



2021中国国际房车展览会
All in CARAVANING 2021

2021年6月18-20日
18-20 June, 2021

北京亦创国际会展中心
Beijing Etrong International Exhibition
& Convention Center

重要日期
Important Dates

报名截止
Registration deadline

2021年3月31日
31 March, 2021

展台搭建
Construction

2021年6月16-17日
16-17 June, 2021

展会
Exhibition

2021年6月18-20日
18-20 June, 2021

撤展
Dismounting

2021年6月20日
20 June, 2021

CONNECTED
THROUGH PASSION.

27.08. – 05.09.2021



CARAVAN SALON 2021 是全球旅居车、房车, 及配件最重要的商贸平台。全球首发活动、极致设计创意, 和令人印象深刻的房车及相关产品, 一站式体验, 尽在这里!

caravan-salon.com

杜塞尔多夫展览(中国)有限公司
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Ideeller Träger



主办单位
Organized by



房车, 探索更自在的旅行生活
Explore a better life of travel



中国国际房车展览会

2021.06.18 – 06.20

北京亦创国际会展中心 (Beijing Etrong)

中国房车·露营产业发展的风向标

Compass of China Caravanning and Camping Industry



官方网站
Official Website



官方微信
Official WeChat





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式及拖挂式房车整车、底盘、零配件以及房车营地等相关产品。

十年来,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 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.

For the past 10 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.

有关详情, 请联络以下主办单位:

For more information, please contact the following organizer:

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www.aicshow.com



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Check in

参展邀请
Invitation
to exhibit

坐拥京南CBD战略区域:北京亦创国际会展中心

Located in South Beijing CBD strategic area:
Beijing 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

2021 发现新展区 NEW for AIC 2021

户外产品 Outdoor Products



露营地展区 Campgrounds Zone



德国国家展团 German Pavilion



发展迅猛的中国房车露营市场蕴藏雄厚商机 Thriving China RV & Camping Market Offers Tremendous Business Opportunities

在国家汽车产业政策及旅游产业蓬勃发展形势的带动下,我国房车产业也进入了快速发展的阶段。据统计,2017-2019三年间,在《工信部公示车型》中共有228家房车企业,1,195款车型公示。

2019年,国内房车行业继续呈现产销快速增长的态势,全国旅居车整体销量达到了48,326台,比2018年增长了35.5%。而截止2019年年底,全国旅居车保有量达到148,784台(包括了上牌房车、营地房车、帐篷房车与商务房车),比2018年增长48.1%。

国家针对房车露营、房车旅游的政策越来越明确,这也极大推动了营地的发展建设。截止2019年12月,全国已建成露营地1,778个左右,其中包括1,565个已建成营地,213个在建营地,根据十三五旅游发展规划,到2020年要建成2,000个露营地。

同时,自驾游市场的规模也在不断扩大。2019年全国自驾游占国内出游的比重为64%,即全年自驾游规模达到38.4亿人次。在后疫情时代,自驾游无疑已成为人们的首选出行方式,发展势头将更为强劲。根据中国旅游车船协会的综合调查结果分析,预计2020年全年,全国自驾游占国内出游的比重将达到80%以上。

* 数据来源:中国汽车工业协会房车委员会《2019中国房车产业年度发展报告》
中国旅游车船协会《中国自驾车、旅居车与露营旅游发展报告2019-2020》
* Source: "Annual Report on the Development of China RV Industry (2019)" by CMRV
"Report on the Development of FIT, Caravanning and Camping Tourism in China (2019-2020)" by CTACA

① Self-driving tour means free independent travel by a vehicle.

Driven by national policies for the automobile industry and a booming tourism industry, China's RV sector has entered a stage of rapid development. According to statistics, China has 228 caravan enterprises and 1,195 vehicle models according to the Public Model Announcement of the Ministry of Industry and Information Technology between 2017-2019.

