



2019 中国国际房车展览会

All in CARAVANING 2019

14.06. – 16.06.2019

北京亦创国际会展中心

Etrong International Exhibition & Convention Center (Beijing)

中国房车·露营产业发展的风向标!

Compass of China Caravaning and Camping Industry!



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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身定制。一年一届的中国国际房车展览会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,为业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式及拖挂式房车整车、底盘、零配件以及房车露营地等相关产品。

七年来,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 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.

For the past 7 years, 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.



据守商业轴心区位, 聚焦会展兴盛优势: 北京亦创国际会展中心 Located in central business region, focused on promising exhibition industry: Etrong International Exhibition & Convention Center (Beijing)

北京亦创国际会展中心坐落于亦庄新城核心区, 交通便利。现拥有40,000平方米的室内展览面积, 共两个大型展馆, 以及上万平米的室外展地, 为大型展示提供充足场地。会议中心面积10,000平米, 可满足不同规模的会议需求。

展馆周边服务及配套设施完备, 是京南最具特色的高端产业国际展示、交流中心。

展馆毗邻即将于2019年投入运营的全球最大的国际机场--北京大兴国际机场, 战略位置优越。

Etrong International Exhibition and Convention Center (Beijing) is located in the core area in Yizhuang with a convenient communication and transportation network. It occupies an indoor exhibition area up to 40,000 sqm with 2 large pavilions, and an outdoor stadium of 10,000 sqm, offering ample space for large scale exhibition. The conference center occupies 10,000 sqm with flexibly meeting areas suitable for different scale conferences.

With complete surrounding services, it is now the most distinctive international exhibition and communication platform for high-end industry in the south of Beijing.

The exhibition center has a strategic location of being adjacent to the world's largest airport - Beijing Daxing International Airport, which will be put into operation in 2019.

 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



市场广阔, 大有可为 A Huge Market with Great Potential

2017年中国自驾游人数平稳增长, 总人数达31亿人次, 比上年增长17.4%, 占国内出游总人数的62%。据预测, 到“十三五”末, 我国自驾游人数将达到58亿人次, 约占国内旅游人数的70%以上。

同时, 2017年全国旅居车销售量为2.2万台, 年末全国旅居车保有量已达到7万台。根据中国旅游车船协会自驾游与露营房车分会的调查, 截止2017年年末, 全国建成营业的自驾车露营地约有500家, 在建的自驾车露营地约有400家。

休闲出游的需求强烈、房车销售的飞速增长、以及优质营地的遍地开花和配套服务的不断完善, 使得自驾游、特别是房车自驾游已进入高速发展的黄金时代。

In 2017, the number of self-driving tourists in China increased steadily, with a total population of 3.1 billion, an increase of 17.4% over the previous year, accounting for 62% of the total number of domestic tourists. It is predicted that by the end of the China's "Thirteenth Five-Year Plan", the number of self-driving tourists in China will reach 5.8 billion, accounting for more than 70% of the domestic tourist population. At the same time, the sales volume of RV in 2017 was 22,000 units. China's RV ownership has reached 70,000 units at the end of the year. According to a survey conducted by China Self-Driving Tour and Camping & Caravanning Association (STCCA) of CTACA, as of the end of 2017, there were about 500 self-driving campgrounds being built in the country, and another 400 campgrounds are under construction.

The huge demand for leisure travel, the rapid growth of RV sales, and the continuous increasing numbers of campgrounds with improved facilities and services greatly accelerated self-driving tour industry, especially the RV self-driving tour sector. A golden age of rapid development for China RV and camping industry is coming.

