

Final Press Release | May 2025

All in CARAVANING 2025

May 09-11, 2025

Shougang Convention & Exhibition Center, Beijing, China



All in CARAVANING 2025 wraps up on a successful note: Visitor number surge by 51%, highlighting robust international presence

After three days of excitement, All in CARAVANING 2025 successfully concluded on May 11 at the Beijing Shougang Convention & Exhibition Center. As the only daughter show of CARAVAN SALON Düsseldorf, the world's largest exhibition for motorhomes and caravans, AIC has received full support from CARAVAN SALON Düsseldorf and dedicated to bringing the pinnacle of the global RV exhibition to China. This annual international fest for the RV camping industry not only elevated the cultural experience of RV life but also delivered impressive performance numbers that injected strong momentum into the industry.

Despite continuous heavy rain on the opening day, the enthusiasm of the audience remained undiminished., ultimately attracting 18,268 visits over the course of the exhibition – an impressive 51 % increase from the previous edition. Among them were visits from 365 international enthusiasts from 41 countries and regions including Germany, the UAE, the United States, Canada, Brazil, South Korea, Japan, South Africa, France, Dubai, Mongolia, Malaysia, Australia, and Saudi Arabia, once again underscoring AIC's global appeal.

“Over the past 14 years, AIC has been dedicated to creating an international and professional exhibition platform for China's RV and camping industry. This year, AIC has undergone further enhancements – with improved promotional efforts, new on-site activities, and the introduction of unique feature areas to better meet the needs of the local market”, says Stefan Koschke, Global Head Caravaning & Outdoor.

This year, the exhibition covered a total indoor and outdoor area of 27,000 square meters, providing exhibitors with a broad and efficient platform for business exchanges. A total of 100 domestic and international exhibitors showcased their latest products and innovations at the event. Booths were crowded with visitors, and the atmosphere was abuzz with deal-making, often punctuated by the celebratory sounds of ringing gongs and firing cannons. According to initial estimates, around 90% of the exhibitors received on-site orders and also secured promising future collaborations.

“Caravanning is increasingly regarded not merely as a leisure pursuit, but as an expression of a quality-conscious and independent travel culture. This development is gaining momentum far beyond Europe and North America, as impressively demonstrated by All in CARAVANING,” said Daniel Onggowinarso, Managing Director of Caravaning Industrie Verband e.V.(CIVD), and added: “High visitor turnout, a professional business atmosphere and the broad spectrum of showcased products

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reflect the rising interest in mobile travel and highlight the growing significance of the Chinese caravanning market. CIVD and CARAVAN SALON Düsseldorf will remain committed to supporting All in CARAVANING and fostering the continued development of this important industry platform.”

German table tennis star and CIVD brand ambassador Timo Boll visited AIC for the third consecutive year. As an experienced caravanning and camping enthusiast, Timo Boll visited the RV brands on site with great interest and had in-depth exchanges with the exhibitors. “The AIC has developed well and you can sense a great deal of interest in this giant and holiday form among local visitors. I think that the Chinese caravanning market has great potential and will continue to grow in the future”, says the most successful German table tennis player.

The show drew a diverse crowd, with families with children, young couples, and Best Ager made up the three major visitor demographics of the show, demonstrating that RV camping culture now spans a broader age spectrum, no longer limited to retirees. Many visitors found their dream RVs on-site and set off on the journey of their dreams.

Two expert-level conferences were held concurrently with the exhibition, featuring high-level discussions on industry trends. At the Seminar on European Legal Requirements for RVs and Related Products, Mr. Tim Rüttgers, a technical expert from Caravanning Industrie Verband e.V. (CIVD), gave a systematic overview of the latest German certification standards and shared relevant regulations and market trends to help companies mitigate export risks, as they attempt to break into the European market.

Other hot attractions included the RV Food Market, Organic Festa Market, and Creative Activity Area. The newly introduced Organic Festa Market was particularly popular, with a wide array of green products attracting large crowds. The Creative Activity Area bustled with excitement, with children and adults eagerly participating in crafts and fun games.

For more information, please visit www.aicshow.com.

Background information on organizer

Messe Düsseldorf (Shanghai) Co., Ltd.

As one of the Asian subsidiaries of “Messe Düsseldorf for Asia” (MDfA), established in 2009, Messe Düsseldorf Shanghai (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, rehabilitation, 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.



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