

All in
CARAVANING

2014 中国国际房车展览会
All in CARAVANING 2014

27-29 June 2014

www.aicshow.com

展后报告

Post Show Report

中国房车·露营产业发展的风向标!

Compass of China Caravaning and Camping Industry!



主办单位 Organized by :



杜塞尔多夫展览(上海)有限公司
Messe Düsseldorf (Shanghai) Co., Ltd.



雅森国际展览有限公司
YASN International Exhibition Co., Ltd.



中国港中旅集团
China National Travel Service
Group (HKCTS)



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



Messe
Düsseldorf
Shanghai



专业铸就辉煌：All in CARAVANING 2014成功举办

High degree of professionalism: All in CARAVANING 2014 Draws to Successful Close

2014年6月29日，2014中国国际房车展览会（All in CARAVANING 2014）在北京展览馆成功地结束了三天的展出。

All in CARAVANING 2014 has successfully concluded its three-day show to positive results in the Beijing Exhibition Centre, Beijing on June 29, 2014.

重要数据 Statistics	2012	2013	2014
展览面积 Exhibition Space	5,000	11,000	20,000
展商数 Exhibitors	53	99	183
观众数 Visitors	10,241	19,122	5,231*
媒体数 Media	108	179	200
参展车辆 No. of Exhibiting Cars	50+	100+	153

*2014 年之前中国国际房车展览会与中国国际改装车展览会同期同地举办，随着展会规模的扩大，自 2014 年开始两个展会分开举办。

All in CARAVANING and All in TUNING were organized at same time and same place before 2014. With the fast growing of the two shows, AIC and AIT will be hosted separately since 2014.

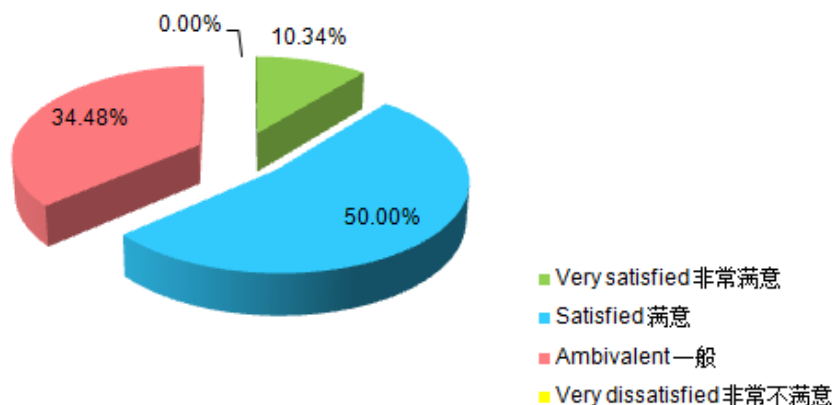
◆ 展商 Exhibitors

2014中国国际房车展览会共吸引了183家展商，其中42家展商来自海外，141家展商来自中国大陆。

All in CARAVANING 2014 attracted 183 exhibitors in total, including 42 overseas exhibitors and 141 domestic exhibitors.

展商数据 Exhibitors	国内 Domestic	国际 Int'l	总计 Total	国际部分比例 Int'l Ratio
	141	42	183	23%

◆ 展商对展会的总体评价 Exhibitors' Comprehensive Comments on All in CARAVANING 2014



All in CARAVANING 2014: 中国房车·露营产业发展的风向标

All in CARAVANING 2014:

Compass of China Caravaning and Camping Industry

伴随中国民众消费能力的提高与对高品质生活方式的不断追求，中国的房车产业近年来获得了迅速发展。针对这一趋势，杜塞尔多夫展览（上海）有限公司与雅森国际展览有限公司于 2012 年合作推出了一场全新的展会--中国国际房车展览会（All in CARAVANING），展会一年一届，专为满足中国/亚洲地区的市场需求量身定制。

中国国际房车展览会快速展现当前的业界流行主题，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，致力于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。