*数据来源: 中国旅游车船协会自驾游与露营房车分会
* Source: China Self-Driving Tour and Camping & Caravanning Association (STCCA) of CTACA

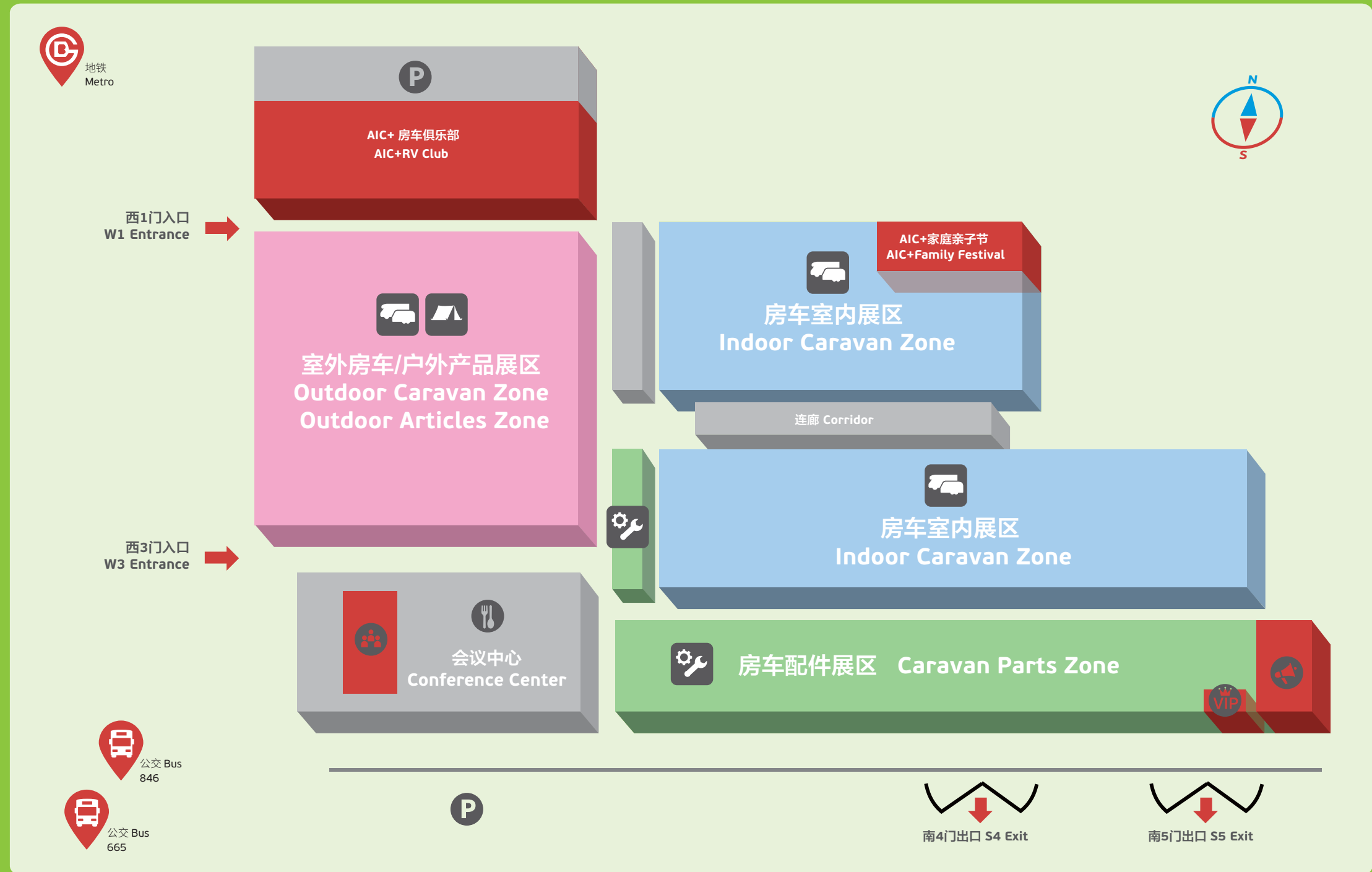
AIC 2019 展馆平面图概览 Overview on AIC 2019 Floor Plan

