2015 中国国际房车展览会
All in CARAVANING 2015

All in CARAVANING

参展邀请
Invitation to exhibit

2015年6月26-28日
26-28 June, 2015

北京展览馆 · 北京
Beijing Exhibition Centre, Beijing, China

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

同期举行 Concurrent Event | 2015年房车与露营行业年会 All in CARAVANING Annual Conference 2015

扫描二维码可进入
官网查询详细信息
Scan the QR code to log
in the official website
for more information

www.aicshow.com

i.n Business Check
Basis for Business

主办单位 Organized by :

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

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

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

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

STCCA
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

中国汽车保有量迅猛增长 带动汽车营地建设

根据公安部提供的数据，截至 2013 年底，中国汽车保有量达 1.37 亿辆，是 2003 年的 5.7 倍。随着经济社会的发展，近十年汽车年均增加 1100 多万辆。而 2013 年更是同比增加了 1651 万辆，增长了 13.7%。据统计，2013 年我国驾驶人数量已超过 2.75 亿人，是十年前的 2.6 倍。我国已快速进入汽车社会。汽车产业大发展使得自驾游越来越受欢迎，自驾出游已经成为我国散客出游的主体部分，根据《中国自驾游年度发展报告 2013-2014》，2013 年自驾车旅游总人数为 17.3 亿人次，较 2012 年增加 3.7 亿次，增幅为 7%，占年度出游人数的比例达到 53%，超过 65% 自驾出游目的为休闲度假。同时自驾旅行者对营地的需求和服务标准的要求也越来越高。于是中国的房车营地在近几年进入了快速成长期。

2013 年 12 月 4 日，国家体育总局正式批准体育行业标准《汽车露营营地开放条件和要求》，该标准于 2014 年 1 月 1 日起实施，标志着中国第一部行业标准诞生。中国汽车露营营地标准化建设全新起航。

目前全国约有成熟的房车营地 200 家，而许多大城市的发展尤为显著。如在北京市旅委的政策支持下，北京目前已经建成营地 22 家，在建 23 家，规划当中 68 家，合计 113 家，并涌现出了一批具有中国特色和北京品味的汽车营地。为了推动营地建设，来自上海等周边城市的 24 位市长日前召开联席会议，决定联手推动长三角地区的房车旅游，长三角地区规划到 2020 年要建成 200-300 家营地。现在上海市已经在崇明、嘉定，虹口区建设房车营地，计划 2014 年内开营，上海市总体一期规划建设 14 个营地。云南省旅游局在《云南省旅游产业“十二五”发展规划纲要》中提出，未来将大力发展房车旅游，丰富、优化云南旅游产业的构成，以云南省内著名的旅游目的地为依托，按照分级建设、网络化布局的发展思路，实现云南省房车露营旅游的开发推广，在 5 年建成百个房车营地。2014 年，吉林省亦开始开发房车、帐篷营地度假旅游，在旅游重点城市、交通节点力争建设 10 个旅游营地。贵州省 3 年内将建沿高速高铁区域汽车露营点 20 个以上。海南则将设计 26 条房车露营旅游线路，使露营地达到 76 处。

AIC携手国内权威协会申办第四届世界房车大会 共促中国房车露营产业大发展

在 2014 中国国际房车展期间，中国汽车工业协会副秘书长叶盛基代表协会提议联合北京市旅游行业协会共同主办第四届世界房车大会，并由杜塞尔多夫展览（上海）有限公司同期举办中国国际房车展览会。

叶先生提出第四届世界房车大会的主题将是：“房车，让旅居生活更美好”，目标是在中国 2 亿汽车族中推广房车露营文化。得到了与会各国房车协会领导人的一致支持。

中国房车行业需要世界，世界房车产业需要中国。相信通过筹备和主办“第四届世界房车大会”，中国房车露营产业必将迎来战略发展的黄金时代。

Rapid increase of cars in China is driving auto-campground development

According to statistics from the Ministry of Public Security, the number of cars in China has reached 137 million by the end of 2013, 5.7 times of that in 2003. As economy and society continues to develop, China has experienced an average annual vehicle growth of over 11 million over the past ten years. In 2013, the figure was a noticeable 16.51 million, a growth of 13.7% over the previous year. Based on statistics, the number of drivers in China exceeded 275 million in 2013, 2.6 times that of 10 years ago. China is rapidly turning into an auto society. Thanks to the booming automotive industry, self-driving tours are increasingly gaining popularity. According to the 2013-2014 China Self-driving annual report, self-driving has been recognized as the most popular way for foreign independent tourism. More than 1.73 billion people have chosen self-driving for their trips in 2013. Compared with 2012, it increased by 0.37 billion people and 7 %. Last year, more than 53% of all travelers chose self-driving tours as their way of traveling. 65% of them sought for leisure tourism. As a result, self-driving travelers are demonstrating a growing demand for campgrounds as well as the service they provide. The development of the campground industry in China is starting to take off in recent years.

