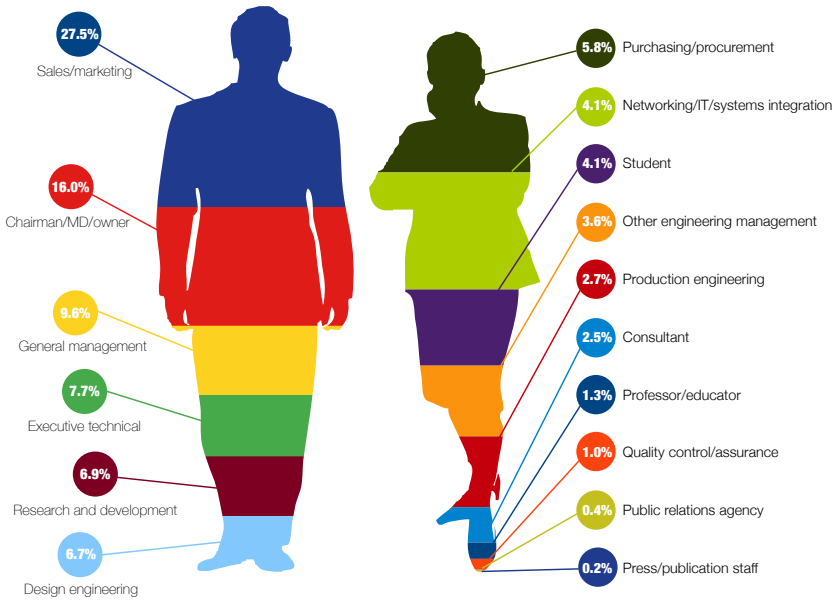
THE STATISTICS

ECOC Exhibition 2016 attracted **313** exhibiting companies and **5,234** attendees. ECOC reaches an international audience with over **81%** of attendees arriving from the non-host country and **78** countries represented.

"We have been attending ECOC Exhibition for several years now and this is one of the best yet. It is an excellent place for us to meet with our clients from the European market and also seek out new distributors and partners"

Susi Band, INNO Insutrument

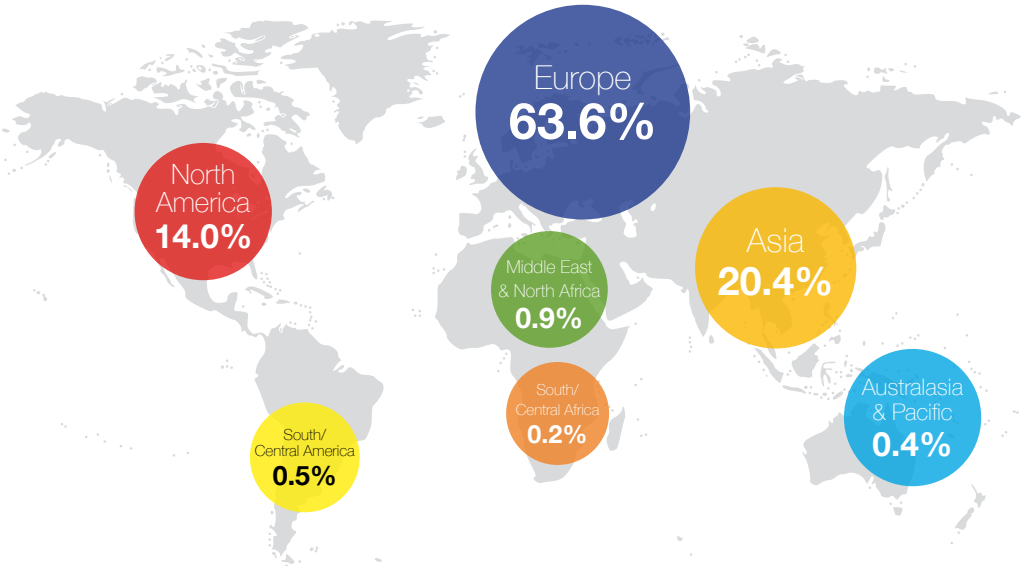
Attendees by area of responsibility



Main activity of organisation of ECOC Exhibition 2016 visitors

Systems/network equipment manufacturer/developer
Telecommunications services
Enterprise
Reseller
Government/military agencies
Contract manufacturer
Manufacturer & Supplier
Broadcasting/media
Data communications services
Fibre optics installer
Components/subsystems manufacturer/developer
Service Provider
Consultancy
Publishing/Public relations
Test equipment manufacturer/developer
Systems integrator
End user
Education
Research and development institutes
Fibre and cable manufacturer/developer

Attendees by geographic location



"We've been coming to ECOC for twenty years now and it's getting bigger and better each year"

Jonathan Evans - Santec

100% of visitors found the show useful in finding out about new product developments

84% of visitors went to ECOC with the aim of finding a new supplier

92% of visitors have an influence on purchases within their organisation

75% of visitors attended the the exhibition for two days or more

93% of visitors said their time at the show was successful

80% of visitors agree that ECOC is the most important show of its kind in Europe

87% of visitors said they would recommend the ECOC Exhibition to a colleague

82% of visitors are planning to attend the show in Gothenburg