

Group Profile

Pico Far East Holdings Limited is principally engaged in the business of design and fabrication of exhibition stands for trade exhibition organisers and exhibitors. The Group also provides exhibition-related services and interior fitting out work for a whole range of clients. These services include design and fabrication of exhibits and interiors for museums, theme parks and visitor centres; design and fitout of company showrooms and shop counters. It also handles event promotion activities, such as product launches and outdoor advertising. Working in strategic alliance with technology partners, Pico is developing internet services and products to enhance its core business.

Established in 1969, the Group rapidly developed from a small set-up to an international network with sales and production offices in Asia, Australia, Middle East, Europe and the Americas. This international network provides customers a reliable world-wide support.

The Group employs a total of about 1,419 full time employees engaged in project management, design, production, sales and marketing and administration, supported by a large pool of subcontractors and suppliers. Pico is driven by its corporate mission statement.

Our Vision

A world-class company
reputable for building clients' Image

Our Mission

A financially successful company that provides high
quality and creative services through the efficient
deployment of the best global resources

Our Core Purpose

To help build clients' image by enhancing
their communication effectiveness

Our Core Values

Quality Service to all Clients
Creativity and Imagination
Enterprising Spirit
One identity, anywhere
Respect for the Individual

Turnover in 2000 reached HK\$1,222 million. The Group was listed on the Stock Exchange of Hong Kong Limited (the "Stock Exchange") in September 1992.