In 2019, the domestic RV industry continued to show rapid growth in production and sales, recording a total annual sale of 48,326 units, an increase of 35.5% over 2018. By the end of 2019, RV ownership in China reached 148,784 (including registered caravans and motor homes, mobile homes, tent trailers and commercial RVs, etc.), up 48.1% from 2018.

Clear national policies for camping and caravanning tourism have greatly boosted campsite construction. As of December 2019, there were 1,778 campsites across the country, including 1,565 completed ones and 213 under construction. According to the 13th Five-Year Plan for Tourism Development, 2,000 campsites are to be built by the end of 2020.

The market for *self-driving tours*^① is also expanding. China's self-driving trips reached 3.84 billion in 2019, accounting for 64% of the domestic travel market. In the post-epidemic era, self-driving has undoubtedly become a preferred mode of travel. According to the survey of China Tourism Automobile and Cruise Association, it is estimated that self-driving travel will account for more than 80% of the domestic travel market in 2020.

AIC 2021 展馆平面图概览 Overview on AIC 2021 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
-  露营地展区
Campgrounds Zone
-  房车室外展区
Outdoor Caravan Zone
-  户外产品
Outdoor Products
-  现场活动区
Events Zone
-  论坛区
AIC Forum
-  会议区
Conference Zone
-  AIC亲子区
AIC Kids Club
-  汽车文化区
Auto Culture Zone
-  停车区
Parking Zone
-  餐饮区
Catering Area

AIC 2021 预计规模 Forecast of AIC 2021 Statistics

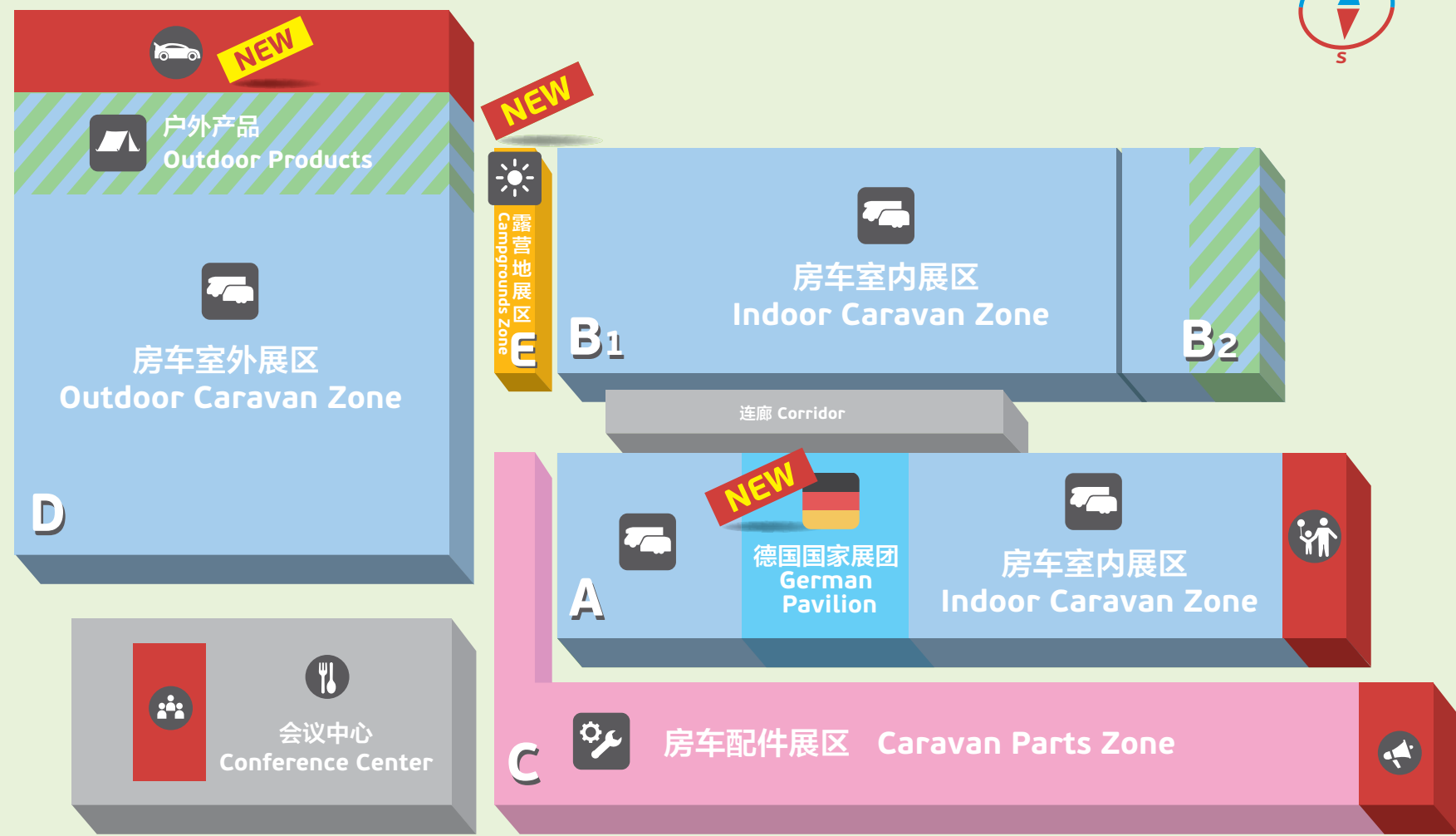
	总面积 Exhibition Area	39,000 sqm
	展商数量 Exhibitors	230
	观众数量 Visitors	25,000
	媒体 Media	300

