



## 2020中国国际房车展览会 All in CARAVANING 2020

2020年9月25-27日  
25-27 September, 2020

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

2020年8月25日  
25 August, 2020

展台搭建  
Construction

2020年9月23-24日  
23-24 September, 2020

展会  
Exhibition

2020年9月25-27日  
25-27 September, 2020

撤展  
Dismounting

2020年9月27日  
27 September, 2020



# AT HOME, ANYWHERE. 05.-13.09.2020

全球最大的旅居车、房车专业展览会  
The world's largest show  
for motorhomes and caravans.  
[www.caravan-salon.com](http://www.caravan-salon.com)

**04.09.2020 Trade visitor day**  
专业观众参观日：04.09.2020

Ideeller Träger



Caravaning  
Industrie Verband e.V.



Messe  
Düsseldorf

Messe Düsseldorf (Shanghai) Co., Ltd.  
Unit 307, Tower 1  
German Center for Industry and Trade Shanghai  
88 Keyuan Road, Pudong  
Shanghai 201203 - P.R. China  
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shanghai@mds.cn



中国旅游车船协会  
自驾游与露营房车分会  
China Self-Driving Tour and Camping &  
Caravaning Association (STCCA) of CTACA



中国汽车工业协会房车委员会  
China Association of Automotive  
Manufacturers Recreational Vehicle  
Industry Committee (CMRV)



中国旅游集团有限公司  
China National Travel Service Group  
Corporation



Messe  
Düsseldorf  
Shanghai

主办单位  
Organized by



# 中国国际房车展览会 All in CARAVANING

## 2020.09.25 - 09.27

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

中国房车·露营产业发展的风向标!  
Compass of China Caravaning and Camping Industry!

官方网站  
Official Website

官方微信  
Official WeChat

**www.aicshow.com**

+86 (10) 6590 7101  
+86 (21) 6169 8300





## 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

## 2020年新增展区 NEW for AIC 2020 +

### 户外产品 Outdoor Products



### 房车旅游产品区 RV Tourism Products Zone



## 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

2018年全年国内房车总销量为31,026辆(自行式及商务房车16,900辆,拖挂式房车14,126辆),比2017年增长了48.9%。从房车保有量上看,截至2018年底,全国房车保有量为100,458辆,比2017年增长了44.8%。预计近两年,国内房车市场会以稳定的50%-60%的增长率不断扩大,2020年保有量将达到200,000辆。

十年前,中国的房车品牌只有7个,而2018年国家工信部公示12批公告,共有房车品牌113家,申请公示的车型341款。在国家相关政策的扶持与落实下,中国房车行业呈现的是一种产品多样化、专业化的发展趋势。

另据统计,2018年中国已建成露营地1,239个,在建451个,共计1,690个。中国自驾游已达35亿人次,自驾游市场规模也在不断扩大,发展势头强劲。房车露营相关业者正迎来无限商机。

In 2018, the total domestic sales of RVs reached 31,026 units (16,900 for motor homes and commercial RVs, 14,126 for caravans), an increase of 48.9% over 2017. By the end of 2018, the number of RV ownership in the country was 100,458 units, an increase of 44.8% over 2017. It is estimated that in the coming years, the domestic RV market will continue to expand at a steady growth rate of 50%-60%, and the number of RV ownership will reach 200,000 units in 2020.

Ten years ago, there were only seven RV brands in China, however in 2018, the Ministry of Industry and Information Technology publicized 12 batches of announcements, with a total of 113 RV brands and 341 models for public notice. Under the support and implementation of relevant national policies, China's RV industry presents a trend of diversification and specialization in products.

According to statistics, 1,239 campsites have been built in 2018, and 451 are under construction, totaling 1,690. The number of China's self-driving tourists has reached 3.5 billion, and the scale of the self-driving tour market is also expanding. RV & camping industry players are now welcoming tremendous business opportunities.

\* 数据来源: 中国汽车工业协会房车委员会  
中国旅游车船协会  
《2018中国露营地行业投资报告》

\* Source: China Association of Automotive Manufacturers Recreational Vehicle Industry Committee  
China Tourism Automobile and Cruise Association  
"China Campsite Industry Investment Report"

AIC 2020  
展馆平面图概览  
Overview on  
AIC 2020 Floor Plan

图例 Legend

- 室内房车展区  
Indoor Caravan Zone

房车配件展区  
Caravan Parts Zone

房车室外展区  
Outdoor Caravan Zone

NEW

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

P 停车区  
Parking Zone

餐饮区  
Catering Area

AIC 2020 预计规模  
Forecast of AIC 2020 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

