



All in CARAVANING 2016 ended with a significant growth in the number of exhibitors and visitors

5th anniversary of AIC concluded with Resounding Success

All in CARAVANING (AIC) 2016 was held from 18-20 June in Beijing Exhibition Center with great success. The exhibition covered 30,000 square meters of indoor and outdoor space. The number of exhibitors exceeded 526 (campsites included) , with a 78.9% growth compared to the previous year. 17,369 visitors from China and abroad visited the exhibition, 51% more than last year. "The tremendous growth in exhibitor and visitor numbers shows the industry's recognition of AIC, and also indicates that the caravanning & camping industry is gaining more attention from the whole society." said Mr. Axel Bartkus, General Manager of Messe Düsseldorf (Shanghai) Co, Ltd. Since its debut five years ago, AIC has maintained the spirit of diligence, sincerity and professionalism, and has developed steadily, while being recognized by the industry.

Numerous business deals were made during the exhibition

Effectiveness is what AIC values most. As a trade fair, AIC sees its most important target is to help exhibitors to get new orders. There was good news of closing deals starting from the first day. Most of the RV brands got orders during the event, including RV International, Daloo, CenTech, Shunlv, Zhongyi, Tourist, Deeson, Jiangling, LiveZone and many others. According to preliminary statistics, over 200 vehicles were sold during the show as of 20th June. Over 1,000 vehicles were ordered by campsites and dealers. The "sold out" labels could be seen everywhere in the exhibition hall. Exhibitors at accessories zones also got lots of orders, and they were happy to see more RV lovers come to the exhibition to buy accessories for their own vehicles.



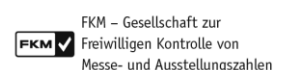
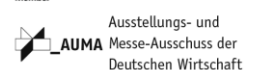
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New vehicles launching created excitement among visitors

For RV fans, the launch of new vehicle is always exciting. During AIC 2016, those new launched brands and vehicles got lots of attention from visitors as well as media. The Australian brand MWRV entered China for the first time, while many other popular brands were present at the show; LONCEN RV by China-German technology cooperation, Iveco 4x4 chassis, Adria new RV from Brilliance Auto Group, Yutong RV with new chassis, Broadriver-horselodge purely British RV, Hymer 2016 new caravan, LMC long life RV, Tourist Iveco C-type classic RV, Chengdu Original Scenery TG460, SAIC MAXUS V80, Longtree dolphin C6, I4WD 4X4, Feishen mini trailer "droplet", to name a few. Those companies who released new vehicles have been granted "AIC Innovation Award" by the organizer.

Engaging with industry players and consumers by colorful activities

An open area was set up at Hall 12 for conferences and speeches during AIC 2016 to better engage with visitors. Activities held here include CTS & RV Suppliers Signing Ceremony, Brief Sharing Seminar on German RV Policy, Standard and Caravan Salon, Workshop on European Imported Chassis and RV Core Accessories, Showcase of Newly Launched Campsite Industry Related Products / Service, The Launch Ceremony of 2016 China Campground Experience Program - Brochure and China Campground Map 2016, Mr. Konstantin Abert's speech on Organizing RV Travel Group from Europe to China, RV Rental and RV Travel Routes Special Forum and more.

Industry conferences and forums were held in the conference room, including China RV Campsite Resource and Capital Match-making Meeting, National RV Dealers Breakfast Meeting, Purchase & Supply Seminar on Investment in Yunnan Campsites and more.

The RV Culture Zone gathered a lot of visitors despite being in a remote corner. The main goal of this zone was to promote RV culture amongst families. During the three day event, over 1,100 kids participated in the activity as "AIC RV Camping Boy Scouts". The colorful drawings show their young RV dreams, and the RV theme postcards they wrote to their fathers, shows their love. These families had a good time at AIC under the theme "Father's Day · Gratitude Season". Dreamaker education and Carrera racing game, partners of AIC, also organized some fun games there for kids, which made the visit

happy and fruitful for the whole family. LiveZone RV has a special pavilion at AIC 2016 to showcase some classic characters, classic events, and the history of the RV in pictures, text, videos and so on.

From 2012 to 2016, from the National Agricultural Exhibition Center to the Beijing Exhibition Center; AIC has made great achievements with the continuous support from exhibitors and the industry. The companies that participated in AIC as exhibitors for five years continuously were granted the awards "Loyal Exhibitors", including CTS, RV International, LiveZone, Junqi, CenTech, North RV, Spring RV, Beijing United, Ningbo Hongdu.

The next All in CARAVANING takes place at the Beijing Exhibition Centre from 23 to 25 June 2017. For more information, please visit the official website www.aicshow.com.

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 5 exhibition organizers. MDS is committed to introducing world's No. 1 trade fairs to China and to providing Chinese and international customers with superior exhibition services. MDS is successfully holding 20 leading trade fairs and conferences in China, covering the industries of printing, packaging, wire and tube, plastics, renewable energy, medical devices, retail, safety and health, wine & spirits and caravanning. MDS runs branch offices in Shanghai, Beijing and Shenyang with a workforce of 70+ full time employees. The worldwide outbound exhibition business (trade shows in Düsseldorf, Germany and other leading Messe Düsseldorf Global Shows) is organized by Messe Düsseldorf China Ltd. (MDC), serving Chinese exhibitors and visitors with superior customer service from its Hong Kong branch office. Find out more at www.mds.cn.

Further details on All in CARAVANING 2016 are available at

www.all-in-caravanning.com

We would appreciate a reference copy in the event of publication.

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