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

南4门出口 S4 Exit
南5门出口 S5 Exit

展商 Exhibitors



200 个参展品牌
Brands

国际展商比例达到
The international ratio is 48%

22 个参展国家及地区
exhibiting countries and regions

91%

的展商对本次展会感到满意
of exhibitors were satisfied with AIC 2019

95%

的展商有意继续参展
of exhibitors are willing to participate in AIC 2021

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/Association/Research Institute
- > Specialist literature/Media

展商 Exhibitors

展商声音 Voices of Exhibitors



本届展会呈现了专业性、国际性，不仅为行业内部搭建了专业性的交流平台，而且向广大消费者推广了房车消费理念。我们欣喜地看到，更多的消费者接受了房车生活理念，并展现出很大热情。我们将与业内同仁共同努力，推广房车旅游文化，推动行业良性发展，开发符合消费者需求的高品质旅行产品，满足人民美好生活的需要。

AIC is both professional and international. It has established an industry platform for communication, and promoted the lifestyle of caravanning to consumers. We are delighted to see the growth in consumers who embrace this lifestyle with great enthusiasm. We will work together in the industry to promote caravan tourism and market development, while at the same time developing high-quality tourism products that meet the demand of consumers for a better life.

中国国旅集团有限公司董事、总经理 卢路先生

Mr. Lu Lu

Director, General Manager of CITS Group Corporation Limited

风雨探索路，春秋勤耕耘。作为消费者与房车厂商沟通的桥梁，中国国际房车展览会见证了房车市场的蓬勃发展，祝愿中国国际房车展览会不断创新，成为引领国内房车展会的风向标！

Through wind and rain, we explore the pathway forward with diligence and hard work all year around. As a bridge for communication between consumers and RV manufacturers, AIC has witnessed the booming development of the market. I wish that the trade fair will continue to innovate and lead the trends in the industry!

中天高科特种车辆有限公司房车营销部总监 施琳女士

Mrs. Shi Lin

Director of RV Marketing, Centech Specialty Vehicles Co., Ltd.

每一次展会都是一次新的征程，杜塞中国国际房车展览会为中国房车及露营装备产业发展和行业成长及传播在默默贡献着自己的一份力量。衷心祝愿杜塞中国国际房车展览会为未来中国房车及露营产业的发展助力，取得更大辉煌！

Every edition of AIC is a new journey. AIC is contributing to the development of RV and camping industry in China. I sincerely hope that the exhibition will further support the industry in the future and achieve greater glory!

