

# Exhibition Schedule

Opening times: March 23-25, 2017 9:00-17:30  
March 26, 2017 9:00-15:00

Move in: March 20-22, 2017 8:30-18:00

Move out: March 26, 2017 Afer 15:00  
March 27, 2017 8:30-15:00

# Space Rental Fee

	Raw Space	Shell Scheme
Before 31 Dec, 2016	660 RMB/m²	8,800 RMB/9m²
After 31 Dec, 2016	1,200 RMB/m²	12,000 RMB/9m²

\*Minimum raw space for automobile enterprise is 60sqm  
\*Minimum raw space for parts enterprise is 36sqm



The 14<sup>th</sup> China (Beijing) International RV & Camping Exhibition  
China (Beijing) International Camping Fair 2017

# 第14届中国(北京)国际房车露营展览会 2017中国(北京)国际户外露营展览会

March 23-26, 2017  
RV World • Beijing RV Expo Center

2017年3月23-26日  
房车世界·北京房车博览中心



# Contact us

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## Welcome to the No.1 Exhibition of the Most Potential Industry in China

China (Beijing) International RV & Camping Exhibition is held at RV World·Beijing RV Expo Center every spring and autumn. Dates back to 2010, it has gone 13 times to become the most influential RV & camping exhibition in Asia and be its indicator and benchmark. Historical breakthrough has been achieved at 2016 Autumn RV & Camping Exhibition in terms of scale, number of exhibitors, visitors and RV fans, and on-site transaction. It is the best platform of communicating technology and conducting trades among manufacturers, dealers and buyers.

As the milestone of industry development, this Exhibition strives to present the whole industry chain of RV & camping, provide a non-stop opportunity of choosing, using, maintaining RVs, travelling, camp-site investment, construction and operation for buyers, and build the best platform of mutual understanding and cooperation among RV & camping enterprises from home and abroad.

### Exhibits Category

- RVs & Service
- Chassis
- RV accessories
- Campsite design
- Campsite equipment
- Mobile home
- Outdoor equipment
- Luxuries

## The Best Platform to Enter China RV Market

### Start from 2010 and rank No.1 in Asia

China (Beijing) International RV & Camping Exhibition starts from 2010 as China's first international platform of RV & camping trade, cultural communication and promotion. It now becomes the most influential RV & camping exhibition in Asia.

### Care makes prosperity

Guided by the concept of "let hundreds of thousands of families own RV, millions of families feel RV and tens of millions of families know RV", China (Beijing) International RV & Camping Exhibition has gone 13 times to win high recognition from all RV brands, accessories, outdoor equipment, cabin, campsite enterprise and related media.

### Brands Gathering to Create a Splendid Event

RV brands from over 10 countries and regions such as Germany, USA, Australia, UK, Italy, France, Japan, Korea and China gather here to present an opportunity of experiencing them without going abroad. Thousands of exhibition RVs join the team of hundreds of RVs from RV Family.

### Non-stop experience represents the brand power

RV World is a multiple-ended market which provides non-stop service of RV sales, accessories, after-sales, rental and experience. At present, dozens of brands from both home and abroad have joined here. Thousands of RV are exhibited and sold here all day long, crowning it as the birthplace of China RV camping.

### Several Records have been Refreshed by Great Success

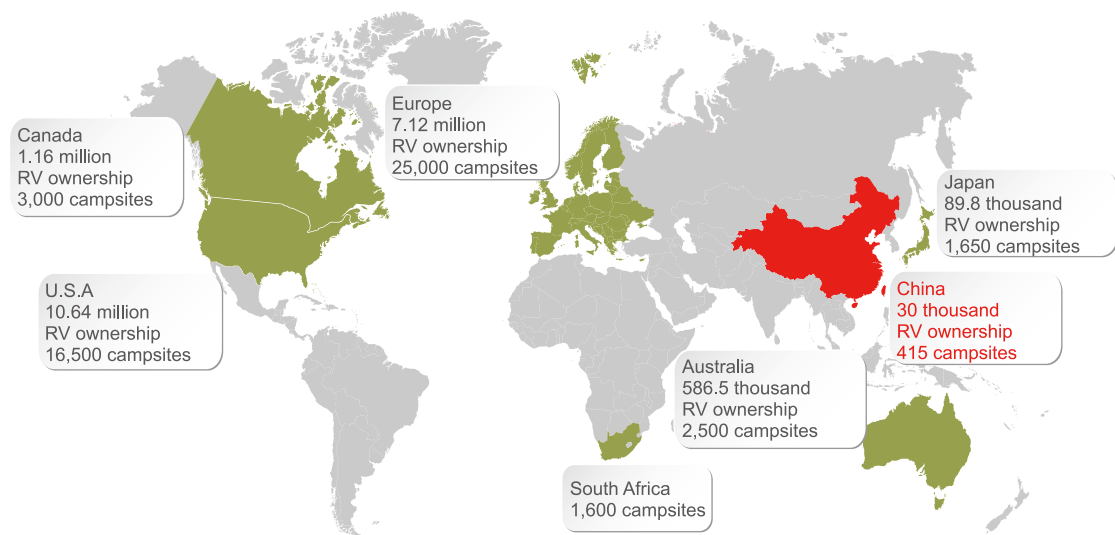
The 13<sup>th</sup> China (Beijing) International RV & Camping Exhibition has in all attracted 320 exhibitors, 54848 visitors with an area of 50000 square meters, 380 million RMB of total amount of transaction and order, as well as 450 RVs and 3500 RV & camping fans from all over China. It has broken several records for the autumn exhibitions, presented a prosperous image of China's RV & camping industry and consolidated its brand image and industry leadership.



