

## Review of Operations



During the year, some of the major exhibitions and events undertaken by the Group in Europe/Americas were as follows:

Show Name	Location	Industry
AIAA	Tokyo	Aerospace
CeBIT	Hanover	Telecommunication
Chisholm Trail Heritage Center & Museum	Duncan	Museum
CTIA Wireless	New Orleans	Telecommunication
GDS International Shoe Fair	Dusseldorf	Footwear
International Builders' Show	Las Vegas	Construction Equipment
ISPO	Munich	Sports Equipment and Fashion
IWCE	Las Vegas	Telecommunication
Magic International	Las Vegas	Footwear
Paris Air Show	Paris	Aerospace
Semicon China	Shanghai	Semiconductor
Semicon Europa	Munich	Semiconductor
Semicon West	San Francisco	Semiconductor
ITU Geneva Telecom	Geneva	Telecommunication
WSA	Las Vegas	Footwear

With our new office in Paris, France, the Europe/Americas region is expected to develop more business, especially from the cosmetics companies in the coming year. Marketing efforts shall continue in various sectors including footwear and shoe apparel, aerospace, semiconductor and telecommunication.

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### North Asia

During the year, some of the major exhibitions and events undertaken by the Group in North Asia were as follows:

Show Name	Location	Industry
Auto Shanghai	Shanghai	Automobile
Aviation Expo/China	Beijing	Aerospace
CCBN	Beijing	Cable & Wire
CIFTEE	Beijing	Banking & Finance
Electronics Fair	Hong Kong	Electronics
ITU Telecom Asia	Hong Kong	Telecommunication
Jewellery & Watch Fair	Hong Kong	Jewellery
Korean Air Show	Seoul	Aerospace
Optical Fair	Hong Kong	Optical
Semicon China	Shanghai	Semiconductor
Semicon Japan	Tokyo	Semiconductor
Semicon Taipei	Taipei	Semiconductor
Style Hong Kong	Beijing	Fashion
Taipei Auto Show	Taipei	Automobile
Taipei Telecom	Taipei	Telecommunication
Tokyo Motor show	Tokyo	Automobile

In 2003, Pico completed several high profile product launches and conferences such as those for Motorola, Siemens and Visa. In Hong Kong itself, the Group was also involved with several events such as the Hong Kong Harbour Fest and Chinese New Year Float Parade.

Beside the steady growth in the exhibition and event industry in the region, more business relating to theme parks (e.g. Disneyland Resort project in Hong Kong) and sports events (e.g. Olympics Games in Athens) will be developed in the forthcoming years.

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During the year, some of the major exhibitions and events undertaken by the Group in South Asia were as follows:

Show Name	Location	Industry
1000 Faces of Mahathir	Malaysia	Special Event
Bangkok Motor Show	Bangkok	Automobile
Defence Science Organisation Tech Showcase	Singapore	Defence
GITEX	Dubai	Telecommunication
IDEX	Abu Dhabi	Defence
International Furniture Fair Singapore	Singapore	Furniture
LIMA	Malaysia	Aerospace
Non Aligned Movement (NAM)	Malaysia	Trade
PUB Newater @ Bedok	Singapore	Utilities
SIBOS	Singapore	Banking
Singapore Motorshow	Singapore	Automobile
Tokyo Motorshow	Tokyo	Automobile

In the coming year, the Group expects to be involved in several international shows such as CommunicAsia, Asian Aerospace, River Hong Bao, International Furniture Fair, Semicon Singapore, DSA and Convention of Bio Diversity.