On December 4, 2013, the General Administration of Sports of China approved a standard for the sports industry: the Conditions and Requirements of Auto-campground Operation, effective on January 1st, 2014. This is the first industry standard of its kind in China, marking the start of a journey to establishing a complete standardized campground industry.

Currently there are around 200 well-developed campgrounds in China, most of them located in big cities. Take Beijing as an example. Under the support of the Beijing Municipal Commission of Tourism Development, 22 campgrounds have been built and another 23 are under construction. 68 campgrounds are being planned for the future, resulting in a future map of a total 113 campgrounds. Some of the campgrounds are featured with unique local characteristics. In order to promote the development of campgrounds, 24 mayors from Shanghai and neighboring cities attended a joint meeting recently and decided to coordinate efforts in promoting RV holidays in the Yangtze River Delta region. In Chongming, Jiading and Hongkou District, many campgrounds are currently being built. 14 campgrounds are being planned in Baoshan, Qingpu, Jinshan and other districts of Shanghai. According to the plan, 200-300 campgrounds are to be developed in the Yangtze River Delta region by 2020. Yunnan Province Tourism Administration pointed out to vigorously develop RV tourism to diversify and optimize tourism industry in Yunnan Tourism Industry's 12th Five-Year Plan Outline, In the future 5 years period, Yunnan will achieve RV tourism promotion and will build more than 100 campgrounds based on the well-know scenic spots. In 2014, Jilin province also started promoting RV and camping holidays with plans to construct 10 campgrounds in tourist cities and transport hubs. Guizhou province plans to put more than 20 vehicle campgrounds along highways in place over the next 3 years. Whereas in Hainan, 26 travel routes will be designed with a total of 76 campgrounds.

Together with leading associations in China, AIC bids for the 4th World RV Conference with the aim to promote campground development

During All in CARAVANING 2014, Mr. Ye Shengji, deputy secretary-general, on behalf of China Association of Automobile Manufacturers proposed to jointly host the 4th World RV Conference with the Beijing Tourism Industry Association, with All in CARAVANING being held concurrently.

Mr. Ye also brought forward the theme "Caravaning Makes Better Travel" for the 4th World RV Conference, with the aim to promote the RV camping lifestyle among the 200 million car owners in China. His proposal has received unanimous support from international associations.

The RV industry in China needs the world and the global RV industry needs China. If China is to host the 4th World RV Conference, its RV campground industry is bound to embrace a golden period for strategic development.

加入中国最大、最专业的房车展览会
— 2015中国国际房车展！

Be part of the No.1 trade show for motorhomes and caravans in China -All in CARAVANING 2015!

All in CARAVANING

名车荟萃 240家展商，300余台国内外知名品牌房车新品首发，从经典房车到高科技房车，从中低端价位的舒适体验到奢华极致的出行利器，应有尽有。

精英云集 同期举办2015房车与露营行业年会，及内容丰富的技术研讨会，来自国内外行业协会、企业的精英齐聚一堂，交流经验，凝聚共识，智慧碰撞，共谋发展。

活动多姿 房车文化传播大使评选、房车手绘大赛、中国露营地体验计划、房车文化展示、卡雷拉路轨赛车争霸赛…轮番上演，激情不断，精彩连连，带给您一整天的欢愉时光。

产业推动 大力推进露营地配套供应商的发展、营地设计规划、管理培训和房车旅游线路规划，让房车文化真正活起来，火起来！

坐拥北京CBD：北京展览馆

北京展览馆建成于1954年，是毛泽东主席亲笔题字、周恩来总理主持剪彩的新中国第一家专业展览馆。馆内设有展览中心、北展剧场、莫斯科餐厅和北展宾馆四家经营单位，是集会展、演出、餐饮、住宿为一体的综合性企业。

