The Statistics

ECOC 2014 attracted 5,503 visitors, exhibiting personnel and conference delegates. ECOC reaches an international audience with over 84% of attendees arriving from the non-host country.

Percentage Breakdown by Geographical Area

<table>
<thead>
<tr>
<th>Geographical Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>74.0%</td>
</tr>
<tr>
<td>Asia</td>
<td>12.6%</td>
</tr>
<tr>
<td>North America</td>
<td>8.5%</td>
</tr>
<tr>
<td>Middle East &amp; North Africa</td>
<td>2.8%</td>
</tr>
<tr>
<td>South/Central America</td>
<td>1.2%</td>
</tr>
<tr>
<td>Australasia &amp; Pacific</td>
<td>0.7%</td>
</tr>
<tr>
<td>South/Central Africa</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

“ECOC 2014 was an outstandingly successful event for Tektronix. We were delighted with the results from ECOC 2013 in London and set ourselves some very aggressive objectives for Cannes which I am pleased to confirm the team easily surpassed, ensuring our most successful ECOC event ever.

Tektronix views ECOC as a unique opportunity to meet with all the major leading global companies involved in Optical Communications at one venue and we are already planning our very active participation for Valencia 2015”

Dean Miles, EMEA Technical Marketing Manager, Tektronix.

Main Activity of Organisation of ECOC 2014 Visitors

Manufacturers & Suppliers

- Components/subsystems manufacturer: 20.3%
- Systems/network equipment manufacturer: 17.5%
- Fibre and cable manufacturer/developer: 10.5%
- Telecommunications services: 5.1%
- Test equipment manufacturer/developer: 4.9%
- Contact Manufacturer: 1.3%

Telecommunications & Data Comms Services

- Fibre optics installer: 2.7%
- Consultancy: 1.9%
- Systems integrator: 1.3%
- Broadcasting/media: 0.3%

End Users

- Reseller: 18.5%
- Enterprise: 5.7%
- Research and development institutes: 3.3%
- Utilities: 2.1%
- Publishing/Public relations: 1.7%
- Education: 1.5%
- Government/military agencies: 1.1%
- Medical/healthcare: 0.3%

Countries Represented at ECOC 2014

- ALBANIA
- ARGENTINA
- ARMENIA
- AUSTRALIA
- AUSTRIA
- BANGLADESH
- BELARUS
- BELGIUM
- BOSNIA AND HERZEGOVINA
- BRAZIL
- BULGARIA
- CANADA
- CYPRUS
- CZECH REPUBLIC
- DENMARK
- ESTONIA
- FINLAND
- FRANCE
- GEORGIA
- GERMANY
- GREECE
- HUNGARY
- ICELAND
- INDIA
- IRELAND
- ISLAMIC REP OF IRAN
- ISRAEL
- ITALY
- JAPAN
- LATVIA
- LITHUANIA
- MONTENEGRO
- MOROCCO
- NETHERLANDS
- NEW ZEALAND
- NORWAY
- PEOPLES REP OF CHINA
- POLAND
- PORTUGAL
- REPUBLIC OF KOREA
- ROMANIA
- RUSSIAN FEDERATION
- SERBIA
- SINGAPORE
- SLOVAKIA
- SLOVENIA
- SOUTH AFRICA
- SPAIN
- SWEDEN
- SWITZERLAND
- TAIWAN
- TUNISIA
- TURKEY
- UNITED ARAB EMIRATES
- USA
- VIETNAM

Main area of Responsibility

- Sales/marketing: 29.8%
- Chairman/MD/owner: 17.3%
- General management: 9.3%
- Executive technical: 8.2%
- Research and development: 8.0%
- Purchasing/procurement: 7.7%
- Design engineering: 5.3%
- Other engineering management: 4.3%
- Production engineering: 2.8%
- Networking/IT/systems integration: 2.6%
- Consultant: 2.5%
- Professor/educator: 1.3%
- Quality control/assurance: 0.6%
- Student: 0.4%
- Public relations agency: 0.1%