



## Welcome

The 4th World RV Conference is set for October 17 – 19 in Shanghai, China. Industry participants from the world will have the opportunity to network with their colleagues from other countries and take a close look at the up and coming RV market in China. Attendees will also be able to experience the lure of Shanghai – symbol of modern China with deep connection to its glorious and intriguing past.

Keynote speeches at WRVC 2018 will shed light on the economy and its impact on the industry as well as China's landscape for the fast growing RV and camping industries. Workshops and panel discussions will allow conference attendees to hear analyses, perspective and insights into world marketplace and the prospects going forward. Attendees will also be able to hear presentations by experts on RV standard and regulations, among other critical topics that face the industry.

WRVC 2018 will help the audience gain an overall picture of the RV industry around the world especially China, the next RV market with great potential.

See you in Shanghai!

## Registration

Registration is 1,000 RMB (approximately \$150). Register at the [official event page](#) at and select "Payment on the spot" (Shanghai host organization does not take online credit card payment).

## Preliminary Event Schedule

### Wednesday Afternoon, October 17, 2018

- Camping rally
- WRVC: Opening remarks
- Keynote - Dr. Edward Tse: World economic forecast with a close-up look at China and its impact on the industry
- Presentation RV and Tourism in China by Dai Bin
- Presentation Electrical, intelligent, connected and shared automobiles in China - an inspiration for RV industry by Mr. Rong Wenwei
- Evening reception

### Thursday, October 18, 2018

- RV standards and regulations by CATARC
- CIAA/CIVD/RVIA panel discussion
- Breakout sessions
  - RV rental and consumer outreach by Shanghai Auto
  - Manufacturing, product innovation, sales trend by AU/EU/US manufacturers
  - China: RV sales and distribution: panel discussion by Chinese dealers
  - Campground business: Success stories, current trends, future expansion by AU/EU/US campground operators
  - China: Consumer behaviors and existing/future RVers and campers
  - Aftermarket: New products and applications by AU/ EU/US suppliers
- CEO panel discussion
- Conclusion of WRVC 2018
- River cruise and farewell dinner on board

### Friday, October 19, 2018

- Day trip to Shanghai Auto Liyang facility

# Travel Information

## Conference Hotels

### **JW Marriott Hotel Shanghai at Tomorrow Square**

399 Nanjing West Road, Huangpu District, Shanghai  
200003 Phone: +86 21 5359 4969

- Deluxe Room\* ¥1,450 +16.6% Tax (*Limited number of rooms available - First Come First Serve*)
- Executive Room ¥1,750 +16.6% Tax

Rates are prepaid and nonrefundable. Deadline for reservations is August 24, 2018. Go to Marriott.com [via this link](#) to make a reservation. Please contact Janice Wu at [janice.wu@marriotthotels.com](mailto:janice.wu@marriotthotels.com) if you have any questions about your reservation.

**Fairmont Peace Hotel:** Sold out

## Airports in Shanghai

**Shanghai Pudong International (PVG):** 30 miles from downtown

**Shanghai Hongqiao International (SHA):** 10 miles from downtown

## Visa

A Chinese visa is required for U.S. citizens to visit the country. A business visa can be obtained through travel agents with the Chinese host's official invitation (available from RVIA). RVIA recommends Oasis China Visa Service, see contact below.

### **Oasis China Visa Service**

2201 Wisconsin Ave NW #333

Washington, DC 20007

Phone: 866-321-8472

Website: [www.oasischinavisa.com](http://www.oasischinavisa.com)

## Contact at RV Industry Association

Craig Kirby: [ckirby@rvia.org](mailto:ckirby@rvia.org)

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# 2018 Honorary Guest

Dr. Edward Tse is Founder & CEO of Gao Feng Advisory Company, a global strategy and management consulting firm with roots in China. He formerly led the China business of the Boston Consulting Group and Booz Allen Hamilton/Booz & Company, respectively for a period of 20 years.

Widely called, "China's leading global strategy consultant" and "China's management guru", he also has received such accolades as "Edward Tse is to Chinese corporate strategy what Kenichi Ohmae was to Japanese corporate strategy." A leader of the team who set up and led China's first government-authorized office (in Shanghai) among all international strategy consulting firms in the early 1990s, Dr. Tse specializes in the definition and implementation of business strategy, organizational effectiveness, and corporate transformation across various industries, as well as cross-cultural partnerships and mergers & acquisitions. He has assisted hundreds of companies – headquartered both within and outside China – on all aspects of business related to China and its integration with the rest of the world.

He also consults to public sector organizations such as the World Bank, the Asian Development Bank and the Chinese Government on issues related to policies, state-owned enterprise reform and competitiveness. He has served as an external board member for several large Chinese national enterprises, a special policy advisor of the Shanghai Municipal Government and a member for Hong Kong SAR Government's Commission for Strategic Development. He is also the author of over 150 articles and four books including the award-winning *The China Strategy* (Basic Books, 2010) and *China's Disruptors* (Portfolio, 2015).

