > Purchase/Financing/Insurance
- > Government Institutes/Associations/Research Institutes
- > Specialist literature/Media

展商 Exhibitors

作为最能体现国内房车业发展水平和发展趋势的优秀展会代表——杜塞中国国际房车展览会每一届的举办都会给我们参展商带来新朋友、新机遇、新收获。祝愿中国国际房车展览会不断推陈出新，为中国房车及露营产业的发展壮大添砖加瓦、贡献力量。

As a top-end exhibition fully reflecting the development level and trend of China's caravanning industry, each edition of AIC has brought new friends and opportunities to exhibitors, which have achieved fruitful results. We wish that AIC will continuously display new, innovative products and contribute to the development of China's caravanning and camping industry!

中国汽车工业协会房车分会会长、宇通房车总经理 卢鹏先生
Mr. LU Peng, President of China Association of Automotive Manufacturers Recreational Vehicle Industry Committee & General Manager of Yutong RV

从中国房车产业初起至今，AIC所构建的中外产业融合、品牌展示推广平台，对国内房车产业的快速可持续发展有着深远的影响，我们非常珍惜在AIC展示的机会并满怀谢意。

AIC has established a perfect platform for the integration of Chinese and international industries as well as brand display and promotion, which has a profound impact on the rapid and sustainable development of the caravanning industry. We cherish and appreciate the opportunity to showcase at AIC.

大驰智能房车总经理 李明成先生
Mr. LI Mingcheng, General Manager of DACHI Intelligent RV

艾威国际陪伴AIC走过了十年，从农展馆走到现在的亦创。如今AIC已逐渐成为行业内最大、最有影响力的展览。我们每年都是AIC最重要的参与者之一，每年都收获满满。今年我们把更多的户外元素展现给了消费者，从房车到户外露营装备，再到户外美食等等，体现了丰富多彩的户外生活元素。未来我们将继续与AIC并肩同行，为行业、为消费者呈现更多的休闲户外消费文化。

RV International has participated in all the editions of AIC since it was launched ten years ago. We have achieved fruitful results at the exhibition. This year, we showed more outdoor elements to consumers. From RVs to outdoor camping equipment and to outdoor food, we presented consumers with a wide variety of elements of outdoor life. In the future, we will continue to join hands with AIC to showcase the outdoor consumption and recreation culture for the industry and consumers.

艾威国际CEO 廖红斌先生
Mr. LIAO Hongbin, CEO of RV International

国内房车贸易展会上首次登场的德国国家馆这一概念带来的不仅是严谨的德国制造，还有欧洲成熟的技术及理念。借力专业的AIC展会支持，德国国家馆为国内房车事业的持续发展贡献出了德国制造的力量。

The German Pavilion, which made its debut at AIC, brought not only quality German products, but also sophisticated European technology and concepts. With the support of the professional AIC, the German Pavilion contributed to the sustainable growth of China's caravanning industry with products made in Germany.

烟台爱科机械设备有限公司总经理 魏向阳先生
Mr. WEI Xiangyang, General Manager of AL-KO (Yantai) Machinery Co., Ltd.

观众 Visitors



25,448 位观众
Visitors

↑ 6%



94.24%

的观众对本次展会感到满意
of visitors were satisfied with AIC 2021

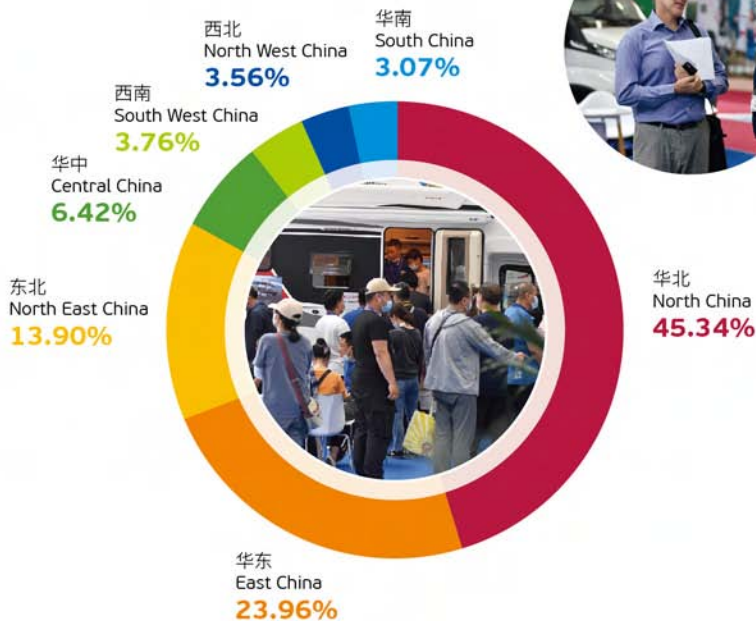


97.38%

的观众有意继续参观 AIC 2022
of visitors are willing to visit AIC 2022

展会本地观众(北京)所占比例为**72.74%**,来自非展会举办地的各区域比例如图所示,其中来自华北地区的观众为主力。

Local visitors (Beijing) accounted for **72.74%**, and the proportion of visitors from outside Beijing is shown in the chart.





