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## **All in CARAVANING and All in TUNING: Trade Fair Duo Draws to a Successful Close**

**All in CARAVANING 2013 and All in TUNING 2013 held for the First Time at the China National Convention Center, Beijing, China**

With approximately 99 exhibitors the second edition of All in CARAVANING from 15 to 17 June 2013 was staged for the first time at the China National Convention Center in Beijing. Running in parallel was All in TUNING, the trade fair for professional automobile tuning. The trade fair duo organised by Messe Düsseldorf (Shanghai) Co., Ltd. in partnership with YASN International Exhibition Co., Ltd. attracted some 19,120 visitors in total, who gathered information about innovations and highlights related to motor homes, caravans, mobile homes, basic vehicles and accessories as well as concept vehicles. At the same time, two high-calibre congresses took place complementing the ranges on display with international expert lectures.

### **All in CARAVANING en Route to Success**

Alongside the renowned Chinese exhibitors there were also many international suppliers occupying the 4,472 square metres of net exhibition space, who showcased the most popular vehicle types for caravans and motor homes not forgetting accessories, extension options, tents and travel destinations. Stefano Bonometti of Fendt said: "Communication with the staff here was very positive and professional in the run-up to the event. We will only be able to judge whether the trade fair is profitable for us in a few weeks' time. The exhibition venue and atmosphere of the event have left a positive impression on us. Participation in All in CARAVANING definitely pays off for our company."



Messe  
Düsseldorf

Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Telefon +49 (0) 2 11/45 60-01  
InfoTel +49 (0) 2 11/45 60-9 00  
Telefax +49 (0) 2 11/45 60-6 68  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Joachim Schäfer  
Bernhard Stempfle  
Hans Werner Reinhard (Stv. GF)  
Vorsitzender des Aufsichtsrates:  
Dirk Elbers

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:



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Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

Verena Flowers of Truma felt: "Taking part in All in CARAVANING 2013 in Beijing was an important milestone for our company's market entry in China. We succeeded in making numerous new high-quality contacts and in maintaining existing contacts. The trade fair has shown us that the camping and caravanning themes are of growing interest to China."

Hermann Pfaff of Hymer added: "All in CARAVANING is the ideal platform for the recreation vehicles industry to present their products and to network in China. If the infrastructural and legal conditions continue to improve in China then the prerequisites for the Chinese caravanning market will indeed be very good."

The RV Committee of the China Association of Automotive Manufacturers (CMRV) acts as a co-organiser. Cooperation partners are CTS Asset Management Corporation (CTSAMC) as well as China's biggest tour operator China National Travel Service (CTS). Valuable support for the event comes care of the Recreation Vehicle Industry Association (RVIA) from the USA, of the RV & Accommodation Industry from Australia (CRVA) and also of the German Caravaning Industrie Verband e.V. (CIVD), represented by Jost Krüger who made the following positive statement: "The 2<sup>nd</sup> edition of All in CARAVANING was organised very competently by Messe Düsseldorf Shanghai/Messe Düsseldorf GmbH and provided an outstanding platform to "sound out" the potential market for caravanning as a leisure-time pursuit in China. The accompanying conference as well as the workshops gave visitors good opportunities for gaining in-depth knowledge and exchange opinions. It should be noted that caravanning is still in its early stages in China. Creating the necessary fundamental conditions such as the construction of additional campsites as well as the adoption of a legal framework for the engineering and approval of recreation vehicles must be pursued very intensely. Should these be implemented in an appropriate way the Chinese RV market will experience successful development."



### **Caravanning and Tuning Industries under Development**

The throng of visitors at the opening of the event was also evident at the annual conferences All in CARAVANING and All in TUNING, which were

also held in Beijing from 14 June in the run-up to the trade fair 2013. The invited international and Chinese experts spoke about the developments in the Chinese caravanning and tuning industry and addressed the possible introduction of standards and regulations acknowledged in Europe.