途野露营装备、途野品牌创始人 张学勇先生

Mr. Zhang Xueyong

Founder of Toye Outdoors

我们对中国国际房车展览会非常满意，展会高度专业化，场地整洁干净。展会期间举行的会议数量虽然不多，但每场会议都直切主题。感谢主办方在中国如此精心细致的组织工作，相信势必会对中国房车露营市场产生积极影响。

We are quite satisfied with the show organized by All in CARAVANING. It is a very professional trade show, and the venue is simple and clean. There were not too many meetings during the show, but all meetings just focused on main topics. Thank you for the well organization of the show in China, which be sure to have a positive influence on the market here.

北京比盖普科技发展有限公司总经理、高级工程师 程涛先生

Mr. Cheng Tao

General Manager & Senior Engineer of BEGAP TECHNOLOGY CO LTD

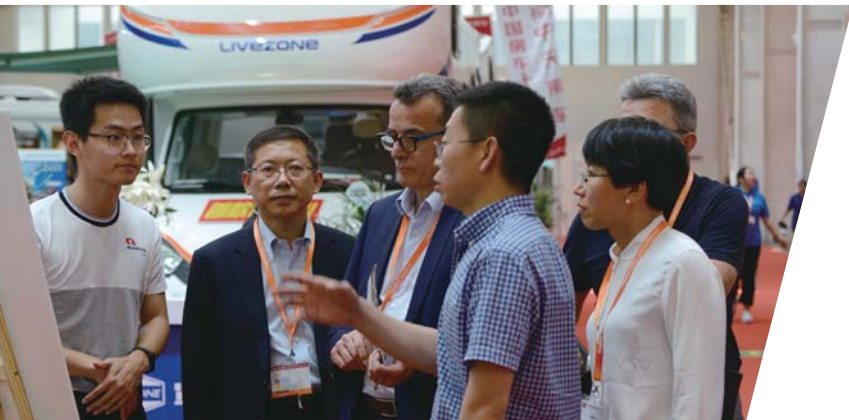
观众 | Visitors



24,008 位观众
Visitors

8.18% ↑

21 个国家和地区
countries and regions



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、斯洛文尼亚、新西兰、澳大利亚、意大利、加拿大、印度、蒙古、韩国、日本等。

Hong Kong SAR, Taiwan Region, Germany, France, Slovenia, New Zealand, Australia, Italy, Canada, India, Mongolia, South Korea, and Japan etc.

国内观众地域分布

Geographical Breakdown of Domestic Visitors

华北 North China	71.92%
华东 East China	8.7%
西北 North West China	6.23%
华南 South China	4.82%
东北 North East China	4.55%
华中 Central China	2.78%
西南 South West China	1%



观众 | Visitors



95.1% 

的观众对本次展会感到满意
of visitors were satisfied with AIC 2019

92.6% 

的观众有意继续参观 AIC 2021
of visitors are willing to visit AIC 2021

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/Association/Research Institutes



扫描二维码, 观看AIC 2019精彩视频
Scan QR code to
watch the show video of AIC 2019

AIC 2021 精彩同期活动

Highlighted Concurrent Events of AIC 2021

引领新发展 Lead New Development

AIC 买家计划 AIC Buyers Program



精准锁定购车客户，展前邀约现场看车，为展商搭建与专业买家面对面交流的贸易平台。

Accurately identifies potential target buyers and invites them to exclusive onsite visits, creating a sales platform for exhibitors to communicate face-to-face with trade buyers.

首届中国自驾车旅游产业发展国际峰会 ——以融为本，构建文旅产业新生态

The 1st International Summit on the Development of China's FIT tourism: Cross-industry Integration and Development of a New Ecosystem for Culture and Tourism Industry

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.

中国房车配件出口标准研讨会 Chinese RV Parts Export Standard Seminar



中国房车配件出口外贸新机遇：邀请欧洲与澳洲房车配件进出口专家参会，介绍欧洲与澳洲房车配件及户外产品的采购标准。

New opportunities for China's RV supplier to export products to worldwide: European and Australian RV manufacturer purchasers and experts are invited to introduce RV parts and outdoor products procurement standards.