北京展览馆位于北京市西直门繁华商区，独特的俄式建筑风格使其成为北京市的建筑地标之一。它占地面积约13.2万平方米，其中展览区的室内外总体面积约为3万平方米，包括室内展厅面积2.2万平方米，室外8000平方米。

展馆内拥有北京最早也是最富盛名的俄式西餐厅-莫斯科餐厅。曾数次肩负承接国宾宴会、外宾访谈等国家重任，是一座承载几代人记忆的"文化圣殿"。

NEW PRODUCTS LAUNCH

240 exhibitors with over 300 domestic and internationally renowned RV brands, offering wide coverage of products ranging from classics to high-tech RV, and from budget comfort to luxurious experience.

EXPERTS GET-TOGETHER

All in CARAVANING Annual Conference 2015 and various technical workshops will be held simultaneously, attracting industry experts from home and abroad to get together and exchange experiences while searching for common ground and joint development.

WONDERFUL ACTIVITIES

Caravan Ambassador Contest, Caravan Handpaint Award, China Campground Experience Program, Caravan Culture Show and Carrera Racing Game will bring rounds of highlights that add to the unique pleasant experience of a whole day at All in CARAVANING.

INDUSTRY PROMOTION

Facilitating development of campsite supply chain, design and planning, management training and route planning in order to cultivate a truly vigorous caravanning lifestyle.

Located in Beijing CBD Area: Beijing Exhibition Centre (BEC)

With its history starting back in 1954, Beijing Exhibition Centre (BEC) comes as the first-ever massive comprehensive exhibition venue in Beijing. It features, among others, the genuine inscriptions of late Chairman Mao Zedong and was once honored by the presence of late Premier Zhou Enlai at its ribbon-cutting ceremony. It is a CE (Convention and Exhibition) group that provides integrated services ranging from art performance through catering to hospitality. Under its umbrella are some big well-known players in relevant fields. They are: BEC Exhibition Branch Co., Ltd., BEC Theatre, Moscow Restaurant, and BEC Hotel, among others.

Beijing Exhibition Centre is situated at the prosperous Beijing Xizhimen commercial district. With its unique Russian architectural style, it has become one of the famous landmarks of Beijing. It covers an area of 132,000m², of which 30,000m² are exhibition areas, including indoor exhibition space of 22,000m² and outdoor exhibition space of 8,000m².

The exhibition centre boasts a Moscow Restaurant-the earliest and most famous Russian restaurant in Beijing. Famed as a "Culture Palace", it played host to numerous political events and welcomed foreign guests.

The Huangdichuan Dock, which is located at the north gate of the exhibition centre, offers a fast and convenient connection to the Summer Palace via the capital's water channels.

2015中国国际房车展览会
All in CARAVANING 2015

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 Infrasructure Suppliers/ Recreational Equipment Suppliers
- Campgrounds/Camping Parks Material Suppliers
- Campgrounds Service and Specialist Sectors
- Rental Agents
- Purchase/Financing/Insurance
- Government Institutes/Association/Research Institute
- Specialist literature/Media

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
- 媒体及出版社

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
- Media/Press

重要数据	2012	2013	2014	2015(预计)
面积 (平方米)	5,000	11,000	20,000	25,000
展商数	53	99	183	240
观众数	10,241 (与改装车展同期)	19,122 (与改装车展同期)	5,231 (房车专业观众)	8,000 (房车专业观众)
媒体数	108	179	200	220

Statistics	2012	2013	2014	2015(Forecast)
Gross Space (m²)	5,000	11,000	20,000	25,000
Total Exhibitors	53	99	183	240
Total Visitors	10,241 (with All in TUNING)	19,122 (with All in TUNING)	5,231 (Trade Visitors)	8,000 (Trade Visitors)
Media	108	179	200	220

展后报告
POST SHOW REPORT

专业铸就辉煌
All in CARAVANING 2014成功举办

第三届中国国际房车展览会规模超越前两届，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，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。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。

展会三天的观众总人数达到**5,231**人，与第二届“中国国际房车暨改装车展览会”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。

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。

High Degree of Professionalism: All in CARAVANING 2014 Draws to Successful Close

All in CARAVANING 2014 possessed an unprecedented scale with an exhibition area of up to 20,000 square meters, 183 exhibitors from 11 countries including China, Germany, France, Netherlands, Italy, Slovenia, Sweden, USA, Australia, Turkey and Japan presenting their new products. In total, there were 153 caravans and motor caravans on display.

