



2015

第十一届中国(北京)国际房车露营展览会
China (Beijing) International RV & Camping Exhibition
暨第六届中国国际房车露营大会
The 6th China International RV & Camping Rally



2015年9月10 - 13日 北京房车博览中心·房车世界
10-13 September, 2015 Beijing RV Expo Center · RV World





Welcome to the Largest and Most Professional RV & Camping Exhibition in China

China (Beijing) International RV & Camping Exhibition is held in Beijing RV Expo Centre twice a year in spring and autumn. Since 2010, China (Beijing) International RV & Camping Exhibition has developed as the most professional and influential RV Exhibition in Asia. It can be regarded as the wind vane and barometer of Chinese RV development, building connection channels for brands, distributors and consumers.

This grand meeting is the milestone of the development of Chinese RV industry. It presents the industrial chain for the RV and camping industry and provides consumers with more convenient one-stop purchase opportunities to understand the usage, maintenance, modification, travel and campsites for RVs, offering a great platform for both domestic and foreign RV and camping companies to get understanding and cooperation among each other.

Exhibition statistics

	2010		2011			2012		2013		2014		2015
Session	1	2	3	4	5	6	7	8	9	10		
Exhibitor number	35	73	65	145	125	268	205	325	290	350		
Visitor number	8,000	12,000	14,000	20,000	25,000	30,000	30,000	39,000	41,200	48,900		
Total onsite order*	90	120	100	250	220	450	400	630	550	780		

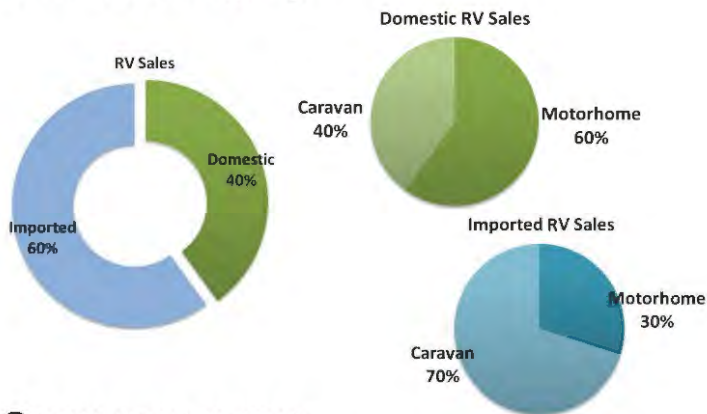
Chinese RV market developing requirements

	RV holding capacity	Campsite amount
China	21,000	300
Europe	6,840,000	25,000
USA	9,920,000	16,500
German	1,520,000	3600
Canada	1160,000	3000
Australia	472,000	2500
Japan	80,500	1650

During the 14 years from 1999 to 2013, the RV market in China develops from virginland to sunrise industry. The prospect is even promising. By the first half year of 2014, the RV holding capacity in China was 21,000, just in the RV World, the sales volume of this period achieved around 1,300. It is estimated that by the end of 2022, the RV holding capacity in China will reach 800,000.

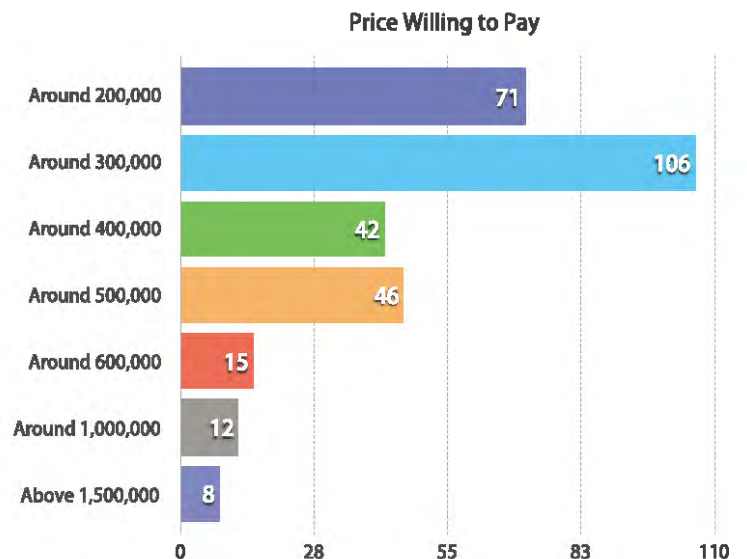
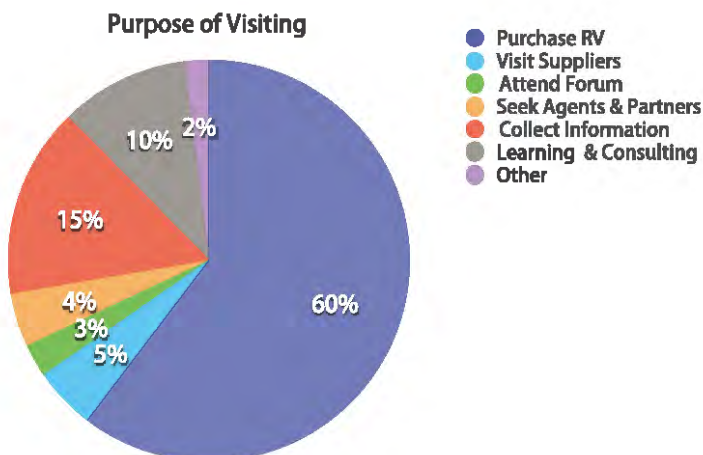
RV China- First choice to Chinese RV market