秉承前两届展会的巨大成功，2014 年，第三届中国国际房车展览会移师到更加专业的展馆--北京展览馆举办。展会同期举办了多场针对全产业链各个板块的专业性会议，旨在积极推动房车和露营产业在中国的全面发展。中国国际房车展览会必将成为房车露营产业在中国发展的风向标和行业盛事。

With the rising consumption capacity of the Chinese people and their continuous pursuit for high-quality lifestyles, China's caravan industry witnessed rapid growth in the recent years. As a response to this trend, Messe Düsseldorf (Shanghai) Co., Ltd. cooperated with its partner YASN International Exhibition Co., Ltd. to launch a brand new exhibition for the Chinese market in 2012: the first All in CARAVANING, tailored to meet the specific needs of China and Asia.

The exhibition is the most important source for the hot topics of the industry, providing the industry players with reliable information on the global caravan industry innovations and trends, as well as a wide range of business opportunities. AIC showcased a wide spectrum of caravan products, including caravans and motor homes, accessories, extension components, and campgrounds from international renowned brands. It has become the perfect international stage for exhibitors to showcase latest products, and also the most effective trade platform for China's caravan industry.

The 3rd All in CARAVANING was relocated to a more professional venue - Beijing Exhibition Centre. In order to promote the overall development of caravanning industry in China, numerous conferences of various industry sectors were held concurrently. All in CARAVANING is bound to become a benchmark and a big festival of China's caravanning industry.



[展商 Exhibitors]

展商数量激增，现场成交量可观，展会效益突出

Increased exhibitor numbers, significant trading volume, and outstanding exhibition effect

本届展会规模空前，展览面积达到 20,000 平米，共有来自中国、德国、法国、荷兰、意大利、斯洛文尼亚、瑞典、美国、澳大利亚、土耳其、日本 11 个国家的 183 家展商携各自新品登场，其中现场参展房车共 153 台。

展会现场洽谈热烈，观众竞相体验各品牌房车的性能与舒适度，详细咨询各类问题，民众对房车的巨大热情充满了整个展厅。宇通、北方、艾威、隆翠等展商在现场举办了盛大的新车发布会。展台内的特色活动亦如火如荼：华晨集团牵手欧洲五大品牌之一的 Adria 房车集团在现场进行了签约仪式，宇通首次发布了房车品牌“凯伦宾威”，北方车辆将“泳池”搬进了展台，隆翠的展台则充满了“竹林庭院”风格。现场的特色展台人气爆棚！港中旅独具匠心，将营地微缩版本搬到展会现场，并举办了与宁夏沙坡头景区房车销售合作的签约仪式，吸引众多观众驻足。北京市旅委展示的北京 13 个区县 108 个落成、在建和规划中的营地布局图，引来相机频频拍摄。上海国际汽车城将电动 F1 比赛带到北京，无数赛车迷跃跃欲试。多数参展商都在现场有成交或者重大意向客户，意向成交总量超过百台！伴随展会结束，来自各品牌的好消息陆续传出，展后贸易联系大为可观。