The exhibition site presented both bustling business atomsphere and harmonious family style. Yutong, North RV, RV International, Daide Longtree and other exhibitors held grand press conferences for their newly launched caravans on site. Other featured activities within exhibition stands were held vigorously: Brilliance International and Adria Mobil, one of Europe's 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 designed a "bamboo forest". The HKCTS brought a miniature version of a camp into the exhibition site; meanwhile they held the signing ceremony with Ningxia Shapotou, attracting many visitors. A 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 obtained new deals or clients, and the transaction gross with intention exceeded one hundred sets of caravans! Good news from exhibitors proved that the exhibition's trade purpose was well achieved.

The total number of visitors in three days amounted 5,231 - a number slightly below the previous “All in CARAVANING & All in TUNING” visitor number, as this year's caravaning and tuning show were held separately for the first time, hence attracting more specific target visitor groups. Visitors mainly came from all provincial and municipal representatives in China Mainland except for Tibet, and there were 45 oversea visitors from Australia, South Africa, Egypt, HongKong SAR, Taiwan Region, Italy, Germany, Slovenia, Turkey, the UK, Belgium, Ireland, Iceland, Korea, Japan, Thailand and Mongolia.

Over 20 media companies of the caravaning & 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, were present on site to visit and report, with mighty publicity and over 100 published articles of manuscripts; the brand value of All in CARAVANING was created through multiple campaign channels like magazine, newspapers, network and video.

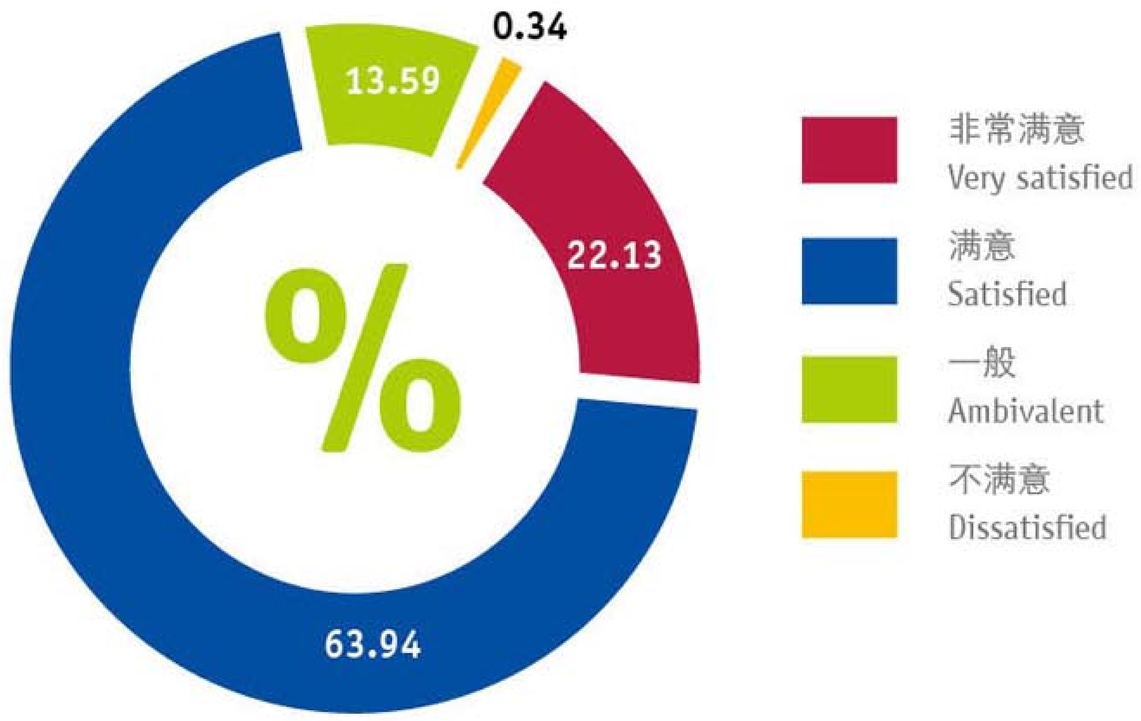
部分房车、配件及露营地参展商 Part of RV, Caravan Accessories and Campgrounds Exhibitors

