

# Pico expects healthy 2011 net profit

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The listed event marketing company Pico (Thailand) Plc said it would organise more fairs and congresses on its own in the future as they generate more reliable income than holding events for others.

Although income from its own events represents only 3% of its total revenue, Pico expects this proportion to rise to 40% in the next four years, said CEO Silchai Kiatapan.

To achieve that goal, the company will have to organise at least two to three of its own events per year.

Pico will hold the fourth congress

called The Annual Event for Teacher Professional Development (EDUCA) during Oct 12-14. Up to 10,000 teachers out of 600,000 nationwide will attend the congress this year. The value of the event is estimated at 10-20 million baht and will contribute at least 5% of its annual income over the next five years, said Mr Silchai.

Pico is targeting events related to society and businesses such as science and technology.

It will continue to bid for organising marketing events, Mice management and knowledge communications.

From November 2010 to the end of

April, Pico posted its highest financial result in five years as many business sectors are improving after reducing marketing budgets due to domestic political and global economic problems in the past few years. Its net profit increased by 210% to 46 million baht and revenue rose by 73% to 643 million baht.

For its 2011 tax year, the company is confident it can achieve revenue growth of better than 25%. It secured new contracts for estimated revenue of 500 million baht, with more than half of that revenue booked in the second half of this year.

Mr Silchai said economic problems in the US and Europe remain a key risk.