

## In Pursuit of Excellence

Pico is an ideas and design-driven enterprise which, in strategic alliance with its technology partners, strives to be a successful company that provides high quality creative services through the efficient deployment of the best global resources.

Branding needs cannot be addressed by advertising alone. If you recognize the value of the personal interaction of your customers with your product or service, then consider the complementary advantages of an event marketing partnership with Pico.

Pico employs over 1800 permanent staff with a permanent presence in 29 cities, comprising sales offices and production facilities spread across Asia, Australia, the Middle East, Europe and North America, to serve your exhibition and event marketing needs.



Pico Group, a global event marketing company, celebrates a significant milestone this year, completing 30 illustrious years of incorporated business.

Founded in 1969 as a sole proprietorship in Singapore, in response to a growing exhibition industry just in its infancy, the business was subsequently incorporated in Singapore in 1975 into a private limited company called Pico Art International Pte Limited.

In 1992, Pico's north Asian operation was listed as Pico Far East Holdings Limited on the Hong Kong Stock Exchange. Four years later, the south Asian operation consolidated into the listed north Asian company to form a single larger group.

Specialising in exhibition and event marketing services, Pico serves its clients across Asia, Australia, the Middle East, Europe and North America.

Pico's mission is to provide any resource necessary to achieve its clients' exhibition and event marketing needs anywhere in the world. The quality of service that it provides to its clients is key to its past and present success.

In celebrating this milestone, Pico thanks all its clients for their support. Without their business, it would not be possible for Pico to improve its services continuously and stay in the forefront of the industry.

Pico also thanks its staff, past and present, for contributing to its success and helping the group to reach this significant milestone. In particular, the Board of Directors wishes to acknowledge the valuable contribution of the Founder of the Pico Group, Mr Chia Siong Lim, and bestow on him the title, Honorary Chairman of Pico Far East Holdings Limited, on the date of this report.