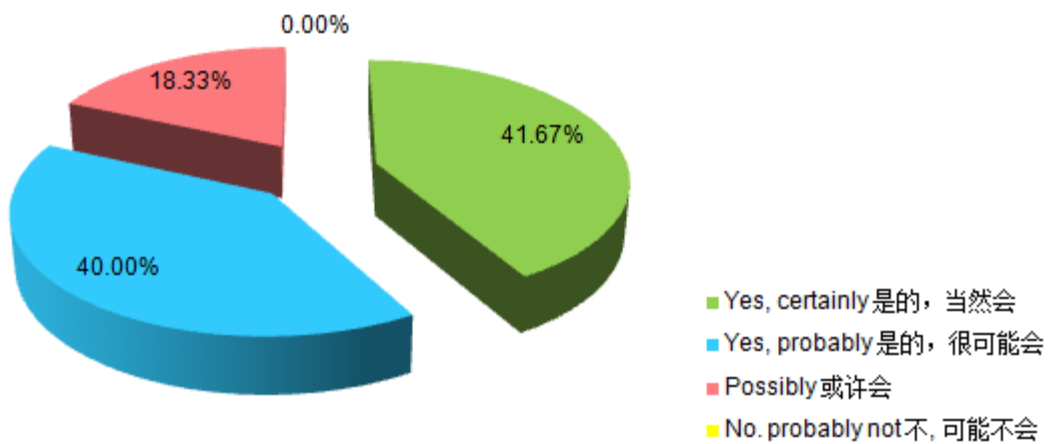
All in CARAVANING 2014 possessed an unprecedented scale with the exhibition area up to 20,000 square meters, 183 exhibitors from 11 countries including China, Germany, France, Netherlands, Italy, Slovenia, Sweden, America, Australia, Turkey and Japan with their new products came on stage, and there are altogether 153 caravans and motor caravans on the show.

The exhibition site presented both fervent business atmosphere and harmonious family style. Visitors scrambled for experiencing the performance and comfort of caravans and consulted kinds of questions in detail. Yutong, North RV, RV International, Daide Longtree and other exhibitors held grand press conferences for the newly launched caravans on site. Other featured activities within exhibition stands were held vigorously: Brilliance International and Adria Mobil, one of European five large caravan brands, made the signing ceremony; Yutong first issued a caravan brand “KLEN.rv”, North RV brought a “swimming pool” into

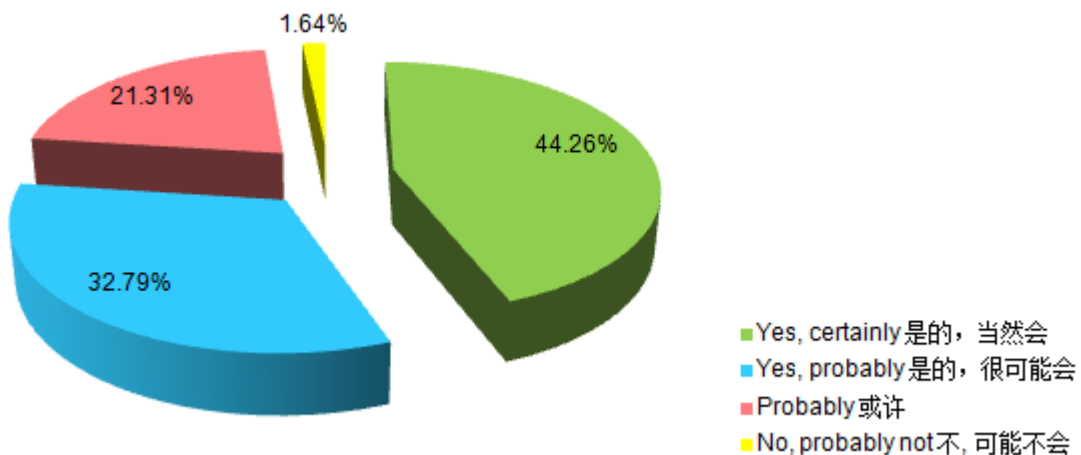


the exhibition hall; the Longtree stand had the style of "bamboo forest". These feature exhibition stands on site was full of popularity! The HKCTS brought the miniature version of a camp into the exhibition site; meanwhile they held the signing ceremony with Ningxia Shapotou, attracting many visitors to applaud. The Campgrounds Layout Map illustrating 108 completed, being constructed and planned campgrounds within 13 districts and counties of Beijing was displayed by the Beijing Municipal Commission of Tourism Development Shanghai International Automobile City brought its Electric F1 Competition to Beijing, which aroused numerous car racing fans to try out. Many exhibitors had obtained new deals or clients, and the transaction gross with intention had exceeded one hundred sets of caravans! Good news from exhibitors proved that the trade purpose on exhibition was well achieved.

