



CORE BUSINESS

- Exhibitions and Events Marketing
- Museum and Permanent Exhibits
- Sign Advertising
- Conferences and Show Organisation
- Hall Management

核心業務

CORE BUSINESS

- 1 GM Auto World, China
- 2 Ho Chi Minh International Exhibition & Convention Centre
- 3 Oil & Gas Discovery Centre, Brunei
- 4 Sun Microsystems Event, Shanghai
- 5 Cathy Pacific International Chinese New Year Parade, Hong Kong
- 6 Samsung SDS @ CeBIT, Hannover



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展覽

EXHIBITIONS

- 1 Nortel @ ITU Telecom Asia, Hong Kong
- 2 Mercedes Benz @ 23rd Bangkok Motor Show, Bangkok
- 3 NTT DoCoMo @ CTIA, Florida



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Exhibitions remain a unique way to display your product to advantage in a limited area. Apart from the design and fabrication of individual exhibition stands, Pico creates entire exhibition sites and national government pavilions on a turnkey basis – from concept and design to production and dismantling.

要在有限空間範圍內突顯產品優異之處，展覽仍然是獨一無二的方法。除設計及裝配獨具特色之展覽攤位外，筆克在搭建整個展覽場地及國家展覽館方面提供一應俱全之服務，包括由概念及設計至製作及拆卸。



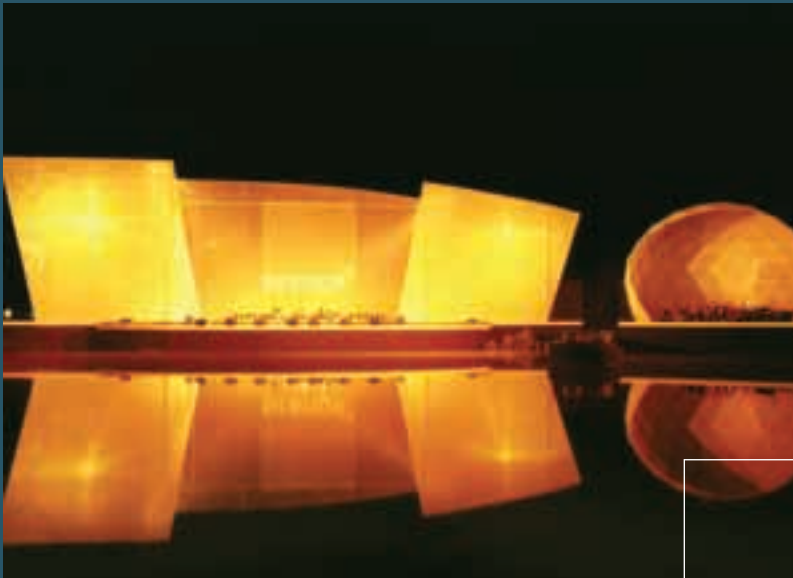
項目市場推廣

EVENTS MARKETING

- 1 TA Orange Product Launch, Bangkok
- 2 Motorola Event, Shanghai
- 3 Cartoon Network Christmas Decorations, Singapore



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Events & Promotions has become a key service as government authorities and corporations turn to more creative solutions to communicate with the public or potential clients. Through Pico, product launches, sales promotions, brand campaigns, road shows, opening ceremonies and celebrations can now be transformed from the ordinary to the extraordinary.

隨著政府與私人公司採取更具創意之方式與公眾或潛在客戶溝通，市場營銷及活動推廣已成為不可或缺之服務。透過筆克，各類產品宣傳、品牌推廣、巡迴展覽、開幕儀式及慶祝活動從此不再平凡。

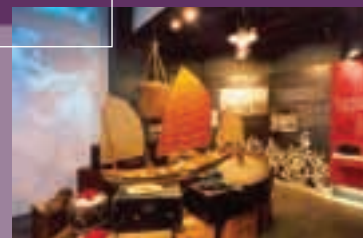
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博物館及長期展覽

//// MUSEUM & PERMANENT EXHIBITS

- 1 Police Heritage Centre, Singapore
- 2 China Heritage Centre, Singapore
- 3 Bangkok Children Museum, Bangkok



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Pico's professionals specialise in research and conceptualisation, mechanical, electrical and electronic engineering, model making, fabrication, installation and maintenance. Innovative approach is adopted to fabricate interactive permanent exhibits in museum, visitor centres, corporate offices & theme parks.

筆克擁有多方面之專業人員，包括研究及轉換概念、機械、電力及電子工程、模型製作、裝配、安裝及維修。憑藉採用創新方式，使博物館、遊客中心、公司辦公室及主題公園內之長期展覽具有互動特色。



招牌廣告

//// SIGN ADVERTISING

- 1 Nokia Professional Centre, Singapore
- 2 Lucent Briefing Centre, USA
- 3 McDonald's Kiosk, China



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A well-perceived corporate identity is important to the success of a business venture. Pico has a stringent quality control system to ascertain our client's corporate image is kept to its highest quality with the technological know-how, expertise, equipment and production facilities. Making an identity with a long lasting impression.

良好之公司形像對業務發展至為重要。筆克擁有嚴謹之品質控制系統，確保以技術知識、專業經驗、設備及製作設施令客戶得以保持最佳之公司形像，使人過目不忘。

國際會議及展覽

//// CONFERENCES & SHOW ORGANISATION

- 1 Sony Ericsson Event, Beijing
- 2 Women's Commission Conference, Hong Kong
- 3 The Future of Banking in China, Shanghai



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Conferences and meetings are occasions where professionals meet for team building, knowledge sharing and networking. Pico's team of specialists offers advice from concepts to budgeting, from logistics arrangements to event management. Turning concepts into reality.

國際會議乃專業人士鞏固專業隊伍、交流知識及聯絡網絡之盛會。筆克之專家隊伍就此提供多方面之專業意見，包括概念及預算、物流安排及項目管理，將概念落實。



核心業務

- 展覽及項目市場推廣
- 博物館及長期展覽
- 招牌廣告
- 國際會議及展覽
- 管理展覽館