专业观众

- > 房车进口商/代理商/经销商/4S店
- > 房车生产商
- > 房车配件进口商/代理商/经销商
- > 露营地开发商/经营机构
- > 旅游系统/风景区/酒店业/地产业
- > 旅行社/房车租赁机构
- > 帐篷/露营装备/户外运动用品代理商/经销商
- > 房车用户/爱好者/俱乐部
- > 相关政府部门/协会/研究机构

Trade Visitors

- > Agents/Importers/Traders/4S Shops
- > Caravan Manufacturers
- > Caravans Parts and Components Agents/Dealers/Traders
- > Campground Developers/Operators
- > Tourism System/Scenic Spots/Hotel/Real Estate
- > Travel Agencies/RV Rental Agencies
- > Tent/Camping & Outdoor Equipments Agents/Dealers
- > Caravan Fans & Clubs
- > Government Institutes/Associations/Research Institutes



扫描二维码, 观看AIC 2021精彩视频
Scan QR code to
watch the show video of AIC 2021



我和孩子是第一次来看房车展会, 大开眼界。房车的生活功能齐全, 可以睡觉、做饭、洗澡, 还能带宠物, 太想体验一番了。我们打算先尝试租赁, 以后有条件了买一辆。

My family and I came to the caravanning show for the first time, which was really an eye opener. The caravan is fully functional for people to live in. We are so eager to experience it. I plan to rent a caravan first, and buy one later, if possible.



AIC 2023 精彩同期活动 Highlighted Concurrent Events of AIC 2023



引领新发展 Lead New Development

第二届中国自驾车旅游发展峰会 The 2nd China's FIT Tourism Development Summit

荟聚行业领军者，共同思考文旅产业的前景，探讨如何加快推动融合与创新，构建以国内大循环为主、国内国际双循环相互促进的新格局。

Industry leaders are to gather at the summit to explore prospects of the culture and tourism industry, discuss ways to accelerate cross-industry integration and innovation, and seek to build a new development pattern in which domestic economic cycle plays a leading role while international economic cycle remains its extension and supplement.

中国房车配件及户外产品出口论坛 China RV Parts and Outdoor Products Export Seminar

介绍海外房车配件及户外产品市场的生产规范标准、企业采购流程与采购需求，为国内企业开拓海外市场提供积极有效的解决方案。

To introduce the production standards, corporate procurement procedures and requirements of overseas RV parts and outdoor product market and provide active and effective solutions for Chinese companies to explore the international market.

第三届中国德经销商大会 The 3rd Sino-German Dealer Workshop

力邀德国专家任演讲嘉宾，与国内房车厂商、经销商展开对话，分享成功案例、交流经验。

German experts are invited to deliver presentations and exchange with Chinese RV manufacturers as well as dealers to share best practices and experience.



AIC 2023 精彩同期活动

Highlighted Concurrent Events of AIC 2023

发现新趋势 Discover New Trends

技术创新展示区 AIC Innovation



集中展示本年度最新锐、最富有创造力、并能够引领房车零配件产业发展趋势的产品和科技。

To demonstrate the most innovative, creative, and trend-setting RV parts products as well as the state-of-the-art technologies.

2023 中国年度房车 RV of the Year



房车界的“奥斯卡”，荟萃年度最新款、最具潮流风格的自行车式、拖挂式、及营地型房车。

Famed as the Oscars of caravanning industry, it presents the latest and most trendy motorhomes, caravans and mobile homes of the year.

培育新文化 Breed New Culture

AIC露营实验室 AIC Lab

NEW

AIC官方新媒体IP，邀请网红房车旅行达人、专业房车玩家、业内资深专家等亲临现场，分享旅行经验、帮助新手答疑解惑，并组织露营装备测试、房车露营新鲜玩法探秘、家庭露营等活动，旨在向大众传播房车与露营文化。

As the new AIC media IP brand, AIC Lab will invite veteran RV travelers, camping tutors and industry experts to share their experiences. It will focus on camping equipment testing, camping culture, and RV camping styles, guiding caravan enthusiasts to explore a more comfortable life of travel.