◆ 展商继续参展的意愿 Exhibitors' willingness to participate in All in CARAVANING 2015



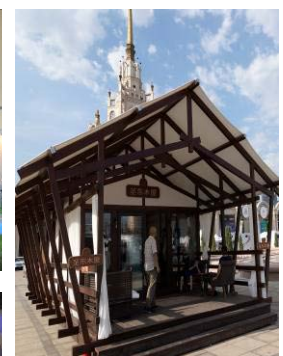
◆ 展商向其他公司推荐展会的意愿 Exhibitors' willingness to recommend participation at this fair to other companies

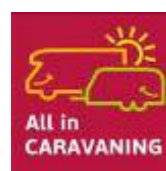


[展商 Exhibitors]

行业巨头云集，震撼业界

Top-of-the-line exhibitors are under one roof





◆ 倾听展商的声音 Voices of Exhibitors

“论坛的沟通十分高效，中外演讲嘉宾的碰撞很精彩。”

— Fendt 集团总裁，德国房车工业协会会长 克劳斯·福舍

“The communication in the Annual Conference is highly effective, and speakers from China and abroad all delivered very insightful speeches”

—Klaus Fortsch, President of CIVD and Fendt Caravan GmbH

“杜塞尔多夫展览（上海）有限公司举办的专业房车露营展览会搭建了一个国际性的交流平台，为展示北京快速的营地发展起到了积极的宣传效果。北京旅委不仅会继续通过展会向国际同仁展示北京的露营发展成果，还要积极参与到更多更广的国际推广活动中。”

—北京市旅游发展委员会汽车露营旅游分会常务秘书长 李艳

“All in CARAVANING, which is organized by Messe Düsseldorf (Shanghai) Co Ltd, has established an international communication platform for the industry. It played a positive role in promoting the fast-developing campgrounds around Beijing area. Through the exhibition, we will not only continue to showcase the achievements of Beijing camping industry development to the world, but also would like to participate in more international campaigns.”

—Ms. Li Yan,
Executive Secretary-General of Beijing Municipal Commission of Tourism Development Auto Camping

“今年的展会相较于去年又有了很大的提升，恭喜杜塞的展会连续两年取得了翻倍的增长，并且今年在现场中天房车的成交数量也很喜人。”

—北京中天行投资管理有限公司总裁 刘伟一

“Compared with the last two editions, All in CARAVANING 2014 has achieved great progress with double growth in exhibition scale. Congratulations! We are very satisfied and have concluded many business deals.”

—Mr. Liu Weiyi,
President of Centech Investment Management Co., Ltd

“展会组织井然有序，我们明年会考虑携带集团的品牌参展。”

—Trigano 集团总裁，欧洲房车行业联盟主席，法国房车工业协会主席

弗朗索瓦·弗耶

“The Germany Organization is always good!” When asked whether planning to exhibit in All in CARAVANING 2015, “Mr. Feuillet said “Why not?”

—Mr. François Feuillet, President of ECF, Uni VDL and Trigano group

“三天的展会收获颇丰，意向订单有 30 台。”

—艾威国际房车有限公司总经理 廖红斌

“I can look back on an extremely successful and fruitful trade fair. RV International has gained intentional purchasement of about 30 caravans!”

—Mr. Liao Hongbin, General Manager RV International Vehicles Trade & Marketing Co., Ltd

“展会组织十分专业，提供了中国房车全产业链的信息。我了解到了关于这个市场所有我希望了解的信息，在明年的展会上我们会带新的底盘参展。”

—德国爱科·科博股份公司亚太销售总监阿希姆·威斯米勒

“All in CARAVANING 2014 is organized very professionally. It provides the most comprehensive information about the whole RV industry in China. We have obtained very helpful information and very valuable connections through this event, and we will bring new model of chassis to the show next year.”