图例 Legend

- 室内房车展区
Indoor Caravan Zone
- 室外房车/户外产品展区
Outdoor Caravan Zone
Outdoor Articles Zone
- 房车配件展区
Caravan Parts Zone
- 展商/VIP停车区
Exhibitor/
VIP Parking Zone
- 现场活动区
Events Zone
- VIP 贵宾休息室
VIP Lounge
- 📢 论坛区
AIC Forum
- P 停车区
Parking Zone
- 🍴 餐饮区
Catering Area
- 👥 会议区
Conference Zone

AIC 2019 预计规模 Forecast of AIC 2019 Statistics

🏠 总面积 Exhibition Area	37,000 sqm
🚐 展商数量 Exhibitors	200
🏕️ 营地数量 Campgrounds	1,000
👥 观众数量 Visitors	25,000
📡 媒体 Media	300



展商 Exhibitors



700

家展商 (包括露营地)
Exhibitors in total (including campgrounds)



20

个参展国家及地区
Exhibiting countries and regions

国际展商比例达到
The International ratio is

45%

94%

的展商有意继续参展
of exhibitors are willing to participate in AIC 2019

展商对本次展会的满意度达到
The exhibitor satisfaction rate reached

89%

展品范围

- > 拖挂式房车/拖车
- > 自行式房车
- > 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
- > Caravanning 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/Association/Research Institute
- > Specialist literature/Media

AIC 2018展后报告 AIC 2018 Show Review

观众 | Visitors



22,193 观众
Visitors



20 来源国家和地区
Countries and regions



300 媒体
Media

93.3%

的观众对本次展会感到满意
of visitors were satisfied with AIC 2018

90.7%

的观众有意继续参观
of visitors are willing to visit AIC 2019

主要海外观众来源地区

Top overseas visitor countries/regions

中国香港、中国台湾、德国、法国、英国、澳大利亚、蒙古、韩国、日本、马来西亚等。

HongKong SAR, Taiwan Region, Germany, France, United Kingdom, Australia, Mongolia, South Korea, Japan, and Malaysia etc.

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
- > 媒体及出版社

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/Association/Research Institutes
- > Media/Press



扫描二维码, 观看AIC 2018精彩视频
Scan QR code to
watch the show video of AIC 2018

展商声音

中国旅游车船协会自驾游与露营房车分会会长 /
中国国旅集团有限公司董事总经理
田群 女士

“通过展会的成功举办,我们欣喜地看到,随着消费能力和消费水平的不断攀升,中国房车旅游市场也得到了越来越多世界级房车企业的关注。“港中旅·房车”作为最早进入房车行业的中央旅游企业,我们将与众多的国内、国外优秀企业共同努力,引导积极向上的房车旅游文化,开发符合中国消费者需求的高品质产品,一如既往地以推动行业发展、满足人民美好生活需要为己任,不忘初心,砥砺前行。”

艾威国际董事长
廖红斌 先生

“今年AIC到了一个环境,虽然展馆在亦庄,但展会前期做了大量的推广工作,所以参观的观众一点儿也不少。艾威此次以房车露营产业链集成服务商的新理念参展,展位上集成了房车、帐篷、铝合金移动房屋、户外露营装备等几大板块的产品,并且推出了很多新的商业创新模式,得到了行业的支持和认可。我们衷心祝愿AIC展越办越大,越办越好,成为中国房车露营产业的一个展示标杆。”

湖南湃力特旅居车有限公司总经理
洪俊华 先生

“湖南湃力特是此次AIC房车盛会的新面孔,但是我们的Pilote品牌与主办方杜塞尔多夫展览在欧美市场上已经是“老朋友”了。新面孔的增加代表着AIC房车展越来越隆重,关注房车的消费者也越来越多。而且今年的AIC展会在注重格调和专业性的同时,也在向普通老百姓分享和阐述一种全新的生活方式。希望未来湖南湃力特与AIC房车展共同成长!”