合作媒体 Media Partners

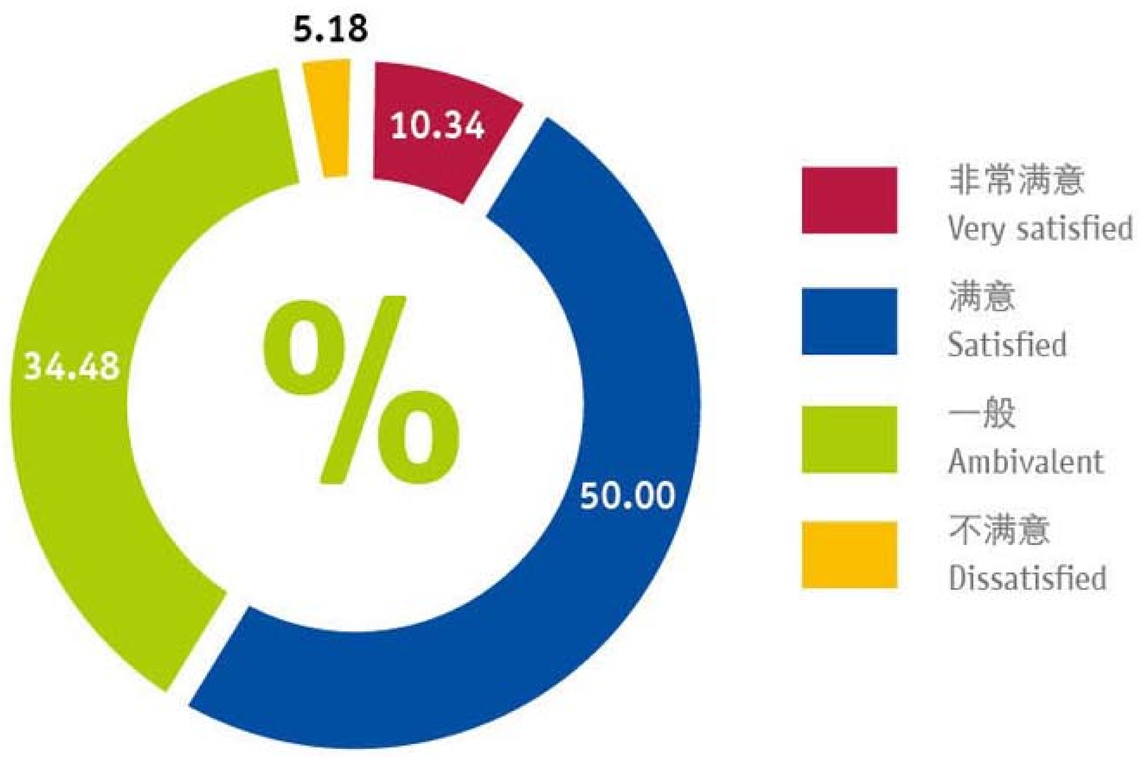
*排名不分先后
Listed in no particular order

展后报告
POST SHOW REPORT

2014中国国际房车展览会 专业观众满意度
Trade Visitors' Satisfaction Survey of All in CARAVANING 2014



2014中国国际房车展览会 展商满意度
Exhibitors' Satisfaction Survey of All in CARAVANING 2014



2014中国国际房车展览会 同期活动
Concurrent Events of All in CARAVANING 2014

All in CARAVANING

房车生活令人砰然心动，房车展会同样充满激情与梦想。作为一场适合全家人欢聚的盛会，中国国际房车展不仅有严肃的专业性论坛和年会，也有精彩纷呈的趣味性活动，为展商和观众提供更多附加价值，更能够确保每一位参与者在三天的展会期间都可以享受到轻松、愉悦的观展之旅。这些活动成功拉近了展商与观众的距离，同时使房车露营文化更为亲近大众，亦更具体验性。

Caravaning is family-friendly as well as exciting. All-day action and fun was guaranteed at All in CARAVANING 2014. Whether it is professional technical talks, match-making seminars, summit forums, or hand painting competition of fun, or the exciting prize-presentation ceremony for the Caravan Ambassador, they all brought exhibitors and visitors together and brought caravan culture closer to the public.