—Mr. Achim Weissmueller,
Head of Sales Asia, German AL-KO Group

“戴德汽车以完美的姿态完成了首次亮相，开始了全球房车市场的征程。感谢中国国际房车展览会这一平台和组委会的大力支持！”

—浙江戴德隆翠汽车有限公司执行总经理 蔡玉兵

“Daide automobile has perfectly debuted via All in CARAVANING 2014, and successfully marched into international market. Thanks for this professional platform and the organizers' strong support!”

—Mr. Cai Yubing, Executive General Manager of ZheJiang Daide longtree Automobile Co., Ltd

[观众 Visitors]

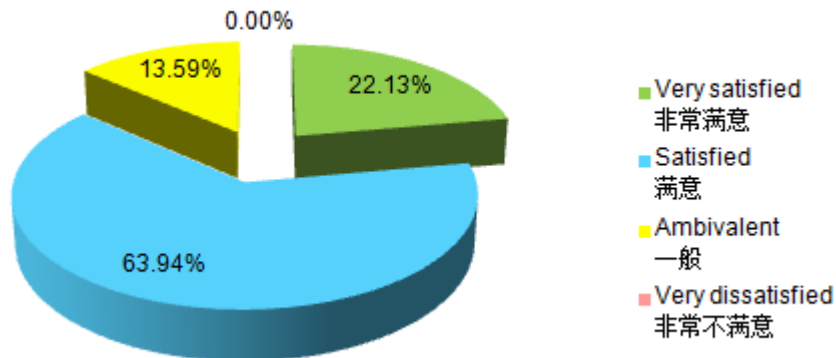
专业观众质量更高、更对口

Higher-quality and more targeted visitor groups

2014 中国国际房车展三天的观众总人数达到 5231 人，与第二届“中国国际房车即改装车展览会”相比，虽然总数有所下降，但这是房车展和改装车展分主题举办后的首次，让房车展的观众质量更高、更对口。观众来源地区包括中国大陆地区除西藏以外的各省市代表和来自澳大利亚、南非、埃及、中国香港地区、中国台湾地区、意大利、德国、斯洛文尼亚、土耳其、英国、比利时、爱尔兰、冰岛、韩国、日本、泰国、蒙古等国家和地区的国际观众 45 人。

The total number of visitors in three days reached 5231; although the number is slightly declining compared with the last “All in CARAVANING & All in TUNING”, it was the first time that the caravanning show and tuning show were separately held, hence with higher-quality and more targeted visitor groups. Visitors mainly came from all provincial and municipal representatives in China Mainland except for Tibet, and there are 45 overseas visitors from Australia, South Africa, Egypt, HongKong SAR, Taiwan Region, Italy, Germany, Slovenia, Turkey, the UK, Belgium, Ireland, Iceland, Korea, Japan, Thailand and Mongolia.

◆ 专业观众对展会的总体评价 Trade Visitors' Comprehensive Comments on All in CARAVANING 2014

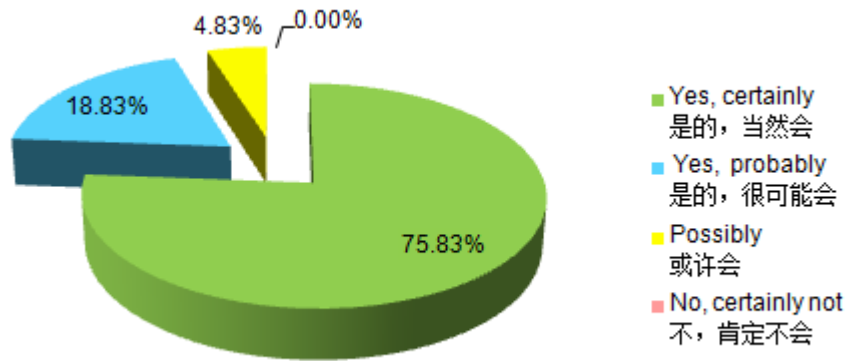


[观众 Visitors]