埃文海姆-朗宸董事长
张彤杰 先生

“这是我们公司第三次参加AIC展会,整个展会期间前来咨询业务的客人络绎不绝,不少都达成了合作意向。通过AIC展会,我们不仅拓宽了公司的业务,还寻找到了优秀的战略合作伙伴,这对我们的未来发展起到至关重要的作用。”

Voices of Exhibitors

Mrs.Tian Qun, President of China Self-driving Tour and Camping & Caravanning Association (STCCA) of CTACA / Managing Director of CITS Group Corporation

"The exhibition has ended on a high note. We are delighted to find that with the continuous improvement of consumption capacity and consumption level, China's caravan tourism market has been attracting more and more attention from world-class caravan companies. As the first state-owned tourism company supervised by the central government to enter the caravan industry, "HKCTS·RV" will team up with outstanding domestic and international companies to advocate the positive caravan tourism culture and develop high-quality products that meet the needs of Chinese consumers. Meanwhile, we will continue to promote the development of the industry, meet the needs of people for a better life, and forge ahead while remaining true to our original aspiration."

Mr. Liao Hongbin, President of RV International

"This year, AIC was held at a new site. Although the exhibition center is located in suburban Yizhuang, the organizers have made a lot of promotional efforts in advance. So the number of visitors has remained at a high level. As an integrated service provider of the caravan camping industry chain, RV International displayed products such as caravans, tents, aluminum mobile homes and outdoor camping equipment, and launched many commercial innovation models, which were supported and recognized by the industry. We sincerely hope that AIC will expand its scale, achieve greater success, and become the benchmark of China's caravanning and camping industry."

Mr. Hong Junhua, General Manager of Hunan Pilote RV Co., Ltd.

"Hunan Pilote has participated in AIC for the first time, but our Pilote brand and the organizer Messe Düsseldorf are already "old friends" in the European market. The new exhibitors mean that AIC is becoming even more significant, and more and more consumers are turning their attention to motor homes. This year's AIC has interpreted a new way of life to the public while focusing on style and professionalism. I hope Hunan Pilote will grow together with AIC in the future!"

Mr. Zhang Tongjie, President of Luoyang Erwin Hymer-Loncen Caravan Co., Ltd.

"This is the third time our company has participated in AIC. Throughout the exhibition, a continuous stream of visitors came to our booth for consultation, and many of them reached a cooperation intention with us. By participating in AIC, we have not only expanded our business, but also found excellent strategic partners, which are vital to our future development."



AIC 2019 精彩同期活动

Highlighted Concurrent Events of AIC 2019

B2B

房车专业活动
RV industry events



AIC+

标准交流
Standard exchange

营地商务
Campground business

国际交流
International exchange

营销模式
Sales mode

B2C

房车文化活动
RV culture events

AIC+

梦想之旅
Dream tour

新手世界
Starter world

房车俱乐部
Caravan club

户外探险营
Adventure camp



参展费用

Participation Cost

房车展商

For Caravan/Motor Home Exhibitors Only

户外光地：

人民币 480元/平方米 (最小50平方米)

Outdoor Raw Space:

480 RMB/m² (min. 50m²)

室内光地：

人民币 600元/平方米 (最小50平方米)

Indoor Raw Space:

600 RMB/m² (min. 50m²)

其他展商

For Other Exhibitors

室内光地：

人民币 845元/平方米 (最小18平方米)

Indoor Raw Space:

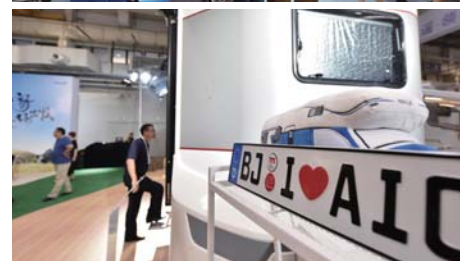
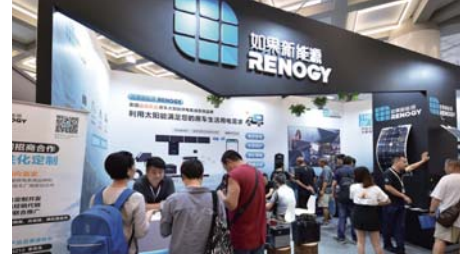
845 RMB/m² (min. 18m²)

