



CREATIVO DESIGN & CONTRACTING CO., LTD.

Artistic Enterprise

Companies as well as collectors seeking to find inventive art installations to grace professional and private premises need only give CREATIVO a call.

Creativo Design & Contracting Co., Ltd. started in 2010 with few friends operating a studio in Kowloon. They realized the industry was experiencing an ongoing period of growth and they predicted that the art decoration industry would have a prominent place in the future. From its humble beginnings, the company extended its business to include Shenzhen, Macau and Singapore while maintaining headquarters in Hong Kong.

Director KC Ng knew that his operation had to pursue a unique approach in order to stand out. "There is a worldwide trend of using green materials. We chose to use such materials from the very beginning, and this has already become our standard practice.

"We also found that nowadays people are generally willing to be artistic. They can be open to its various elements. For our part, we continuously develop and test new materials for them. Those in this industry, at least as far as we're concerned, seek cooperation rather than competition. Art is unlimited. We wish to maximize the possibility between imagination and reality."

Art for Everyone

Creativo's business lies in furnishing custom-made goods. "We provide our clients with skillful craftsmanship, excellent materials, and best service. Our team of experienced professionals controls and assures product quality. 90% of our material is sourced overseas; only the best will do. Being customer-oriented, we offer clients our expert opinion, and more importantly, listen closely to know their needs.

Unlike many other studios, Creativo is certified in ISO 9001, 14001 and



KC Ng, Director of Creativo.

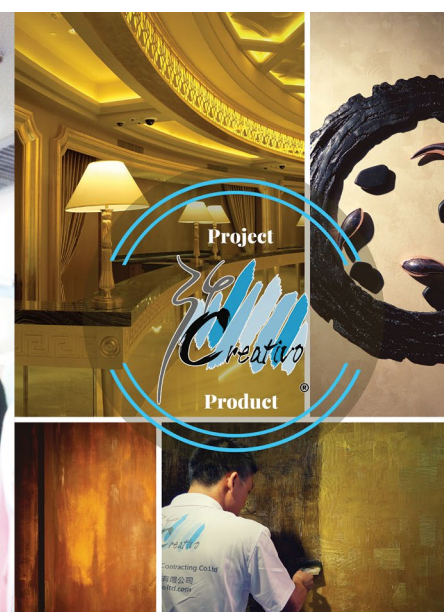
18001 standards. It continues exploring to find new and innovative materials to develop products. The company recently collaborated with a number of manufacturers for new mix and match items.

"We aim to provide different kinds of art products for our clients. Our purpose is to encourage people to love art, as it is not a difficult thing. Everyone can enjoy art."

Customer Loyalty

Creativo plans next to expand toward Southeast Asia. "We are developing a new product line to penetrate this particular market," says Ng. "Our plan is to launch a new collection of sculptures and special coatings next year. At the same time, we will continue to tender projects in Macau, Mainland China and Singapore."

Overcoming a lack of distribution channels, the company has built degrees of customer loyalty through quality, attentiveness and efficiency, gradually



gaining a good reputation with clients, who began to refer new jobs that significantly enlarged its consumer base. While it continues to tackle common business challenges in Hong Kong, such as a gap in good staff, Creativo continues to impress and endure.

"We are still stepping up to achieve our goals. We are not at our desired success yet; we always seek further improvement after each achieved goal. Our task is to keep improving product quality, efficiency, and talent support. In doing so, we will be more able to catch opportunities at the right time." ■

For additional information please visit www.creativo-ltd.com