国内观众来自于 30 个省或自治区、直辖市，最主要来源为北京、天津、河北、山东、广东、辽宁、上海等地。这些观众中还包含了 30 余家汽车自驾游俱乐部、70 余个中国露营地以及有意开发露营地的当地政府到会参观，为展商带来了无数洽谈合作商机。

Domestic visitors came from 30 provinces or municipalities, predominantly from Beijing, Tianjin, Hebei, Shandong, Guangdong, Liaoning and Shanghai. All in CARAVANING 2014 has also attracted more than 30 Auto Clubs, over 70 Chinese campgrounds, and local government officials who are inclined to develop campgrounds, generating valuable business opportunities.

◆ 您是否会参观下届展会 Trade Visitors' willingness to participate in All in CARAVANING 2015



【高端年会 Annual Conference】

行业年会重磅出击，指引产业发展方向

Annual Conference displayed with a hit, guiding the direction of industry

“中国房车与露营行业年会”自中国国际房车展创办以来便伴随着展会共同成长，今年已是第三次举办，口碑及品牌效应日渐明显。今年年会两日的出席人数近 200 人，均是业内重量级翘楚，齐聚一堂，进行最高端的资讯发布和最务实的信息交流。6 月 27 日下午的主题是“营地日”，来自中国及其他露营地发达地区的行业精英为与会嘉宾解疑答惑，分享成功经验，为中国露营地产业发展贡献良策。

6 月 28 日年会进入房车主题日，中外房车业的巨贾们精彩碰撞，分享品牌信息和各自的市场策略，畅谈国际合作。

“All in CARAVANING Annual Conference” has grown with the exhibition since it was first established in 2012. It has been held for three times by this year with increasingly obvious public praise and brand effect. The attendance in two days reached nearly 200 people who were key players in the industry to make the top-end information issue and pragmatic information communication. The theme of June 27 was “Campground Day”. Industry experts of campground field from China and other developed countries answered and solved questions rose by the participant guests, shared successful experience and provided favorable suggestions for the development of China's camping industry.

On June 28, the Annual Conference entered the theme day of RV. Tycoons in caravan industry from China and abroad made mutual communication to share information and talked about the international cooperation.

