

Press



All in CARAVANING 2014 at the Beijing Exhibition Centre from 27 to 29 June

Trade visitors are attracted by extended offer range and a comprehensive supporting programme

China's enthusiasm for the caravan industry and cars is growing. The market is booming. This development also benefits All in CARAVANING 2014, which is being held for the third time at the Beijing Exhibition Centre from 27 to 29 June 2014. Approximately 180 exhibitors will show their products and services on a display area of 20,000 m². At All in CARAVANING, visitors may gather information about innovations and highlights concerning camper vans, caravans, base vehicles and accessories, as well as various offers for vacations and leisure time. In expanding its offer range by a camping and leisure equipment segment, campground amenities and a comprehensive supporting programme, the trade fair strengthens its position as leading exhibition for camper vans and caravans in China.

European exhibitors from Germany, France, Italy, the Netherlands and Sweden have confirmed their participation, as have exhibitors from overseas, such as from the USA, Australia, South Korea and Malaysia. Well-known manufacturers such as AL-KO (Yantai) Machinery, Dachs, Fendt, Optiplan, Shanghai Vöhringer Wood Product and Truma Mechanical Technology will display their products at All in CARAVANING.

A broad-based supporting programme rounds off the event and provides information on current industry trends. This year's All in CARAVANING Annual Conference, held from 27 to 28 June, features a different topic each day: "Campground Day" and "Recreational Vehicle



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Day". Important players from industry and associations will talk about various aspects of mobile leisure time and international possibilities for cooperation in dialogues and discussions. In addition, visitors may actively participate in various draws and award ceremonies.

The German Federal Ministry of Transport and Digital Infrastructure has again agreed to act as the patron of the All in CARAVANING 2014 in Beijing. Other cooperating partners of All in CARAVANING are the Chinese company YASN, organiser of China's largest automotive parts exhibition, China's largest travel organiser, i.e. China National Travel Service (CTS), and CAARV - China Association of Automotive Manufacturers Recreational Vehicle Industry Committee.

As an information and order platform, All in CARAVANING in Beijing is positioned in an as yet fairly new segment. Events that allow professionals and enthusiasts to experience international innovations and trends are very well received. Messe Düsseldorf and its subsidiary, Messe Düsseldorf (Shanghai) Co., Ltd., see great potential for the trade fair on the Chinese market. With regards to All in CARAVANING, Messe Düsseldorf relies on its considerable know-how, gained by organising CARAVAN SALON DÜSSELDORF, the leading international trade fair for camper vans and caravans.



Further information on All in CARAVANING is available online at www.all-in-caravaning.com or from Messe Düsseldorf, Andreas Schweflinghaus, E-mail: SchweflinghausA@messe-duesseldorf.de, Phone: +49 (0) 211 45 60 -7797

In case of publication we request one voucher copy!

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