






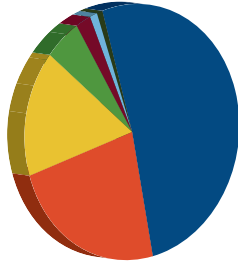


The Statistics

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

Europe	74.0%	
Asia	12.6%	
North America	8.5%	
Middle East & North Africa	2.8%	
South/Central America	1.2%	
Australasia & Pacific	0.7%	
South/Central Africa	0.3%	









"This was our first time exhibiting at ECOC and we have received a great amount of interest and positive feedback, with 25-30 high quality leads from people interested in purchasing our fibre blowing machines, 30-40 leads we can pass on to existing resellers and 6 serious meetings with potential new distributors. This is definitely not the last time Fremco A/S will exhibit at ECOC."

Rasmus Kilt, Sales Director, Fremco Sales A/S

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















"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 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%	