▼ 年会现场 Glance at All in CARAVANING Annual Conference 2014





【高端年会 Annual Conference】

◆ 年会出席嘉宾 Distinguished Speakers at All in CARAVANING 2014 Annual Conference

国际嘉宾 International Speakers	国内嘉宾 Domestic Speakers
1. 德国联邦交通和数字基础设施部 司长 克里斯蒂安·泰斯 Christian Theis, Head of Division, Federal Ministry of Transport and Digital Infrastructure	1. 中国旅游车船协会 副秘书长 刘汉奇 Liu Hanqi, Secretary General of China Tourism Automobile & Cruise Association
2. Fendt 集团 总裁 / 德国房车工业协会 会长 克劳斯·福舍 Klaus Fortsch, President of CIVD and Fendt Caravan GmbH	2. 北京市旅游行业协会汽车露营旅游分会 会长 安庆衡 An Qingheng, Chairman of Beijing Tourism Industry Association Auto Camping Branch
3. Hymer AG 董事总经理 / 德国房车工业协会 副会长 赫尔曼·法富 Hermann Pfaff, Vice President of CIVD and Managing Director of Hymer AG	3. 上海旅游局政策法规处 处长 汪剑明 Wang Jianming, Director, Policy and Laws, Shanghai Municipal Tourism Administration
4. Trigano 集团总裁 / 欧洲房车行业联盟 主席 / 法国房车工业协会 主席 弗朗索瓦·弗耶 François Feuillet, President of ECF, Uni VDL and Trigano group	4. 中国汽车工业协会房车委员会 理事长 许掌握 Xu Zhangwo, President of of RV Committee of China Association of Automotive Manufacturers (CMRV)
5. 美国房车工业协会 亚洲事务主任 韩小路 Edward Han, Director of Asia Affairs of Recreational Vehicle Industry Association	5. 中国港中旅资产经营公司 董事总经理 田群 Tian Qu, Managing Director of China CTS Asset Management Corporation.
6. ACSI 国际露营服务公司总裁 范海勒 Ramon Van Reine, General Manager of ACSI (Auto Camping Service International)	6. 中天行投资管理有限公司 总裁 刘伟一 Liu Weiyi, President of Centech Investment Management Co., Ltd
7. 欧洲最佳营地 Gitzenwiler Hof 前任总经理 / Camping Consultant 露营地咨询公司总经理 海莱·米勒 Heidrun Muller, General Manager of Camping Consultant, Ex- GM of Gitzenwiler Hof	7. 四川快捷 318 汽车旅馆投资管理有限公司 董事长 郝刚 Hao Gang, President of 318 Auto Camp Motel
8. 荷兰露营集团, Preport 国际有限公司总经理 丹尼·海兹文德斯 Danny Hazewindus, General Manager of Holland Camping Group and Preport International B.V.	8. 苏州凯普太湖一号营地 董事长 黄维荣 Huang Weirong, President of No. 1 Lake Tai CamPark
9. Adria Mobile CEO 索尼娅·格尔 Sonja Gole, CEO of Adria Mobil d.o.o	9. 中国兵器工业集团公司 (CNGC) 北京北方车辆集团有限公司 董事长 李全文 Li Quanwen, President of CNGC Beijing North Vehicle Group Corporation
10. KiP 房车有限公司 CEO 汉克·亨尼克 Henk Gunnink, CEO of KiP Caravan BV	10. 宇通客车股份有限公司客车专用车分公司 总经理 高欣 Gaoxin, General Manager of Specialty Vehicle Branch, Zhengzhou Yutong Bus Co., Ltd
	11. 中欧汽车有限公司 副总经理 马东华 Ma Donghua, Vice General Manager of Zhongou Auto Co., Ltd
	12. 长城汽车股份有限公司 销售经理 刘玉蛟 Liu Yujiao, Sales Manager of Great Wall Motor Co., Ltd

◆ 行业专家传达权威声音 分享国际实践经验
Industry Experts Shared Global Insights and Experience



【房车活动 Events】

同期活动精彩绝伦，多彩房车文化全方位提升观众体验

Wonderful caravan culture events comprehensively promoted visitors' experience

◆ 2014 中国房车文化传播大使 China Caravan Ambassador 2014



榜样的力量是无穷的。“中国房车年度人物”的评选一直是历届展会中民间关注度最高的亮点，2012 年首度亮相便大受追捧，2013 年更是报名竞争全面升级。2014 年，评选活动华丽变身，奖项的名称正式更改为“中国房车文化传播大使”评选，更清晰地突出了蕴藏在“房车出行”这一生活方式背后的文化内涵。活动通过最真实的旅行案例、最具正能量的人生故事来传播房车拥有者的使命感和责任感，唤醒更多的人通过房车实现人生的旅行家梦想，将房车出行作为一种积极的生活态度和方式，推动房车和露营行业在中国的健康发展。

Since the first appearance of China Caravan Figure Award in 2012, it has been the envy of all caravan drivers nationwide. In 2013, the award drew more caravan drivers. In 2014, the event was renamed to the China Caravan Ambassador, which further reflected the cultural background of "caravanning trip". The event is to promote the caravanning lifestyle and business in China.