Product category



Consumer group

Individual RV buyer accounts for 80% of consumer group in total, the remaining 20% comes from government, corporations, and other organizations. In addition, RV consumers in China mainly come from Beijing, Henan, Hebei, Shandong, Shanxi, Xinjiang, Inner Mongolia, Anhui, Hainan. (Data sources: 21RV.com)



Exhibitor brands



See the whole RV industry in one place!

The exhibition areas

- RVs
- Chassis
- RV accessories
- Mobile homes
- Outdoors equipments
- High-end products
- Campsites
- Services



98% of the exhibitors achieved their objectives from RV China.

92% of the exhibitors would participate and recommend RV China in September.

90% of the exhibitors sold at least **10 rvs**. Total onsite orders reached **780**.

Exhibitor and visitor quotes

Exhibitor reviews



Mr. Liu Yujiao Sales Department Manager of Great Wall Motor

RV China is the earliest and most professional RV exhibition in China. Compared to previous years, the 10th exhibition is far larger in terms of exhibition scale, the number of RV exhibited and customer number, which is very surprising. The exhibition is more professional and its influence is expanding, attracting RV professions from all over the country. Both the consumers and our enterprise need this great promoting platform to promote our RV culture throughout the country.



Mr. Teng Bo CEO of Dream Trip

RV China is the most holistic, largest and most popular RV exhibition. It should be defined as the most professional RV exhibition. In less than one day, we have already sold out 14 RVs. 21 RV exhibition builds a great platform not only for our company but also for all the RV enterprises, establishing a face-to-face platform between the customers and companies. The exhibition set a milestone for Chinese RV industry, which is an especially meaningful thing.



Mr. Li Haitao Design Manager of Xinkai Auto Group

RV China has been through 10 sessions. The accumulated customers, resources and professions and the strength of promoting make this platform develop successfully. We have cooperated with 21 RV for many years and we are very appreciated this platform. This year, the exhibition changes magnificently. The ground is harden, the number of customer increases and the RV manufactures and dealers increasingly develop. Moreover, the two themes of camping and RV exhibition are greatly combined.



Mr. Christian Geisreiter Managing Director of Truma China

RV China is very famous for the end customer and the end customer is the real user for the product of Truma. We want to keep in touch with the customer and get feedback from them. The whole RV industry increases year-by-year 100% in China. I attend the RV China last year here in Beijing and see customer double than last year. The exhibition is very helpful to the development of our company because we think can improve 100% from here.



Mr. Dirk Valder Manager Product Management RV of THE TFORD

For us, RV China is a very important show. It has a long time history in the market and very well-known in Chinese market. We want to show our product here to everybody and answer questions. It has a big value to us because huge numbers of people come here. Also from time view of point, it is spring. This show enables us to join in the early stage and be a part of the early stage.

Trade Visitor

We want invest an RV campsite in Zhengzhou. We want to compare different RVs and their cost by the exhibition. We find the price here is more preferential and we have already negotiated to several companies. We will book a batch of RVs later. We can only communicate to manufactures by phone unilaterally in the past but this exhibition provides us with a platform to have comprehensive choice about the RVs that mostly suit our campsite.

Camper Mr. Wang Renhe

I have been here for four times and the relationship with friends from all over the country is getting deeper. 21RV offers us terrific facilities. It aims to not only make profit but also provide water and electricity that make people from all the country live here. I would say 21RV is the No.1 in this field.