标准展位：

人民币 1,085元/平方米 (最小9平方米)

Shell Scheme:

1,085 RMB/m² (min. 9m²)



标准展位配置

Furniture & Electrical Entitlement of Shell Scheme

Furniture	9	12	15	18	21	24	27	30	33	36
带锁问询台 Information counter with lock	1	1	1	1	1	1	1	1	1	1
方桌 Square table	1	1	1	1	1	2	2	2	2	2
黑皮椅 Black leather chair	3	3	4	5	6	7	8	9	10	11
射灯 (100瓦) Spotlight 100W	3	4	5	6	7	8	9	10	11	12
废纸篓 Wastepaper basket	1	1	1	1	1	2	2	2	2	2
5安培/220伏 单相插座, 500瓦 5A/220V socket, 500W	1	1	1	1	1	2	2	2	2	2

注: 标准展位配置中未使用的项目不予退款

Note: No financial credit will be given for any package item not utilized.



扫描二维码,
下载展位申请表
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



澳大利亚房车及露营协会
Caravan Industry Association of Australia



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方
Organizer of Caravan Salon Düsseldorf



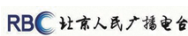
国际合作媒体 International Media Partners (部分 Part)



中央媒体 China National Media Partners



地方合作媒体 Regional Media Partners (部分 Part)



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门户网站 China Media Giants



行业合作媒体 Official Media Partners



垂直合作媒体 B2B RV Media Partners (部分 Part)



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新媒体合作方 Social Media Partners (部分 Part)



.....

特别合作媒体 Exclusive Cooperation Partners



媒体合作联系 Media Cooperation

田磊 先生
Mr. Daniel Tian

电话 Tel: +86-10-6590 7101 ext. 8603
电邮 Email: daniel.tian@mds.cn



扫描二维码加入AIC 微信媒体联盟,
共创房车露营生活媒体圈!
Scan QR code to
join AIC WeChat media alliance!

AIC SCHOOL 课程简介

时间: 2019年4月/9月

地点: 上海 (第一站)

战略合作方: 中国国旅集团有限公司

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:

房车车型介绍

房车基本内饰和应用

如何驾驶房车

如何规划一次美好的线路

如何租赁房车

.....



AIC SCHOOL Course Profile

Time: April/September, 2019

Location: Shanghai (The 1st Stop)

Topics:

RV Types Introduction

RV Function and Application

How to Drive an RV?

How to Plan a Perfect RV Journey?

How to Rent an RV?

.....

Strategic Partner: CTS

Invited Tutor: Experienced RV Fans, RV Manufacturer, RV Rental Company, Self-Driving Journey Planner, Campsite Operator, Outdoor KOL etc.



AIC SCHOOL 合作联系

缪斯杰 先生 Mr. Jay Miao

电话 TEL:+86-21-6169 8300 ext. 8332

电邮 Email: jay.miao@mds.cn

AIC SCHOOL



AIC SCHOOL

· SINCE 2019 ·



AIC School 是由AIC中国国际房车展览会创立, 针对想要了解及学习房车露营知识、向往高品质新生活方式的大众所成立的房车露营“学校”。

AIC School 自2019年起将在中国各大城市设立培训课程, 希望借助AIC的展会平台普及中国房车露营文化, 加深让普通大众对房车出行的认识, 提高房车露营技能, 让更多的人能够体验到房车露营的乐趣。

