

## Making Our Mark on the Future

Pico made its mark as a provider of exhibition related services some thirty years ago, and continues to represent excellence in this field. It was, in fact, this enviable reputation that encouraged the group to confidently take up the challenge of providing broader event marketing programmes for a new breed of professional customer.

To reflect this evolution of our expertise, and in saluting a cherished past, Pico takes great pride in unveiling its new look. By refining our traditional mark we send an unpromising message. Our values remain the same, our integrity remains the same and our professionalism remains the same, but we look forward to a future of enhanced capability and great promise.



The contemporary look and imagery of the new Pico logo pronounces a progressive organisation alert to the responsibilities of management and sound business practices, and the enthusiasm to seize new business opportunities that the world presents.

Aesthetically pleasing, the Pico logo retains the positive attributes of the past; unflagging service and a code of excellence that makes Pico the leading global event marketing company.

## Group Profile

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 recognise the value of the personal interaction of your customers with your product or services, then consider the complementary advantages of an event marketing partnership with Pico.

Pico employs some 2000 permanent staff with a presence in 18 countries, comprised of sales offices and production facilities across Asia, Australia, the Middle East, Europe and North America, to serve your exhibition and event marketing needs.