

Press Release | October 2022

All in CARAVANING 2023

16-18 June, 2023

Beijing Etrong International Exhibition & Convention Center



Save the Date: All in CARAVANING 2023 will be held in Beijing from June 16 to 18, 2023

2022 is a tough year during which the RV camping industry is facing stressful challenges. With the recurrent outbreaks of COVID-19 across China, trade restrictions have been imposed, and long-distance travel across provinces and regions has also been limited to stem the pandemic. In this context, camping in peri-urban areas is gaining popularity. To meet the growing demand for freedom and safety in travel, RVs have become an ideal vehicle for increasingly more people to travel with their families. On weekends and holidays, the RV rental market is frequently in short supply, and the reception volume of campgrounds is also moving upwards. In the second half of 2022, the entire RV camping industry is showing signs of rapid recovery and upward development.

Seizing the opportunity created by the industry recovery and after nearly a year of active promotion, preparations for All in CARAVANING 2023 - China's leading trade fair for caravans and motor homes, are well on track. Now the trade fair is about to restart: All in CARAVANING 2023 will once again take place in the Beijing Etrong International Exhibition & Convention Center during June 16-18, 2023.

Since the announcement of its postponement this year, the AIC project team has made thoughtful planning and preparations for next exhibition. In terms of exhibition content, we are committed to expanding the RV life circle and advocating "breaking the circle" to lead a new RV lifestyle. Meanwhile, we will also adjust the layout of the exhibition area to make the classification of exhibits even more clear, with an aim to improve the visitor's experience and visiting efficiency.

In terms of concurrent events, AIC will continue to follow the market hot issues and hold a number of summits and seminars related to industry trends. Additionally, AIC also plans to set up an "Interview Room" on site to facilitate closer communication between visitors, exhibitors and experts. Official new media IP "AIC Lab" will make its debut at the exhibition, at which renowned KOLs in the RV and outdoor industry will be invited to share their insights with visitors. A series of innovative thematic columns on mobile travel will be unveiled for the first time to enrich the experience of end-users and promote the popularization and dissemination of RV culture in civil society. Moreover, a variety of trendy elements, including the Campground Zone, Vanlife Experience Zone, and the Recreation Market, will also land on AIC 2023.

Through the past decade, AIC has become an important business platform for the

All in CARAVANING 2023
Beijing Etrong
International Exhibition &
Convention Center
16-18 June, 2023

Exhibitor/visitor contact

Beijing

Mr. Jason Zhang
Tel: +86-10-65907101-8617
Jason.zhang@mds.cn

Ms. Joy Zhou
Tel: +86-10-65907101-8612
Joy.zhou@mds.cn

Ms. Marie Chen
Tel: +86-10-65907101-8626
Marie.chen@mds.cn

Shanghai

Mr. Josh Gu
Tel: +86-21-61698311
Josh.gu@mds.cn

Mr. Jay Miao
Tel: +86-21-61698332
Jay.miao@mds.cn

Media contact

Mr. Silas Gong
Tel: +86-10-65907101-8621
Silas.gong@mds.cn

Ms. Siliya Wang
Tel: +86-21-61698330
Siliya.wang@mds.cn

industry to showcase cutting-edge products and technologies, and to touch the trend of the industry. Looking back to AIC 2021, more than 200 brands with a record attendance of 25,448 visitors flocking to the venue. In 2023, we are committed to offering you an even bigger and more successful trade fair. Booth applications will be available in mid-November 2022. For more information, please visit 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 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.

All in CARAVANING 2023
Beijing Etrong
International Exhibition &
Convention Center
16-18 June,2023

Exhibitor/visitor contact

Beijing

Mr. Jason Zhang
Tel: +86-10-65907101-8617
Jason.zhang@mds.cn

Ms. Joy Zhou
Tel: +86-10-65907101-8612
Joy.zhou@mds.cn

Ms. Marie Chen
Tel: +86-10-65907101-8626
Marie.chen@mds.cn

Shanghai

Mr. Josh Gu
Tel: +86-21-61698311
Josh.gu@mds.cn

Mr. Jay Miao
Tel: +86-21-61698332
Jay.miao@mds.cn

Media contact

Mr. Silas Gong
Tel: +86-10-65907101-8621
Silas.gong@mds.cn

Ms. Siliya Wang
Tel: +86-21-61698330
Siliya.wang@mds.cn