2014中国房车与露营行业年会
All in CARAVANING Annual Conference 2014

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

新闻发布会
Press Conference

2014中国露营地体验计划
China Campgrounds Experience Program 2014

房车手绘大赛
Caravan Handpaint Award

卡雷拉路轨赛车争霸赛
Carrera Racing Game

开幕晚宴
Opening Banquet

技术研讨会及项目对接会
Technical Seminar & Business Matching

第八届中国国际泛户外产业高峰论坛
The 8th China International Pan-outdoor Industry Summit Forum

倾听现场的声音
Onsite voices

论坛的沟通十分高效，中外演讲嘉宾的碰撞很精彩。

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

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

展会组织井然有序，我们明年会考虑携带集团的品牌参展。

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

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

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。

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

艾威国际房车有限公司总经理 廖红斌

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

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！

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!

浙江戴德隆翠汽车有限公司执行总经理 蔡玉兵

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

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。

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

北京中天行投资管理有限公司总裁 刘伟一

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

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。

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.

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

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

主办单位 Organizers:

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

国际支持单位 International Supporters:

德国房车工业协会
German Caravan Industry Association

澳大利亚房车及露营协会
Caravan, RV & Accommodation Industry 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者
Organizer of Caravan Salon Düsseldorf

主办单位介绍 Introduction of Organizers

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

杜塞尔多夫展览（上海）有限公司是世界五大展览主办者之一的杜塞尔多夫展览集团公司在中国的分公司，拥有完善成熟的营销和服务网络，致力于将世界第一的专业展览带到中国，更好地为中国市场和客户提供个性化的优质服务，进一步推动本土化服务。公司旨在借助过去成功的经验，进一步扩大展览业务的范围和开拓多元化的合作关系，加大展会推动行业的影响力。

Messe Düsseldorf (Shanghai) Co., Ltd. (MDS) is the subsidiary of Messe Düsseldorf GmbH, which is one of the world's top 5 exhibition organizers. MDS is committed to introducing world's no. 1 trade fairs to China relying on its complete and specialized marketing & service network in China and to provide better individualized solutions for the Chinese market. MDS is committed to enlarge its exhibition business scope and develop diversified cooperation relationships, as well as enhance the influence of exhibitions propeling the industry.

雅森国际
YASN International

雅森国际拥有十多年专业组展经验，秉承专业化、创新化、品牌化、国际化的理念，成功打造了全球最大的汽车用品展览会-中国汽车用品暨改装汽车展览会（CIAACE）。2011年雅森国际正式被接纳成为国际展览联盟（UFI）会员，其旗下展会CIAACE也成为行业内唯一一个获得国际展览联盟（UFI）认证的认证展会。历届雅森展会受到了行业企业的强烈关注，其展会上所展示的技术是行业发展的风向标，是行业企业发展和新品拓展的重要依据，很大程度上推动了国内汽车后市场行业的发展。

YASN International possesses of more than 10 years' professional experience in events organizing. In line with the concept of professionalism, innovation, branding and internationalization, it has established the largest and most influential event within the auto accessories industry worldwide-China International Expo For Auto Electronics, Accessories, Tuning & Car Care Products (CIAACE). YASN has been officially accepted by the UFI as its member in 2011, meanwhile its flagship event CIAACE has also been granted status as the only "UFI Approved Event" in the industry. As the indicator of automotive industry trend, and the unique basis for enterprises and their new products development, the YASN exhibitions have always become the focus of attention of the industry and many corporations, which largely contribute to the vigorous development of the automotive aftermarket industry in China.

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

中国港中旅集团成立于1928年，是国资委直属的大型国有企业。集团是以旅游业为主，实业投资钢铁、房地产、物流贸易为支柱产业的多元化投资集团。业务主要包括旅游、钢铁、房地产开发经营以及物流贸易、电力、资产经营等。其中，旅游业涵盖旅行社、酒店、旅游休闲度假景区、主题公园、网上旅游交易平台、旅游演艺、高尔夫球会等多项领域，是中国目前旅游产业链和旅游要素最全的大型旅游企业。2010年，港中旅集团开始在中国探索并发展房车及露营地旅游产业，计划在未来五年内,在中国境内完成基本的露营地网络建设布局，为促进中国旅游转型升级做出应有的贡献。

