

**All in CARAVANING 2021**

**Beijing Etrong International Exhibition & Convention Center**

**18-20 June 2021**



**An international RV brand festival: All in CARAVANING will kick off in Beijing this June**

Countdown starts now! Under the theme of **Explore a Better Life of Travel**, All in CARAVANING 2021 (AIC), satellite show of CARAVAN SALON Düsseldorf, will once again take place in **Beijing Etrong International Exhibition & Convention Center** on **June 18-20, 2021**. As the largest and most professional caravanning and camping industry exhibition platform in China, AIC shows the joy and fun of driving yourself while on holidays through extensive exhibits and activities. At the same time, it also brings the most advanced technologies and developments in the sector with market insights and the latest trends. Since the covid pandemic has been under control in the People's Republic of China for quite some time, attendance fairs have been successfully taking place for some months now, with high visitor numbers in some cases.

„All in CARAVANING has been developed as a trend barometer for the Asiatic caravanning sector and we look to this year's fair full of optimism. We want to place the caravanning experience centre stage and emphasise the emotional character of this form of holiday. This lifestyle aspect strikes just the right chord with Chinese families allowing us to ensure precisely the right blend of traditional trade fair and entertainment for the whole family”, says Stefan Koschke, Project Director Cravaning & Outdoor. At the same time, the fair also shows current developments in the industry, the most advanced technologies and the latest trends. AIC has also developed into a meeting point for specialists from the caravanning and tourism industries, helping to foster a national and international exchange of experience, particularly through its high-quality presentations. As before, the patron of All in CARAVANING 2021 will be the German Federal Ministry of Transport and Digital Infrastructure.

AIC offers 39,000 square metres of exhibition space. More than 200 brands will present a wide range of new caravans and motorhomes as well as an extensive range of accessories, awnings/tents, outdoor equipment, resorts and campsites.

Thanks to the active support and organisation of the Federal Ministry for Economic Affairs and Energy and the Association of the German Trade Fair Industry, the German Pavilion, with a fine selection of Made-in-Germany brands, is celebrating its premiere at AIC. On the initiative of the Caravanning industry association (CIVD), eight German companies from the accessories sector will present their innovations and top products on an area of around 350 square metres.

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[www.aicshow.com](http://www.aicshow.com)

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In addition, the "Outdoor Products Zone" with manufacturers of outdoor equipment and products as well as the "Campgrounds Zone" with information about top camping sites throughout the country enrich the exhibition offer. This year, the organisers of the AIC have prepared exciting accompanying events in addition to the exhibitors' presentations. The current situation and future trends of the industry in China will be discussed in top-class lectures and forums.



Special focus will be on the 1st International Industry Summit on the Development of China's Caravanning Tourism. Experts will discuss how the caravanning industry can grow and what measures are necessary to promote this mobile leisure holiday form.

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The other technical programme includes a matchmaking tutorial. The main objective of this seminar is to discuss new opportunities for Chinese RV accessory export and foreign trade. Given the precarious pandemic situation, it is not easy for overseas buyers to come to AIC or for Chinese accessory manufacturers to travel to Europe. Therefore, the organisers will set up an online matchmaking platform to actively promote international trade by connecting supply and demand. These virtual meetings are intended to facilitate contact between exhibitors and their potential customers. The lecture programme will be concluded with the second Sino-German Dealer Seminar.

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In the other supporting programme, visitors are invited to discover the fun of mobile travel. For newcomers and first-time visitors, AIC will again offer a StarterWorld this year. All visitors who would like to find out more about driving a motorhome or caravan and its technical functions are welcome at the service and customer-oriented advice centre. Industry experts will give practical tips and advice on vehicle selection, planning travel routes and choosing the right campsite. Visitors will also have the opportunity to get personal advice on specific questions. In the "Dream Tour Cinema", visitors will have the opportunity to see exciting travel destinations. Top experts will report on their dreamland adventures in special talks, including fantastic routes, travel anecdotes and camping tips.

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For information regarding accommodation in Beijing: [www.aicshow.com](http://www.aicshow.com)

All in CARAVANING benefits from Messe Düsseldorf's wide-ranging industry knowledge and experience. It has had its own Chinese subsidiary since 1999, with offices in Shanghai, Beijing, Chongqing and Shenyang. Messe Düsseldorf Shanghai (MDS) has two major functions: first, to make Düsseldorf events known in the People's Republic of China and to support exhibitors and visitors, and, secondly, to work with Chinese and international partners on the successful development and realisation of trade fairs in China. In preparing for AIC in Beijing, Messe Düsseldorf is making use of its extensive expertise which has gained through CARAVAN SALON DÜSSELDORF.

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## 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 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](http://www.mds.cn).



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