The lively atmosphere and avid interest on the premises clearly evidenced that the caravanning sector is developing well in China. The target group of RV buyers is converting from a few, hard-core fans into a broad-based public. Furthermore, important steps undertaken by the industry in the development of the infrastructure and for the improvement of quality levels can be observed. Industry representatives from America and Europe demonstrated strong interest in getting involved in the Chinese RV market. The commitment of the German government for a constructive exchange with China on tuning and caravanning became particularly evident through the German Federal Minister for Transport, Building and Urban Development acting as a patron for the event. Assessing the trade fairs and the market situation, Christian Theis from the transport ministry, said: "This year's All in CARAVANING and All in TUNING have been successful events. I am convinced that the caravanning and tuning industries will experience an enormous boom over the next few years provided the Chinese government adopts the appropriate rules and regulations."



At the Caravanning Conference Jost Krüger of the Caravanning Industrie Verband e.V. (CIVD) delivered a talk on the development potential and challenges of the Chinese caravanning market. Judging the trade fair presence of Optiplan and the market that is still in its childhood stages, Robert Garbe (Optiplan) said: "The Optiplan stand registered many visitors and our products met with strong interest among the audience. The initial talks we had produced a good number of promising leads. The RV Conference held in parallel boasted very interesting and informative lectures on the current situation and future trends in the most important RV markets like the USA, Europe and Australia. For us the insights into and outlooks for the Chinese RV market were of particular interest. This market – as was clearly stated and confirmed – is still at the very beginning of its development and yet offers huge potential.

### **All in TUNING attracted many Enthusiasts**

All in TUNING also showed an outstanding development. To the tune of 70 exhibitors from China and other countries presented concept vehicles, race cars, off-road vehicles and their innovations and products from the areas of automotive tuning and customising on 5,150 square metres. At the event tuning enthusiasts were invited to marvel at models by Ferrari, Lamborghini, BMW M-series, AMG, Toyota 86, to name but a few. The German Association of Automobile Tuners (VDAT e.V.) was represented with its own trade fair stand to share experience and know-how with the audience.

The representatives of the German tuning industry advocated the removal of legal uncertainty in China because they felt this was the only way for the Chinese market to benefit from positive momentum. “A positive side effect for the Chinese state would be the generation of further jobs in this segment of the economy and a growth in tax revenue [...] The exhibition centre at the Olympiapark offered both visitors and exhibitors of All in TUNING a very high-quality venue. Messe Düsseldorf has laid the foundation for a successful trade fair with its Chinese partner YASN – this is reflected by an 86% rise in visitors against the first event and a total of 19,122 visitors this year,” said a convinced Mr Schmidtke, CEO of the association Automobil Tuner e.V. (VDAT).



Messe Düsseldorf sees enormous potential for the trade fair duo on the Chinese market. For All in CARAVANING it has leveraged its extensive know-how acquired through CARAVAN SALON DÜSSELDORF. Being the leading international showcase for motor homes and caravans, this ten-day trade fair provides a comprehensive overview over the latest motor homes and caravans, a complete range of accessories, extension parts, camping gear, tents, mobile homes and travel destinations, camp sites as well as motor home parks.

The next All in CARAVANING and All in TUNING will be held in summer 2014.

For further information on All in CARAVANING and All in TUNING go to [www.all-in-caravanning.com](http://www.all-in-caravanning.com) and [www.all-in-tuning.com](http://www.all-in-tuning.com) or contact Messe Düsseldorf, Andreas Schweflinghaus on [SchweflinghausA@messe-duesseldorf.de](mailto:SchweflinghausA@messe-duesseldorf.de), (Tel.: +49-211-4560-7797) and Claudia Riedesser, [RiedesserC@messe-duesseldorf.de](mailto:RiedesserC@messe-duesseldorf.de), (Tel.: +49-211-4560-7789), who will be at your service.

**Upon publication we would appreciate a reference copy!**

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**Contact for the press:**

Maria Possinke  
Tel.: +49-211-4560-996  
Fax: +49-211-4560-87996  
Email: [PossinkeM@messe-duesseldorf.de](mailto:PossinkeM@messe-duesseldorf.de)