Founded in April 1928, China National Travel Service (HK) Group Corporation is a state-owned enterprise under the direction of the State-Owned Assets Supervision and Administration Commission of the State Council. In addition, it is a large, well-known enterprise Group engaging in tourism, industrial investment (iron and steel), real estate development, and logistic trade. Travel is the core business of the Group. It is the largest and most competitive travel service company in China, operating travel agencies all over the country, online travel service, hotels, tourist attractions, theme parks, and golf resorts in mainland of China, Hong Kong, Macao and overseas. It has a comprehensive tourism industry chain with strong abilities in investment.Since 2010, CTS Group began to explore and develop the recreational vehicle (RV) and campground industries and planned to build RV campgrounds in China to form a national network in five years, with the goal to make contribution to optimize and upgrade the tourism industry in China in the end.

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

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

中国汽车工业协会房车委员会是中国汽车工业协会领导下的产品型分支机构，是中国房车及零部件等相关行业制造商的唯一、合法社团组织，其宗旨：遵守国家法律和法规，贯彻执行国家的方针政策；维护房车行业整体利益，保护会员单位的正当利益和合法权益；反映会员单位的愿望与要求，为本行业和会员单位服务，为政府和社会服务，发挥桥梁和纽带作用；增强行业企业群体的凝聚力，在行业自律、诚信生产、规范经营、产业政策、技术标准、产品推广、国际合作与交流、推进自主创新和提高行业综合竞争力等方面开展工作，引领中国房车行业科学、健康和高效的可持续发展。

The Recreational Vehicle Industry Committee (CMRV), as a subsidiary led by China Association of Automotive Manufacturers (CAAM), is the only legal organization for recreational vehicle (RV) manufacturers and RV parts producers in China. The mission of CMRV is to abide state laws and regulations, implement state policies; protect the common benefit of RV industry, protect the legitimate interests of its members by collecting their demands and reflecting to related authorities, serve the whole industry, its member, the government and the whole society through better communication among all. Besides, CMRV will enhance the cohesion of the whole industry in the following fields: self-regulation, integrity of production, market compliance, industrial policy, technical standard, product promotion, international cooperation and communication, self-innovation and the improvement of the comprehensive competitiveness of the industry. CMRV will work to achieve the purpose of leading China RV industry to a systematic, health and efficient development.

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

中国自驾游与露营房车分会隶属于中国旅游车船协会，由中国国家旅游局主管。目前会员单位已近两百家。分会以"为会员提供服务、协助会员维权、加强行业自律、促进行业交流"为宗旨，帮助会员了解政府的有关政策、法律法规，向政府反映其诉求，争取政策支持。同时，分会也根据行业发展要求，参与相关法规及国家或行业标准的研究制定，参与并开展本行业资质认证工作，并与国外相关行业及社团组织开展交流与合作。分会将进一步推进国内自驾游、房车露营市场的发展，培育旅游消费新增长点，提高汽车露营分会及会员企业的品牌知名度，推动自驾车旅游和房车露营旅游业态健康发展。

Administrated by China National Tourism Administration, China Self-Driving Tour and Camping & Caravaning Association, which is affiliated to China Tourism Automobile and Cruise Association, now has nearly 200 members. With the mission to "provide services to members, protect members' rights, strengthen industry self-discipline, and promote industry exchange", the association is aimed to help members learn relevant policies, regulations and laws, hand in their appeals to the government, and apply for national policy support. Meanwhile, the association is also involved in research and setting of relevant regulations and national industry standard, and is responsible for the industry qualification certification work, as well as carrying out exchange activities and cooperation with international associations and organizations. The association is bound to boost the development of China's self-driving and caravanning market, foster new growth points of tourism consumption, improve the brand awareness of itself and its members, and accelerate the sound development of self-driving tourism and caravanning & camping industries.