▼ 房车文化传播大使获奖者 Winner of 2014



刘大年先生——驾自改房车带残疾女儿看世界

Mr. Liu Danian – DIY a caravan to tour his handicapped daughter around the world



▼ 风尚车主获奖者 Fashion Caravan Owners 2014

贺伟：宣传房车绿色出游的环保意识

Mr. He Wei - Promoting eco-friendly awareness in caravanning tour



邓萍：房车里的生活，一切随心，随遇而安

Ms. Deng Ping - Caravan life means all follow your heart



戴钢华（老糨糊）：房车资深玩家，技术“大拿”

Mr. Dai Ganghua - Experienced caravan fans, master of technology and equipment



【房车活动 Events】

◆ 房车文化展示区 Caravan Culture Demonstration Zone



该展区不仅展示了全国 72 家加入 2014 年中国露营地体验计划的优秀露营地，更全面介绍了三届参加“中国房车文化传播大使”的获奖者和优秀候选人，同时播放了多家国内房车企业和俱乐部的露营活动视频，吸引了诸多房车爱好者在这里驻足停留，细细品味，真正达到了房车文化传播的目的。

The Caravan Culture Demonstration Zone not only

showcased the 72 excellent campgrounds nationwide which had joined China Campground Experience Program, but also comprehensively introduced winners and outstanding candidates who participated in "China Caravan Ambassador" contests, and played the camping activity videos of many domestic caravan enterprises and clubs, which attracted many caravan lovers to watch and appreciate.



◆ 卡雷拉路轨赛车争霸赛 Carrera Racing Game

来自德国的，被誉为“车模届 F1”的卡雷拉路轨赛车竞赛入驻展会现场，每天都吸引来无数发烧友驻足，小到 5、6 岁的孩子与大孩子、大人们同台竞技！高低起伏的弯道直道，道道不同，考验手指灵活性和大脑预判力，比一级方程式更好玩！

The exciting on-site Carrera Racing Game attracted a crowd of car racing fans- not only kids, but also adults. They were able to enjoy exciting games of "Formula One", where finger dexterity and fast reaction turned out to be crucial!



◆ 房车手绘大赛 Caravan Handpaint Award

第二次举办的“房车手绘大赛”仍然广受欢迎，尤其是周末人气爆棚，很多小朋友们同台竞争，进行想象力和画功大角逐，一辆辆极富创意和灵感的房车跃然纸上。主办方今年共收集到 200 余幅作品。很多参与者表示“活动很有趣，很放松，很适合带家人一起参加，希望明年继续举办。”

The “Caravan Handpaint Award” held for the second time was still popular, especially in weekend, ; many little kids competed against each other for imagination and painting work, and many caravans of creativity and inspiration were vividly shown on the paper. The organizer altogether collected over 200 pieces of works. Many participants expressed that “This activity is interesting and relaxing, it is better to participate in with family members, and it is expected to be held next year.”



【媒体跟踪篇 Media Coverage】

主流媒体纷纷聚焦，掀起房车新热潮

Abundant Exposures and Reporting in Famous Media Enhanced the Reputation and Influence of All in CARAVANING



360 露营网、中国露营网、旅居时代、露营中国、越野 e 族、中国房车网、《房车与露营》杂志，等 20 家行业媒体，以及北京电视台、旅游卫视、新华网、中新网、网易、搜狐、优酷网、土豆网、中国网、环球网、环球时报、北京日报等 80 家大众媒体，总计 100 家业内外媒体莅临现场参观报道，强势宣传，刊发文稿百余篇次，透过杂志、报纸、网络、视频等各种传播渠道，缔造展会品牌价值。

Over 20 media of the caravanning & camping industry like 360 Camping, China Camping, raccc.com, Campingchina.cc, FBLIFE.com, rv360, RV and Camping magazine and 80 mass media like BTV, Travel Channel, Xinhua.net, China News, NetEase, Sohu, Youku, Tudou, China.com, World Wide Web, Global Times and Beijing Daily, altogether 100 media were present on site to visit and report, with mighty publicity and over 100 articles of published manuscripts; the brand value of All in CARAVANING



was created through multiple campaign channels like magazine, newspapers, network and video.



2015 中国国际房车展览会 All in CARAVANING 2015

北京展览馆·北京

Beijing Exhibition Centre, Beijing, China

26-28 June 2015



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