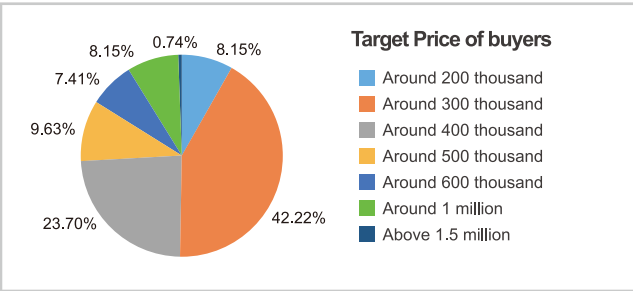
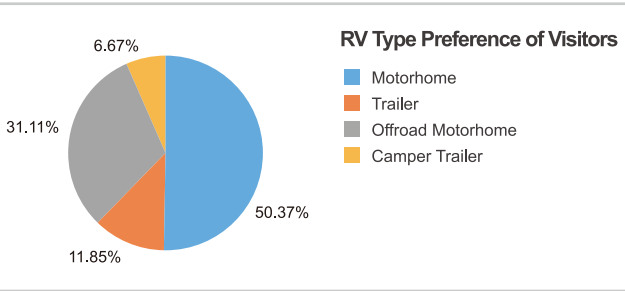
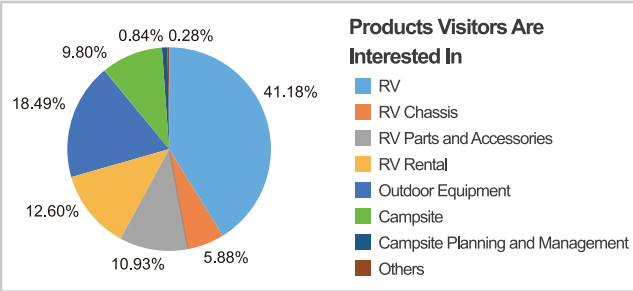
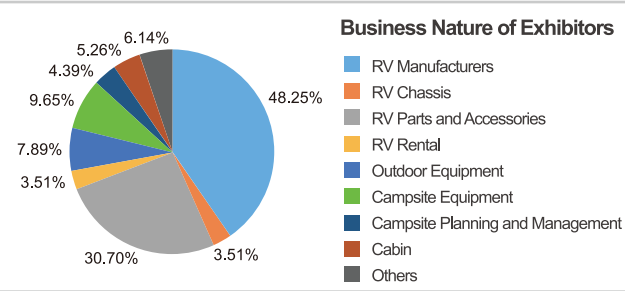


# Development and Current Situation of Domestic and International RV & Camping Industry

According to latest statistics up to December 2015, there are huge gaps of number of vehicle campsites among different countries. For example, Europe has 25,000, USA 16,500 , Canada 3000, Australia 2500, Japan 1650 and South Africa 1600. However, China, as the world’s 3rd largest country in terms of area, has only 415 campsites. We can tell the connection between campsite industry and economic development from these numbers. At present, vehicle campsites are mainly in developed countries. Based on the instructions of the State Council, China will set up 500 campsite in 2016 which could increase investment by 350 billion.It has just started in China.



## Statistics Analysis of 13<sup>th</sup> Exhibition



## Comments From Industry

### RVs Exhibitors



**Baoding LivezoneAuto Services Ltd. Liu Yujiao Sales Manager**

Customers know RVs better and hold more rational thoughts when buying the RVs. After years of development, China's RV market is more reasonable and mature. Besides, organizer is doing better than the last exhibition from the perspective of coordination, arrangement and safeguarding. We hit good sales this time, especially two types of four-drive Lanzhong C5 RV which can have Beijing plate. As the largest and most professional RV camping media in China, 21 RV plays a significant role in the development of whole RV camping industry.