AIC School 课程分为初级、中级、高级三类, 课程将包含房车功能认识, 房车驾驶知识, 如何租赁房车, 房车旅程分享, 房车线路规划等由浅入深的内容。

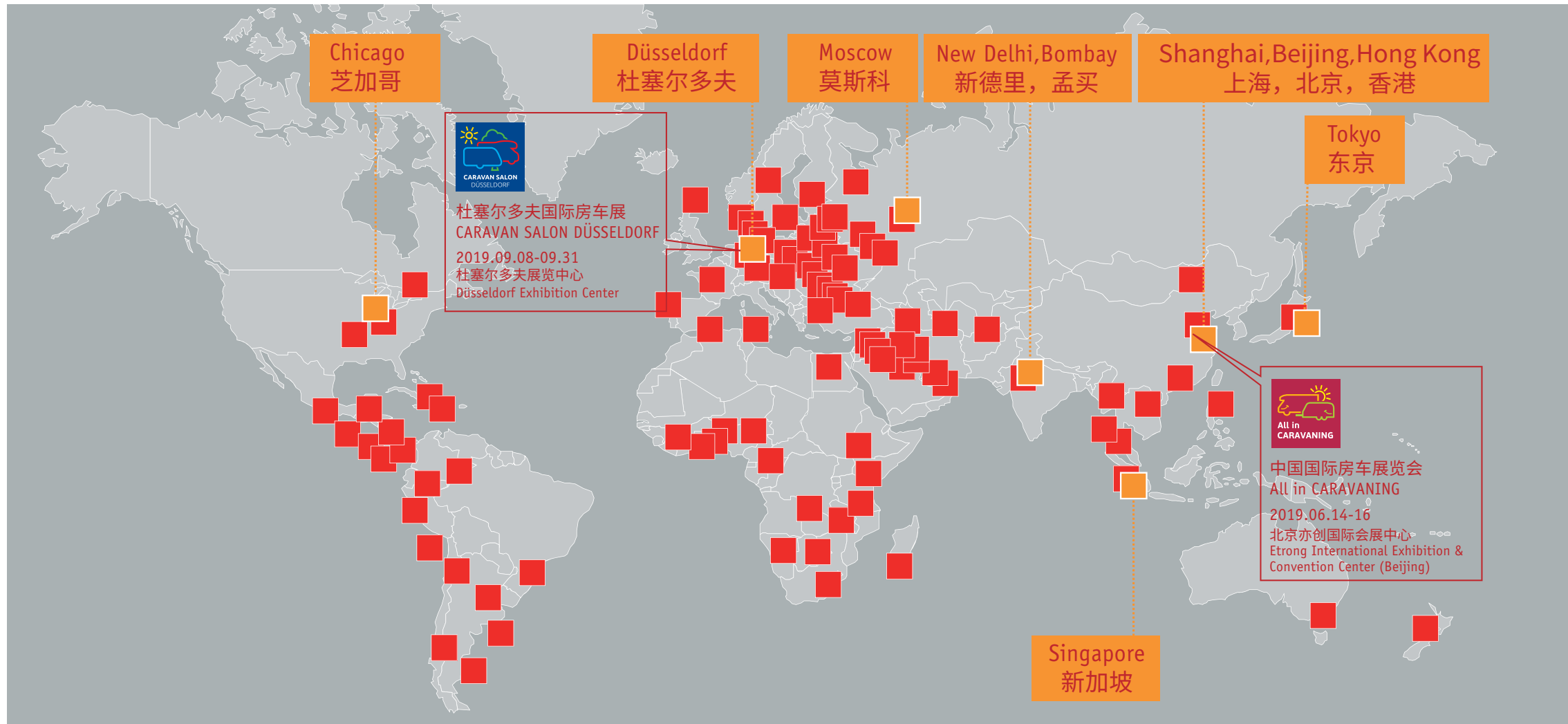
AIC School offers B2C seminars and training programs for Chinese Campers and visitors who are interested about Caravan and Camping.

AIC School provides a curated knowledge lead to enhance regular clients' interest about Camping and Caravan. Also spread by the local media.

AIC School will offer three levels of training program-elementary, intermediate and advance course.

杜塞尔多夫展览集团公司在全球拥有7个分公司及71个国际代表处，服务网络遍及132个国家，助您开拓国际市场。

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■ Representation
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Registration deadline

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31 March, 2019

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