第二届中德经销商大会 The 2nd 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.

2020/2021中国优质露营地评选 China Campgrounds of the Year



展示中国露营地的风采，促进房车露营文化普及，帮助大众了解详细真实的营地信息。

To showcases fantastic campgrounds in China, promotes the culture of caravanning, and provides publics with practical information on campgrounds.

AIC 直播间 AIC Live Now



全面开启现场直播间，当红主播联手接力直播，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 2021 精彩同期活动

Highlighted Concurrent Events of AIC 2021



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.

2021年中国大学生房车设计大赛

AIC Talent Academy

NEW

旨在汇集国内优秀设计人才，鼓励未来国产房车领域的创新设计。

Launched for the first time, it aims to bring outstanding Chinese design talents together and promotes innovative design concept for domestic caravan and motor homes.

2021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

梦想之旅

AIC Dream Tour



资深房车旅行达人现身说法，分享奇妙线路，旅行趣事，营地选择经验，以及路途上的玩法，一起探寻房车旅行的魅力。

Veteran RV travelers are invited to share amazing routes, travel stories, campsite experiences and fun activities on the road with audiences to discover the charm of caravanning.

新手世界

AIC Starter World



房车新手的必修课。帮助新手们从客观、中立的角度获取有价值的房车知识与信息，并从专家那里获得关键建议。

A not-to-miss event for RV starters, with valuable knowledge and information about caravanning from an objective, neutral perspective, as well as important advice from experts.

2021德国杜塞尔多夫国际房车展

2021.08.27 – 09.05



官方考察团!

参观全球最大的旅居车、房车专业展览会
拜访德国顶级房车及房车配件企业
考察欧洲五星级露营地

Official Business Delegation! Join us, and you can visit:

The world's largest show for motorhomes and caravans
Germany's top RV and RV accessories companies
Five-star campgrounds in Europe



参团请咨询 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!

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】

儿童机构、亲子平台、户外俱乐部、体育培训机构等。

【活动内容】

房车+户外野奢美食、花艺、绘画、手工制作、足球体验等。

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 children education organizations, parent-child platforms, outdoor clubs and sports institutions to cooperate with us to jointly launch the diversified **AIC SCHOOL** courses, including “RV+ outdoor picnic, flower art, painting, football, handcrafting activity, etc.



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:

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:

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

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电邮 Email: daniel.tian@mds.cn



扫码提交合作意向表
Apply for cooperation



扫码查看活动回顾
Scan for events review

参展费用

Participation Cost

房车 / 旅居车 / 户外产品展商

For Caravan / Motor Home / Outdoor Products Exhibitors

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 650元/平方米 (最小50平方米)

Indoor Raw Space:

650 RMB/m² (min. 50m²)

其他类型展商 (房车零部件等)

For Other Exhibitors (RV accessories, etc.)

室内光地：

人民币 845元/平方米 (最小18平方米)

Indoor Raw Space:

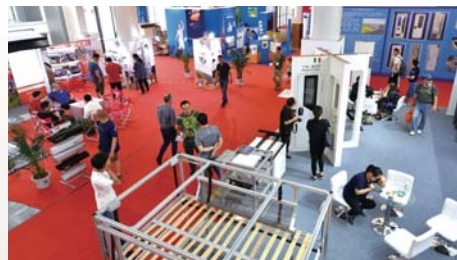
845 RMB/m² (min. 18m²)

标准展位：

人民币 1,193元/平方米 (最小9平方米)

Shell Scheme:

1,193 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.

最终展位配置请以展商手册为准

The final furniture & electrical entitlements will be subject to the service manual.



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



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)



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)



新媒体特别合作 Special Social Media Partners (部分 Part)



特别户外合作媒体

Exclusive Outdoor Media Partner



旅游合作平台

Tourism Media Partner



媒体合作联系 Media Cooperation

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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!