Vanlife车友嘉年华 Vanlife Carnival

NEW

来自全国各地的vanlife车友齐聚一堂，体验自由的露营市集和极具风情的vanlife生活。

Vanlife fans from all around the country gather together to experience the vibrant camping market and the wonderful van lifestyle.

AIC访谈间 AIC Interview Room

NEW

直击现场最热门车型和最具人气的活动，由知名媒体主持，邀请头部展商及业内权威人士展开访问，实现展商、专家及观众之间的即时交流。

Hosted by renowned media outlets in the industry, top exhibitors and industry authorities are invited to talk about the most popular RV models and the current hot topics, enabling instant communication among exhibitors, experts and visitors.

AIC直播接力 AIC Live Now

全面开启现场直播间，媒体矩阵接力直播，3天20小时不间断！

Livestreaming with the hottest anchors, keeping a non-stop rolling for total 20 hours in 3 days!

AIC SCHOOL “房车+”新玩法, 期待你的加入

Join us to AIC SCHOOL



AIC SCHOOL由AIC中国国际房车展览会于**2019**年创立,是针对想要了解及学习房车露营和户外相关知识、并向往高品质新生活方式的大众所成立的房车小课堂。**AIC SCHOOL**通过一系列“房车+不同主题”的方式,让学员们寓学于乐,感受到房车露营生活的乐趣。

课程合作伙伴募集开始!期待着与我们同样热爱房车、露营、旅行、及户外生活的朋友们来携手合作。

【召集对象】

户外品牌、钓鱼品牌、滑雪品牌、户外野化训练机构、户外网平台、越野车俱乐部、摩托车俱乐部、极限运动俱乐部、营地等。

【活动内容】

房车+露营美食、安全驾驶培训、渔猎、滑雪、宠物活动、时尚活动、自驾行主题系列活动等,实现房车与其他圈层的碰撞融合,探寻与房车文化相关的新时尚与新生活。

AIC SCHOOL offers B2C seminars and training programs for those who are interested in caravanning & camping and pursue a high-quality lifestyle. Through “RV+” series courses, it aims to popularize the RV culture, improve people's camping skills, and let more people experience the fun of caravanning life.

We invite outdoor brands, fishing brands, skiing brands, outdoor wild training institutions, outdoor online platforms, Off-road vehicle clubs, motorcycle clubs, extreme sports clubs and campgrounds to cooperate with us to jointly launch the diversified **AIC SCHOOL** courses, including RV + camping food, safe driving training, fishing and hunting, skiing, pet activities, fashion activities, and self-driving journey series events to contribute to the clash and hybridization of the RV circle and other circles, and explore new fashion and new life related to RV culture.



AIC SCHOOL 课程简介

签约导师: 房车资深玩家、房车制造商、房车租赁平台方、自驾线路规划师、营地主、户外体验师等

课程主题:

探索潮流露营新玩法
户外露营美食攻略
房车车型介绍
房车基本内饰和应用
如何驾驶房车
如何规划一条完美的线路
如何租赁房车
... ..



AIC SCHOOL Course Profile

Topics:

Explore stylish glamping
Outdoor camping and food guide
RV types introduction
RV function and application
How to drive a RV?
How to plan a perfect RV journey?
How to rent a RV?
... ..

Invited Tutor: Experienced RV fans, RV manufacturer, RV rental company, self-driving journey planner, campsite operator, outdoor KOL etc.

咨询与合作联系 Contact us

龚烁 先生 Mr. Silas Gong

电话 Tel: +86-10-6590 7101转8621

电邮 Email: silas.gong@mds.cn

AIC 露营实验室

AIC Lab



“AIC露营实验室”是中国国际房车展览会唯一的线上自媒体IP,以抖音、小红书、视频号等多个视频平台为依托,形成宣传矩阵。为了更好地发挥国内房车市场与国际房车市场相互交流、相互影响的作用,AIC露营实验室不断探索国内外房车与户外运动相结合的潮流方式,并联合知名房车博主、户外KOL、露营大咖,通过短视频的方式呈现最新颖、最有趣味的房车露营生活。

目前,AIC露营实验室与知名户外达人“野路子”及其团队联合创作的房车旅居生活系列长篇视频栏目《房车趣野攻略》正在热播中,节目通过以各种车型的房车作为出行载体,解锁丰富多彩的前沿户外运动项目。

As the only online media IP of All in CARAVANING, "AIC Lab" develops a publicity matrix based on Douyin, Xiaohongshu, and WeChat Channels and other video platforms. With a view to promote the interchange and mutual influence between the Chinese RV market and the international RV market, AIC Lab serves to enlighten and illuminate its participants on combining RV and outdoor sports. It brings together the well-known RV bloggers, outdoor KOLs and camping celebrities to present the most innovative and interesting RV camping life in short videos.