Target customers

- RV manufacturer, importer, distributor, OEM supplier
- RV parts manufacturer, importer, distributor, OEM Supplier
- Outdoor accessories manufacturer, importer, distributor, OEM supplier
- RV repacking, RV rental companies
- Auto parts supplier
- Campsite construction planning, operation and management companies
- Domestic committee and bureau of tourism
- Scenic, forest parks, nature reserve management company
- Related organizations, associations, travel agency, investors on RV & camping tour
- Media and publisher
- RV clubs, outdoors activity clubs
- Individuals interested in RV, auto and camping

Accompany Programs

2015 The 11th China (Beijing) International RV & Camping Exhibition

- 2015 China RV Camping Tourism Development Forum
- 2015 China RV & Camping Industry Top10 Leaders Award Ceremony & Appreciation Banquet
- RV & Camping Brand Development Forum
- China RV & Camping Development Seminar

2015 The 6th China International RV & Camping Rally

- RV Family Salon
- RV Family Sports Meeting
- RV Family Banquet



Directed by



CMRV (China Association of Automotive Manufacturers Recreational Vehicle Industry Committee) is a self-discipline and non-profit social organization as legal person established by enterprises and institutions, and organizations that deal with automobile (motorcycle), accessories and automobile related industry activities on the basis of equality and voluntary. Member representative assembly is the highest authority of CMRV, implementing the board system. The standing body of CMRV is secretariat. The secretariat consists of 12 departments, 3 management branches, 24 product branches, and 1 other branch. There are around 2000 member units. CMRV takes responsibility for conducting nation's general and specific policies, maintaining benefit of the entire industry, and promoting Chinese automobile industry. It aims to reflect the expectation and requirement of the industry and provide bidirectional service for government and industry. The major responsibilities are policy studying, information servicing, industry discipline, national communication and event service so that to give full play to the function of providing service, reflecting appeals, standardizing behavior, establishing platform, promoting the positive and rapid development of Chinese automobile industry. CMRV is the permanent member and vice president of OICA, which has established close relationship with considerable organizations of international automobile industry and automobile related organizations from various nations and regions.



21 RV was established in 2002, which is Chinese first integrated enterprise that combines various functions such as media publicity, event activity, market culture, RV travel, and campsite construction consultation, promoting RV and camping culture and the development of Chinese RV and camping industry.

- First media of Chinese RV and camping — www.21rv.com is an RV and camping culture spreading website that widely recognized by domestic and foreign RV and camping enterprises and organizations, RV and camping lovers. It aims to provide comprehensive information of RV purchasing, using and playing, provide customers with accurate product for RV purchasing and backstage management. "RV Family" as the subordinate of 21RV covers 100% of the potential domestic RV buyers and RV owners. The company edited and published yearly industry magazine, RV in 2008 and continuously published RV industry yellow pages, RV World. The yearly series of events such as China RV and camping industry development forum, China RV and camping meeting attracts enormous attentions from the industry.
- First event of Chinese RV and Camping — The company organized the first domestic exhibition, Beijing International RV and Camping Exhibition that focused on RV and camping products in 2010. It has been successfully held for ten times, which is a professional exhibition that attracts the most number of RV manufactures and trading volume in China. It cooperates with the top three car exhibition committees of Beijing, Shanghai and Guangzhou and organizes domestic RV and camping related industry to make RV and camping exhibition so that to promote RV culture.
- First market of Chinese RV and Camping — Beijing RV Expo Centre · RV World is the largest trading market for Chinese RV and outdoor camping products, equipping various facilities for RV and camping enterprises to exhibit and market products and for RV and camping lovers to entertain. It is praised by RV and camping enterprises, RV owners and lovers and media as The Home of Chinese RV and Camping.
- First travel institution of Chinese RV and Camping — The company has planned and organized related institutions, enterprises and lovers to travel to the mainland of China, Taiwan, Europe, America, Japan and New Zealand for several times, building cooperation channels for domestic and foreign related enterprises and institutions.
- First brand of Chinese RV and Camping — For now, the company has established several campsites in Beijing, Shanghai, Guangzhou, Henan, Hebei, Shandong and the North China. It also organizes RV owners to experience and get close to natural camping life on the base of branding promotion to spread camping culture.

Organizers



Beijing RV & Camping Exhibition Co., Ltd.

Supporters



China Council for the Promotion of International Trade, Automotive Industry Committee



China Self-Driving Tour and Camping & Caravanning Association (STCCA) of CTACA



Federation of Automobile Sports of the People's Republic of China



Beijing Tourism Industry Association Auto-Camping Tourism Branch



China RV & Camping Association



Beijing Fangjian Investment Management Co., Ltd.



Tourism Institute of Beijing Union University

Exhibition Date

Opening times:

For media and trade visitors

10 September 9:00AM - 5:00PM

For public visitors

11 - 12 September 9:00AM - 5:00PM

13 September 9:00AM - 3:30PM

Stand set-up

8 - 9 September 8:30AM - 6:00PM

Stand dismantling

13 September after 5:00PM

14 September 9:00AM - 3:00PM

Space rental fees

Raw space(min. 50 m2) 880 RMB/m²

Shell Scheme 12,000 RMB/9m²

Contact us

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