**Beijing Huanda Automobile Assembly Co., Ltd. Wang Guohai General Manager**

Beijing Huanda has been in the industry for many years. This is the first time that we bring 3 types of RVs. Our booth was so welcomed yesterday. This exhibition is getting better and better. This year puts a far more focus on domestic brands than before. More and more true users are coming as well.



**Qingdao Chuntian Technic Vehicle Co., Ltd. Liu Jie Sales Director/Deputy General Manager**

We have been here for 12 years and witnessed its growth of scale, service and ancillary equipment. We have gained good results every year. A large part of our annual sales revenue is generated from this exhibition and we are confident in this year. Compared to developed countries in US and Europe, China doesn't have many RV users which means it is a huge potential market. Let's create the future of RV together.

**Zhengzhou Beaty Ln Royal Rv Co.,Ltd. Sun Xinping General Manager**

We bring 5 types this year and 2 last year. With a history of a decade, China's RV industry is now in a fast-growing period. We have visited the previous exhibitions and feel the change of activities. The team is becoming more and more professional. It's good.



**CenTech Specialty Vehicles Co.,Ltd. Li Hua Marketing Department Minister**

Zhongtian has a continuous cooperation with 21 RV. Since the first one in 2008, the exhibition has been improving. This year witnesses more manufacturers, especially new manufacturers. It is outstanding from visitors flow and transaction. Our transaction sale has been growing year by year. We sold 3-5 RVs yesterday.



**Beijing Ronover Travel RV Technology Co., Ltd. Wang Dapeng Co-founder**

21 RV has witnessed our growth from 2 people to 20 and then 100. I have visited the entire area and feel very good: first, the overall arrangement, including pre-phase communication with us exhibitors, mid-phase connection and pro-phase service, is very attentive; second, the stage is more human and nature; third, promotion is huge. In this morning, we have more orders and customer consultation than before.

## Accessories Exhibitors



**Foshan Kinghorn Machinery Co., Ltd. Zhang Xiaowei Business Manager**

The exhibition is becoming more and more popular. We all use 21 RV for marketing. We hope to double the sales of March. On the first day, we have achieved half of last March's sales. RV sales is much better in north regions.

**FILIPPI LEGNAMI Salvatore Filippi**

This is the second time that I join this exhibition in China. There are more people here. I can tell they are very happy to be here. European RV market is mature than China's because they start early and China only has few years. For my part, it needs time. China market will explode later.



## Carbins Exhibitors



**Tianjin Yuantai Module Real Manufacturing Co., Ltd. Liu Yuecong Chairman**

We have participated 21 RV exhibition for 6-7 times. This year has a good scale. RV industry and campsite are developing. We have more interested customers this year.

## Campsite Exhibitors

**WOW CAMP Tourism and Culture Development (Beijing) Co.,Ltd. Shi Nailin Founder&CEO**

We have met more professionals in this exhibition. It is very large this year. Of course I hope that this year's exhibition will be a surprise and our WOW. We can feel organizer's care and find different types of exhibitors such as RV and camping.



## Visitors



**Visitor 1**

This exhibition is very big and splendid. I like outdoor sports and I am planning to buy a RV. I will bring my family and friends here after today.

**Visitor 2**

My kid is getting bigger. I want to take him out to see the world. I need a RV for sightseeing natural beauty and historical relics across China. It will build the family and help him grow healthily.



**Camper Wang Jianmin**

This year's exhibition has several features: first, there are a lot of people who camp here. I see plates from all over China, different RV types and people of different age groups. This exhibition is a summary and deeper understanding of what we have experienced and travelled through RV and camping in leisure times.

## Why You Should Be Here

- 380 million RMB of transaction on-site at RV China 2016 (Autumn)
- 91% of exhibitors are satisfied with visitor quality
- 99% of exhibitors has a positive overall remark of this Exhibition and will attend the next one
- 83% visitors come here with an intent of buying
- Dated back to 2010, it witnesses the rise and development of China's RV market
- The No.1 platform for China's RV & camping trade with RV brands from both home and abroad
- Integrate manufacturing, technical exchange, market promotion, brand exposure, buyer feedback and user training
- www.21rv.com China's best RV & camping portal website and the strongest data platform for this Exhibition
- 15 years of care to pave the glorious path of China's RV & camping industry



