

## Press Release | April 2024

All in CARAVANING 2024

April 19-21, 2024

Beijing Beiren Etrong International Exhibition & Convention Center



### All in CARAVANING 2024 Concludes on a Successful Note: Leading the Way to a New Lifestyle of RV Living

All in CARAVANING, held from April 19 to 21, 2024, at Beiren Etrong International Exhibition & Convention Center, Beijing, concluded successfully, giving guidance to the China's RV and camping sector. With strong support from CARAVAN SALON DÜSSELDORF, the world's largest exhibition for motorhomes and caravans, AIC is dedicated to bringing the pinnacle of the global RV exhibition to China.

For the first time, the exhibition was moved from its usual June slot to April, adapting to the evolving RV market and the growing needs of exhibitors. This strategic change paid off, with the event taking place during more suitable weather and a prime buying season, thus attracting a larger number of visitors. Within the 27,000 square meters of indoor and outdoor exhibition space, 95 domestic and international brands were showcased, drawing 12,075 visitors over three days with an increase of over 45% compared to the last edition, among whom there are 326 overseas visitors from 41 countries and regions.

“As camping and caravanning are products with a lot of emotional attachment., you need to feel and touch the product before buying it. Therefore, I think that an exhibition like the AIC is the best bridge between the manufacturers and the potential customers to feel and touch it, to get an idea for the lifestyle. I believe this is what makes AIC important,” said Mr. Bernd Löher, President of the Caravanning Industrie Verband e.V. (CIVD), AIC’s most important international supporter.

With numerous new vehicle models displayed, AIC 2024 thoroughly showcased the innovative achievements and trending patterns of the RV industry, thus capturing the attention of RV enthusiasts. Exhibitors were pleased to see their products generating significant interest among visitors, leading to vibrant interactions with buyers and potential clients. The enthusiastic discussions and detailed inquiries around the booths highlighted the growing popularity and awareness of RVs among the public.

“Over the past 13 years, AIC has committed to establishing an international and professional exhibition platform for the Chinese RV and camping industry. This year, AIC has been upgraded in terms of the exhibition promotion, on-site activities, and newly launched unique feature areas to better meet the local market demands for exhibitions,” said Mr. Marius Berlemann, Regional Head of Messe Düsseldorf for Asia and Managing Director of Messe Düsseldorf in China.

With strong support from Federal Ministry for Digital and Transport, and Federal Ministry for Economic Affairs and Climate Action from Germany, the German Pavilion has made a successful appearance at AIC for the third consecutive time. Located in the west

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square of outdoor area, the "Starter world of Caravaning" has become a very popular place, attracting a large number of visitors to have test-driving.

An extensive supporting programme completed the event. Professional conferences took place 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 – for example the China RV Accessories Export Forum featured Mr. Tim Rüttgers from the German Caravaning Industry Association's Technical and Environment department or the Sino-German Dealer Workshop with Kai Dhonau, president of the German Caravan Dealers Association.

The presence of German table tennis star Mr. Timo Boll and the German Wine Queen Ms. Eva Brockmann significantly amplified the event's allure. As an avid RV camping enthusiast, Mr. Boll not only visited enterprises and discussed differences between Chinese and German RV cultures with exhibitors, but also engaged in lively interactions and Ping Pong games with visitors and fans. Ms. Brockmann introduced the popularity of German tourism, offering a new vista on RV living. In fact, since 2022, AIC has been organizing RV road trips to vineyards, which have been popular among enthusiasts.

According to Stefan Koschke, Director of Caravan Salon Düsseldorf, "In Düsseldorf, we have the largest Caravaning exhibition globally, with a lot of customers from all over the world. We want to bring our idea to other markets, and China represents a fantastic new market for us. China boasts beautiful landscape and everything that is needed for caravaning. We are looking forward to seeing you once again at AIC in April 2025."

The success of AIC 2024 indicates the Chinese RV and camping industry is now rebounding vigorously. With growing market demand, new spaces for development and opportunities for the RV industry are emerging. AIC 2025 is set to come back to Beijing next April.

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 caravaning. 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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