



Pico Thailand pins “Drive Change”, speedily up to engage in market shifting, synergizes knowledge communication into marketing platform to accelerate more effective brand awareness.

Over half a century of experience, Pico Group has engaged the business under the “Drive Change” concept, every marketing shifts are defined as challenging opportunities. All brands’ requirements are transformed to content-marketing strategy to deliver immersive engagements and create meaningful experiences for the target audiences. Starting from a long history of transforming an empty space into excellence exhibitions in Singapore in 1969, Pico Group has become a global event marketing company that serves brands “Total Brand Activation”, 360 campaign integrated with the unique insight-based approach, in-depth data, and technology.

Nowadays, many opportunities presented by emerging technology, which becomes a part of daily life and disrupts the traditional marketing. Due to such changes, Pico+ was found to strengthen and expand Pico’s core services. Aiming to leverage a professional service integrated between digital media and physical design, a company under MTM Choice Holding was acquired to harden innovative solutions and services delivered to clients.

Pico (Thailand) is stepping to the 40th anniversary with the same “Drive Change” concept as Pico Group. With the sustaining performance growth, we are the first event marketing company, listed on the Market for Alternative Investment (mai), and the first company certified by ISO 9001: 2015 in Project Management for Event Marketing, Exhibition and Museum. For instance, Rama IX Museum, EDUCA, and many campaigns of Pico+ are implemented knowledge communication to elevate brand’s immersive engagement.

To celebrate 50th anniversary of Pico Group in 2019, Pico (Thailand) has been proudly chosen to be the host country of the 36th Pico International Conference, welcoming more than 350 professionals from Pico Network in over 20 countries worldwide.



Pico+ offers integrated experiential marketing approach to optimize a rapid change caused by digital technology by synergizing an intellectual campaign with integration of Creative Driven,

Digital Driven and Technology Driven to reach desired target audiences through digital technology, mobile media and online media. The Beautiful Bangkok by Magnolias @Ratchaprasong project was the first showcase of 3D Projection Mapping in Thailand, corroborated with Limelight, the world-class group of artists who won the Jury and the People’s Choice Award.



EDUCA, The largest Annual Congress for Teacher Professional Development in Thailand, which Pico (Thailand) has put the various marketing communication expertise over 12 years to enhance social value by repeatedly improving teachers’ quality. Having over 20,000 members, each year, more than 10,000 teachers nationwide attended EDUCA event. EDUCA 2019, will take place on October 16–18, 2019 at IMPACT Forum, IMPACT Muang Thong Thani, promoting “The Power of Learning Community” as this year theme. The global educational academic experts are gathered to share useful knowledge over 175 topics covering all subjects in the international conferences, workshops, and small-group seminars sessions.



Rama IX Museum, the first large scale ecology museum, aims to educate all visitors to understand the relationship and awareness of impact between human beings and natural ecosystem via His Majesty the late King Bhumibol Adulyadej The Great’s thinking concept, and operation methodology from scientific approach. The facilitated learning exhibition, covers 47,400 square meters, locates in Techno Thani, Klong 5, Klong Luang, Pathumthani, operated by National Science Museum Thailand (NSM), Ministry of Higher Education, Science Research and Innovation. Aiming for a world-class standard, Pico (Thailand) has developed the conceptual design and exhibitions with well-known global and Thai experts. Rama IX Museum will be officially open for service by end of 2019.



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