# Brand Exhibitors



\* All in random order \*

# Target Visitors

- RV manufacturers, importers, distributors, OEM suppliers
  - RV accessory manufacturers, importers, distributors, OEM suppliers
  - Outdoor accessory manufacturers, importers, distributors, OEM suppliers
  - RV modification, RV rental companies
  - Auto accessory supplier
  - Campsite construction planning, operation and management companies
  - Campsite construction planning, operation and management companies
- Domestic committee and bureau of tourism
  - Scenic, forest parks, nature reserve management company
  - RV &camping tourism related organizations, associations, travel
  - agencies and investors
  - Media and publishers
  - RV clubs, outdoors activity clubs
  - RV, auto and camping lovers

# Media Partners



\* All in random order \*



# Accompany Programs

- “Brand-Marketing-Development” China International RV & Camping Summit
  - 2015-2016 China RV & Camping Industry Leader Award Ceremony
  - 2016 China RV Camping & Self-driving Travel Summit
  - Wang Xudong Lecture: How to Buy a Suitable RV?
  - Lecture: Correct Driving and Maintenance of Domestic & Imported RVs
  - Dometic RV Academy--RV Doors & Windows Series Introduction
  - Thetford Workshop: Getting the Most Out of Your Thetford Appliances
- 2016 RV Family"Eurasian Journey"Communication Meeting & 2017 "Eurasian Journey" Kick-off Meeting
  - RV Family Travel Experience Sharing
  - Zhongyi Wonderful Night - RV Family Appreciation Banquet
  - RV Family Flea Market of Outdoor Camping Equipment
  - RV Family Music Festival
  - RV Family Pets Game
  - Rv Family Outdoor Recue Classroom





Directed By



China Association of Automotive Manufacturers Recreational Vehicle Industry Committee (CMRV)

CMRV is a disciplinary and non-profit social group founded by automotive (motor) manufacturers, auto parts manufacturers, and enterprises, institutions and groups engaged in the operation of automotive industry on an equal and voluntary basis and by the law. It has the qualification of social group legal person and around 2000 members. CMRV undertakes the course of implementing national policies, protecting the overall industry benefits, and boosting China's automotive industry, represents industry desire and requirement, follows the principle of serving both government and the industry, serves the function of policy study, information service, industry discipline, national exchange and exhibition service, gives full play to its abilities of providing service, representing desire, controlling behavior and building platform, so as to drive healthy and fast development of China's automotive industry. CMRV is a standing member of OICA council and its Vice President. At present, it has built close relationships with international automotive industry organizations and automotive-related organizations from many countries and regions.



21 RV

Founded in 2002, 21 RV is a comprehensive company which blends China's first portal website specific for RV & camping industry, international exhibition, RV sales market, RV travelling, campsite construction and consultation, communicates and promotes RV & camping culture and boosts the development of China's RV & camping industry.

The No.1 media of China's RV & camping

www.21rv.com is a RV & camping culture communication website widely recognized by domestic and overseas RV & camping enterprises and associations, RV & camping fans. It provides full purchasing, using, maintaining and campsite information for users, as well as accurate purchasing & backstage management products for its customers. RV Family, an online community under 21 RV, covers 100% RV owners and potential buyers in China.

The No.1 exhibition of China's RV & camping

In 2010, the company created China's first large exhibition China (Beijing) International RV & Camping Exhibition which focuses on RV & camping products. 13 exhibitions have been successfully held so far with the largest number of exhibitors and transaction in China. In cooperation with 3 international automotive exhibition organizing committees in Beijing, Shanghai and Guangzhou, it motivates domestic RV & camping enterprises to build RV & camping exhibition area to promote RV culture.

The No.1 sales market of China's RV & camping

"RV World-Beijing RV Expo Center" is China's largest trade market for RV and outdoor camping products. Its diverse facilities enable RV & camping enterprises to present, sell RV & camping services to fans.

The No.1 travelling of China's RV & camping

It has planned and organized domestic institutions, enterprises and fans to visit and exchange experience in other countries for 30 times, building a bridge of cooperation for domestic institutions and enterprises.

The No.1 brand of China's RV & camping

It has built campsite experience platform in multiple locations in China, organized fans for experience so that it can communicate camping culture while promoting its brand and service.



RV World

RV World – birthplace of China's RV & camping. Founded in 2010, it covers an area of 250 thousand square meters with dozens of domestic and overseas RV outdoor brands. It is a new industrial park which blends RV trade market and RV & camping experience.

Organizer



Beijing RV & Camping Exhibition Co., Ltd.

Supporters



Self-driving , Camping and RV Branch of China Tourism Automobile and Cruise Association



Automobile and Camping Branch, Federation of Automobile and Motorcycle Sports of China



Automotive Industry Committee, CCPIT



Beijing RV Camping and Self-Driving Tourism Association



China RV & Camping Association



China Brand RV Alliance



Beijing Fangjian Investment Management Co., Ltd.



Tourism Institute of Beijing Union University