户外产品  
Outdoor Products

房车室外展区  
Outdoor Caravan Zone

房车室内展区  
Indoor Caravan Zone

户外产品  
Outdoor Products

连廊 Corridor

房车室内展区  
Indoor Caravan Zone

会议中心  
Conference Center

房车配件展区 Caravan Parts Zone

公交 Bus  
846

公交 Bus  
665

P

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 2020

### 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
- > 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.

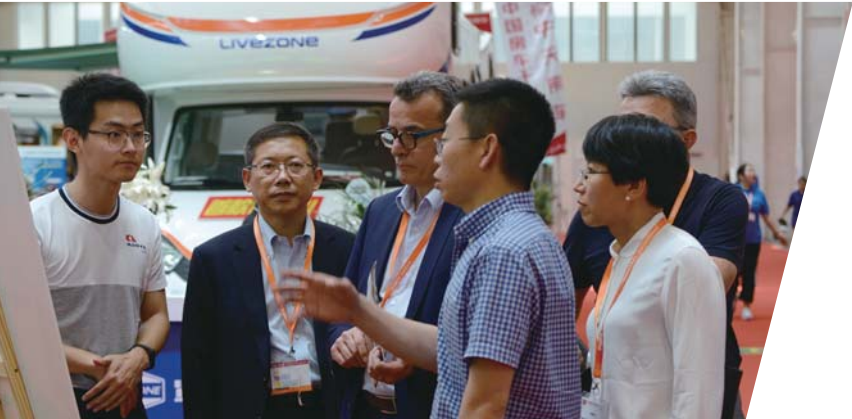
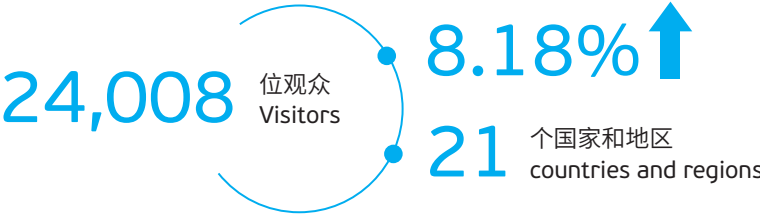
**北京比盖普科技发展有限公司总经理、高级工程师 程涛先生**

Mr. Cheng Tao

General Manager & Senior Engineer of BEGAP TECHNOLOGY CO LTD



观众 Visitors



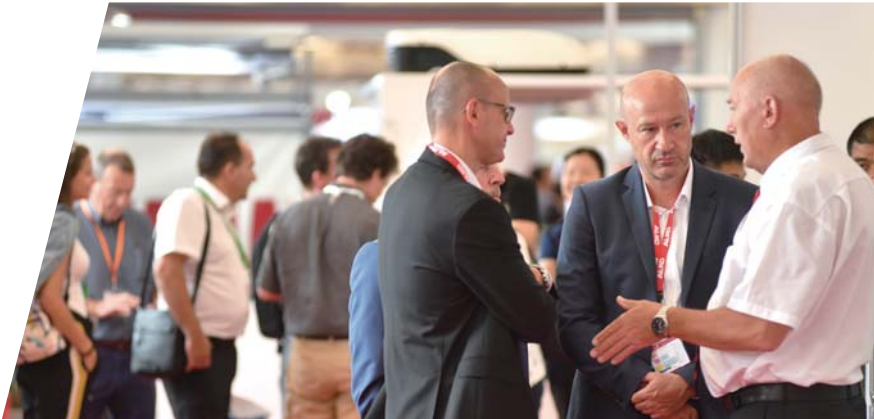
主要海外观众来源地区  
Top overseas visitor countries/regions

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, 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 2020  
of visitors are willing to visit AIC 2020

## 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 2020 精彩同期活动

## Highlighted Concurrent Events of AIC 2020

### B2B

房车专业活动  
RV industry events

- 买家计划 – Buyer's Program
- 营地商务 – Campground Business
- 国际交流 – International Exchange
- 营销模式 – Sales Model
- 房车技术课堂 – Tech Academy
- 配件快闪店 – AIC Pop-up Shop
- 创新产品展示区 – AIC Innovation
- AIC Awards

### AIC+

### B2C

房车文化活动  
RV culture events

- 梦想之旅 – Dream Tour
- 新手世界 – Starter World
- 汽车文化区 – Auto Culture Zone
- 亲子俱乐部 – Kids Club

### AIC+







# AIC SCHOOL

**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, 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 those who are interested in caravanning & camping and pursue a high-quality lifestyle.

**AIC School** aims to popularize the RV culture, improve people's camping skills, and let more people experience the fun of caravanning life.

**AIC School** offers three levels of training program-elementary, intermediate and advance course.

## 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  
... ..

## 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?  
... ..

## AIC SCHOOL 合作联系

田磊 先生 Mr. Daniel Tian  
电话 TEL: +86 10- 65907101 ext. 8603  
电邮 Email: daniel.tian@mds.cn

# 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：	Outdoor Raw Space:
人民币 480元/平方米 (最小50平方米)	480 RMB/m <sup>2</sup> (min. 50m <sup>2</sup> )
室内光地：	Indoor Raw Space:
人民币 650元/平方米 (最小50平方米)	650 RMB/m <sup>2</sup> (min. 50m <sup>2</sup> )
其他类型展商 (房车零部件等)	For Other Exhibitors (RV accessories, etc.)
室内光地：	Indoor Raw Space:
人民币 845元/平方米 (最小18平方米)	845 RMB/m <sup>2</sup> (min. 18m <sup>2</sup> )
标准展位：	Shell Scheme:
人民币 1,193元/平方米 (最小9平方米)	1,193 RMB/m <sup>2</sup> (min. 9m <sup>2</sup> )

## 标准展位配置

### Furniture & Electrical Entitlement of Shell Scheme

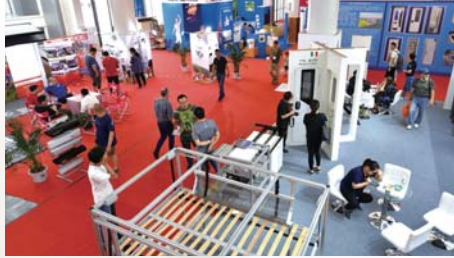
Furniture	9	12	15	18	21	24	27	30	33	36
带锁问询台 Information counter with lock	1	1	1	1	1	1	1	1	1	1
方桌 Square table	1	1	1	1	1	2	2	2	2	2
黑皮椅 Black leather chair	3	3	4	5	6	7	8	9	10	11
射灯 (100瓦) Spotlight 100W	3	4	5	6	7	8	9	10	11	12
废纸篓 Wastepaper basket	1	1	1	1	1	2	2	2	2	2
5安培/220伏 单相插座, 500瓦 5A/220V socket,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



## 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!