The Statistics

ECOC 2012 attracted 5,591 visitors, exhibiting personnel and conference delegates. ECOC reaches an international audience with over 83% of attendees arriving from the non-host country.

<table>
<thead>
<tr>
<th>Percentage Breakdown by Geographical Area</th>
<th>Countries Represented at ECOC 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe 70.5%</td>
<td>Australia Islamic Rep of Iran</td>
</tr>
<tr>
<td>Asia 14.1%</td>
<td>Austria Israel</td>
</tr>
<tr>
<td>North America 11.4%</td>
<td>Belarus Italy</td>
</tr>
<tr>
<td>Middle East &amp; North Africa 1.5%</td>
<td>Belgium Japan</td>
</tr>
<tr>
<td>South/Central Africa 0.1%</td>
<td>Brazil JE</td>
</tr>
<tr>
<td>Australasia &amp; Pacific 0.8%</td>
<td>Bulgaria Kazakhstan</td>
</tr>
<tr>
<td>South/Central America 0.6%</td>
<td>Canada Kosovo</td>
</tr>
</tbody>
</table>

“"The ECOC 2012 exhibition in Amsterdam was an excellent event for Yenista. The company was able to show its new tunable laser and tunable filter in live demos to the key customers in the market. We had a lot of interaction with clients and have a positive feeling about business that will be generated thanks to the show.""

Michiel Van Der Keur - Yenista

Main Activity of Organisation of ECOC 2012 Visitors

Manufacturers & Suppliers

- Components/subsystems manufacturer 21.4%
- Systems/network equipment manufacturer 14.8%
- Fibre and cable manufacturer/developer 11.1%
- Test equipment manufacturer/developer 2.8%
- Contact Manufacturer 1.5%

Telecommunications & Data Comms Services

- Fibre optics installer 3.1%
- Consultancy 2.2%
- Systems integrator 1.9%
- Data communications services 0.7%
- Broadcasting/media 0.2%

End Users

- Reseller 19.6%
- Enterprise 4.2%
- Research and development institutes 4.2%
- Utilities 1.8%
- Government/military agencies 1.7%
- Education 1.1%
- Publishing/Public relations 0.6%
- Medical/healthcare 0.1%

"We have been exhibiting at ECOC for 10 years now and have always found it an efficient way to meet customers and suppliers as well as new prospects from within the optical communications industry all in one place."

Nick Parsons - CTO Polatis, Inc.

Main area of Responsibility

- Sales/marketing 30.1%
- Chairman/MD/owner 18.6%
- General management 8.9%
- Research and development 8.7%
- Executive technical 7.5%
- Purchasing/procurement 5.6%
- Design engineering 5.4%
- Other engineering management 3.8%
- Networking/IT/systems integration 3.6%
- Production engineering 2.6%
- Consultant 2.4%
- Professor/educator 1.2%
- Quality control/assurance 0.8%
- Student 0.8%
- Public relations agency 0.1%
- Press/publication staff 0.1%

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