国际支持单位介绍 Introduction of International Supporter

杜塞尔多夫展览集团公司
Messe Düssseldorf GmbH

Messe Düsseldorf

杜塞尔多夫国际房车展一自行式和拖挂式房车领域的全球第一大展的主办方
成立于1947年的杜塞尔多夫展览集团公司拥有完善的国际服务网络，12家子公司和分支机构，69个海外代表机构，全球约1,212名员工，为132个国家提供全方位的服务。公司展会涉及领域包括：机械、机床及设备；贸易及服务；医疗及健康；时尚及生活；休闲等。公司展览项目遍布世界各地的成熟市场，为来自不同国家各行各业的企业提供了最为广阔的经济贸易平台，协助企业迅猛发展。在过去的60多年里，杜塞尔多夫展览集团公司成功在世界各地举办了5,000多场展会活动，拥有丰富展会主办经验。公司在德国杜塞尔多夫市举办的50个专业展览会中，有24个是业界第一大展览会。

Organizer of CARAVAN SALON DÜSSELDORF -- The No.1 show for motor homes and caravans
Messe Düssseldorf is a leading international trade fair partner and provider of event-specific exhibitor and visitor services in the fields of Plant, Machinery and Other Capital Goods, Retail, Skilled Crafts and Services, Medical Systems and Healthcare, Fashion and Lifestyle, Leisure. Founded in 1947, Messe Düssseldorf currently has a workforce of around 1,212. 24 of around 50 fair events staged in Düssseldorf represent the No. 1 in their sector. The international network behind the Messe Düssseldorf group of companies spans 132 countries and comprises 69 foreign representatives, 12 direct shareholdings and subsidiaries. The group can draw on 60 years' experience in organizing foreign trade fairs, with a track record of over 5,000 events staged worldwide.

All in CARAVANING

参展费用
Participation Cost

房车展商	For Caravan/Motor Home Exhibitor Only
户外光地：	**Outdoor Raw Space:**
人民币 **480**元/平方米 (最小**60**平方米)	**480 ¥** RMB/m² (min. 60m²)
室内光地：	**Indoor Raw Space:**
人民币 **600** 元/平方米 (最小**50**平方米)	**600 ¥** RMB/m² (min. 50m²)
其他展商	**For Other Exhibitor**
室内光地：	**Indoor Raw Space:**
人民币 **845**元/平方米 (最小**18**平方米)	**845 ¥** RMB/m² (min. 18m²)
标准展位：	**Shell Scheme:**
人民币**1,085**元/平方米 (最小**9**平方米)	**1,085 ¥** 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.

www.aicshow.com

All in CARAVANING

2015 中国国际房车展览会
All in CARAVANING 2015

2015年6月26-28日
26-28 June, 2015

北京展览馆 · 北京
Beijing Exhibition Centre, Beijing, China

重要日期
Important dates

报名截止
Registration deadline

2015年3月20日
20 March, 2015

展台搭建
Construction

2015年6月24日–25日
24-25 June, 2015

展会
Exhibition

2015年6月26日–28日
26-28 June, 2015

撤展
Dismounting

2015年6月28日
28 June, 2015

有关详情，请联络以下主办单位：
For more information,
please contact the following organizers

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

上海市浦东新区张江高科技园区科苑路88号
上海德意志工商中心1号楼307-308室
Units 307-308, Tower 1, German Centre for Industry and Trade Shanghai 88 Keyuan Road, Zhangjiang Hi-Tech Park, Pudong, Shanghai 201203, P.R.China
邮编：201203
电话 Tel ：+86-21-6169 8300
传真 Fax ：+86-21-6169 8301
www.mds.cn

李静 女士 Ms. Amy Lee
电话 Tel ：+86-21-6169 8320
传真 Fax ：+86-21-6169 8301
电邮 Email ：amy.lee@mds.cn

张拓 先生 Mr. Tetris Zhang
电话 Tel ：+86-10-6590 7101 ext.8617
传真 Fax ：+86-10-6590 7347
电邮 Email ：tetris.zhang@mds.cn

缪斯杰 先生 Mr. Jay Miao
电话 Tel ：+86-21-6169 8300 ext.8332
传真 Fax ：+86-21-6169 8301
电邮 Email ：jay.miao@mds.cn

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

北京市西城区裕民路18 号
北环中心A 座505 室
邮编：100029
Suite 505, Tower A, North Ring Center, No.18 YuMin Road, Xicheng District, Beijing 100029, P. R. China
电话 Tel ：+86-10-5797 0888
传真 Fax ：+86-10-5797 0999
www.yasn.com.cn

敬请关注官方微信：
中国国际房车展览会
Please follow up official
Wechat Account:
All-in-CARAVANING

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)

中國港中旅集團公司
香港中旅(集團)有限公司

主办单位
Organized by

Messe Düsseldorf Shanghai