The latest hit show - "Travel by RV" is a long-form video series about RV traveling and living jointly created by AIC Lab and the Yeluzi team of Beijing Junwu. By using various RV models as transportation carriers, it showcases a wide variety of cutting-edge outdoor sports programs.



使用抖音App
扫码关注或在App内
搜索“AIC露营实验室”

咨询与合作联系 Contact us

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GO CARAVANING 房车露营体验季



GO CARAVANING

“GO CARAVANING 房车露营体验季”由AIC中国国际房车展览会创立，旨在通过将房车露营文化融入到体育赛事、音乐节、创意市集及其他户外大型活动中，联结房车厂商与终端消费者/房车露营爱好者，同时面向大众传播房车潮流文化及房车度假生活方式，让参与者体验到多元化房车活动的乐趣。

跨界融合，创新发展！

“GO CARAVANING” is a sub-brand event launched by AIC, which 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. It offers an opportunity for the general public to experience the caravanning holiday lifestyle through diversified fun activities.

Integration drives for innovation-driven development!

参展费用 Participation Cost

房车 / 旅居车展商

For caravan/motor home exhibitor

室外光地：

人民币 480元 / 平方米 (最小50平方米)

Raw space outside area:

480 RMB / m² (min. 50m²)

室内光地：

人民币 650元 / 平方米 (最小50平方米)

Raw space inside area:

650 RMB / m² (min. 50m²)

户外装备展商

For outdoor equipment exhibitor

室外光地：

人民币 480元 / 平方米 (最小24平方米)

Raw space outside area:

480 RMB / m² (min. 24m²)

室内光地：

人民币 550元 / 平方米 (最小24平方米)

Raw space inside area:

550 RMB / m² (min. 24m²)

其他类型展商 (房车零部件等)

For other exhibitor (RV accessories, etc.)

室内光地：

人民币 845元 / 平方米 (最小18平方米)

Raw space inside area:

845 RMB / m² (min. 18m²)

标准展位：

人民币 1,200元 / 平方米 (最小9平方米)

Shell scheme:

1,200 RMB / m² (min. 9m²)



标准展位配置 Shell Scheme Construction Package

展位面积对应配置 (平米sqm)		9	12	15
墙板	Wall panel	√	√	√
地毯	Carpet	√	√	√
楣板	Fascia	含中英文参展商名称, 展位号码 Company name in Chinese and English, booth number		
1米高带锁询问台	1mH lockable information counter	1	1	1
圆桌	Round table	1	1	1
白胶椅	White plastic chair	3	3	4
废纸篓	Wastepaper basket	1	1	1
12W长臂射灯	Long arm spotlight 12w	3	4	5
500W插座	Socket 500W	1	1	1

- 以上AIC 2023展位配置及设计供参考, 实际请以展商服务手册为准。
Above stand package and design of AIC 2023 are for reference, and the actual package and design will be subject to the service manual.
- 标准展位配置中未使用的项目不予退款。
No refund for unused items in construction package.



扫描二维码
在线申请展位
Scan the QR code
for booth application

国际支持单位 International Supporters



德国联邦交通和数字基础设施部
German Federal Ministry of Transport
and Digital Infrastructure



德国房车工业协会
German Caravanning Industry Association



德国杜塞尔多夫展览集团公司
Messe Düsseldorf GmbH
- 杜塞尔多夫国际房车展主办者
Organizer of Caravan Salon Düsseldorf



门户网站 China Media Giants



行业合作媒体 Industrial Media Partners



国际合作媒体 International Media Partners



中央媒体 China National Media Partners



地方合作媒体 Regional Media Partners



新媒体特别合作 Special Social Media Partners



特别户外合作媒体 Exclusive Outdoor Media Partner



媒体合作联系 Media Cooperation

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有关详情, 请联络以下主办单位:

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Check in

参展邀请
Invitation
to exhibit



2023中国国际房车展览会 All in CARAVANING 2023

2023年6月16-18日
16-18 June, 2023

北京·北人亦创国际会展中心
Beijing Beiren Etrong International
Exhibition & Convention Center

重要日期 Important Dates

报名截止 Registration deadline

2023年3月31日
31 March, 2023

展台搭建 Construction

2023年6月14-15日
14-15 June, 2023

展会 Exhibition

2023年6月16-18日
16-18 June, 2023

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