

"For optical communications in Europe, there really is nowhere else to be!"

Andy Stevens, CEO, Coherent Solutions

ECOC Exhibition 2018 took place in Rome, Italy from 24th to 26th September. The sell-out exhibition attracted over **331** exhibiting companies and **6,531** attendees. ECOC reaches an international audience with over **80%** of attendees arriving from the non-host country and **90** countries represented.

Market Focus featured its largest ever line-up, with 30 presentations from some of the top names in the industry, attracting **3,500** visitors across the three-days.

92% of exhibitors plan to take part in ECOC Exhibition 2019

84% of exhibitors said their time at ECOC 2018 was successful

75% of exhibitors found the show useful for identifying new market opportunities



98% of visitors found the show useful in finding out about new product developments



91% of visitors went to ECOC with the aim of finding a new supplier



90% of visitors have an influence on purchases within their organisation



82% of visitors attended the exhibition for two days or more



87% of visitors said their time at the show was successful



79% of visitors said they would recommend the ECOC Exhibition to a colleague

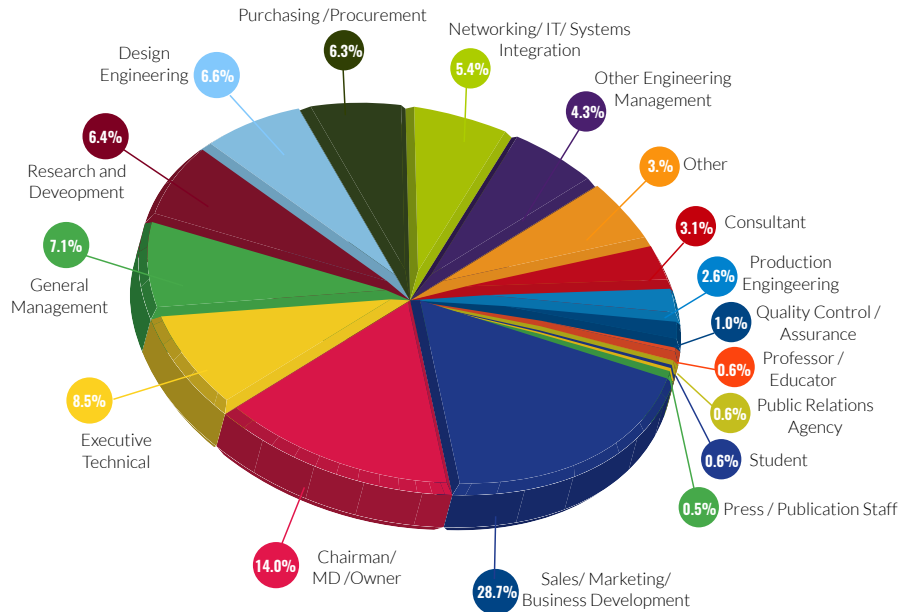


94% of visitors found the show useful in establishing new business contacts



86% of visitors are planning to attend the 2019 show in Dublin.

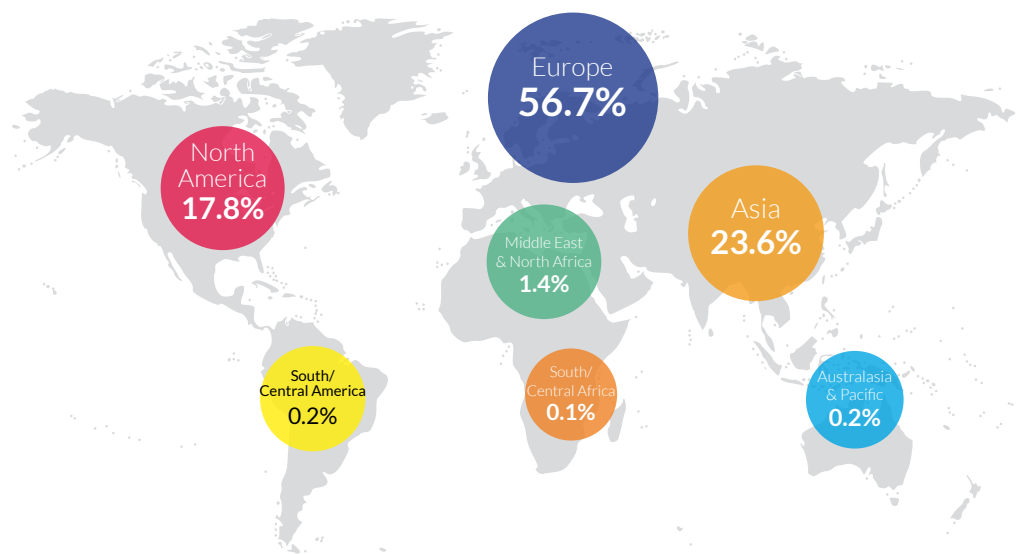
ATTENDEES BY AREA OF RESPONSIBILITY



MAIN ACTIVITY OF ORGANISATION



ATTENDEES BY GEOGRAPHIC LOCATION



"ECOC is perfect for us as it simply brings together some of our most important optical customers, especially from Europe, to one central place"

Doug Busch, Vice President and General Manager, Optical Solutions, Molex