



Caravan Industry Association of Australia

FOR IMMEDIATE RELEASE

International Influencers to Address the 2015 World RV Conference in Melbourne

Caravan Industry Association of Australia is hosting the 2015 World RV Conference in Melbourne from February 25-27. The three-day conference will focus on global challenges to the RV Industry, and their solutions, as well as working toward fostering cooperation.

Founder and Chairman of IBISWorld, an international corporation providing online business information, forecasting, and strategic services, **Phil Ruthven** will be addressing conference delegates on key demographics and their impact on the RV industry.

Dr Keith Suter, a member of the prestigious Club of Rome, and holder of three doctorates, will speak about A World United. His noted career in international relations including his work as President of the Centre for Peace and Conflict Studies (1991-1998) at the University of Sydney, will inform his presentation on how political instability globally may affect the RV industry.

Featuring a dynamic line-up of workshop topics such as 'Spotlight on China: Threat or Opportunity', global retailing trends, and world compliance regimes, the 2015 World RV Conference is sure to create lively discussion, and enlightening outcomes.

"We are delighted to present our global delegates with a dynamic and knowledgeable program of speakers," said Caravan Industry Association of Australia CEO Stuart Lamont.

"The aim of the World RV Conference is to create an environment for dialogue and knowledge-sharing among leaders of the RV Industry internationally, and to highlight Australia's strong position both domestically and internationally."

Lamont continued, "The 2015 conference program boasts an incredible line-up of speakers, chosen for their experience and talents, as well as their ability to stimulate global conversation, and inspire delegates to think beyond the national landscape."

Caravan Industry Association of Australia looks forward to welcoming global delegates to the 2015 World RV Conference at the Grand Hyatt in Melbourne this February.

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ENDS: Please use the full name when referring to Caravan Industry Association of Australia, not the acronym CIAA, as several unconnected organisations use this acronym. For further information please contact Callie Henderson, Ph 07 3262 6566, email callie@caravanindustry.com.au

Caravan Industry Association of Australia is the peak national body for the Australian caravanning and holiday parks sector (caravan holiday parks, caravans, motorhomes, camper trailers, tent trailers, camping, cabins, plus other RVs and industry suppliers). Caravan Industry Association of Australia is a member of the National Tourism Alliance, a category sponsor in the National Tourism Awards, runs multiple industry accreditation programs, and coordinates activities in areas of marketing, research, and industry training. Caravan Industry Association of Australia is a membership based organisation with the individual State Caravanning (Parks and Trade) Associations as members, has over 1,000 industry businesses which make a financial contribution towards industry promotion and development through a cooperative Fund, and communicates to over 230,000 caravanning and camping consumers through a consumer VIP Club.