

# Brussels ecoc 2008

Brussels, Belgium, 22-24 September

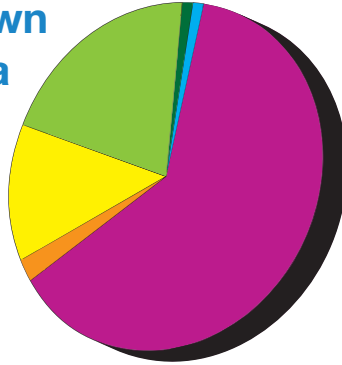
## The Statistics

ECOC 2008 attracted **5,933** exhibition visitors and exhibiting personnel and **1,238** conference delegates

ECOC reaches an international audience with over **70%** of attendees arriving from non-host countries.

### Percentage Breakdown by Geographical Area

- 63% were from Europe
- 2% Africa
- 13% were from North America
- 20% were from Asia
- 1% were from Australasia & Pacific
- 1% were from Middle East & Other



*This was our first time exhibiting at ECOC, and we were very pleased. The volume of traffic was excellent, the visitors were exactly the right kind of people we were looking for, and we actually made follow-up appointments and took orders right at the show. It was one of the most exciting shows we've been to all year.*

*Microcare*



### Main activity of organisation of ECOC 2008 Visitors

#### Manufacturers & Supplier

Manufacturer/Supplier of Comms Systems/Equipment	21%	<div style="width: 21%;"></div>
Manufacturer/Supplier of Fibre Optic Components	31%	<div style="width: 31%;"></div>
Aerospace/Military Systems	2%	<div style="width: 2%;"></div>
Service Providers	12%	<div style="width: 12%;"></div>

#### Telecommunications & Data Comms Services

Broadcasting/Media	1%	<div style="width: 1%;"></div>
Fibre Optics Installer & Systems Integrator	10%	<div style="width: 10%;"></div>
Consultancy	5%	<div style="width: 5%;"></div>

#### End Users

Research & Development	3%	<div style="width: 3%;"></div>
Government	2%	<div style="width: 2%;"></div>
Education	3%	<div style="width: 3%;"></div>
Other	10%	<div style="width: 10%;"></div>

**Total 100%**

### Countries represented at ECOC 2008

Afghanistan	France	Mongolia
Antarctica	French Polynesia	Morocco
Albania	Germany	Netherlands
Algeria	Ghana	New Zealand
American Samoa	Greece	Nigeria
Andorra	Hong Kong	Norway
Australia	Hungary	Pakistan
Austria	Iceland	Poland
Bangladesh	India	Portugal
Belarus	Iran	Romania
Belgium	Iraq	Russian Federation
Belize	Ireland	Saudi Arabia
Benin	Israel	Serbia and Montenegro
Bermuda	Italy	Singapore
Bolivia	Jamaica	Slovakia
Brazil	Japan	Slovenia
Bulgaria	Jordan	South Africa
Cameroon	Kenya	Spain
Canada	Korea	Sweden
Chile	Lao People's Democratic Republic	Switzerland
China	Latvia	Taiwan
Colombia	Lebanon	Thailand
Croatia (Hrvatska)	Libyan Arab Jamahiriya	Tunisia
Cyprus	Liechtenstein	Turkey
Czech Republic	Lithuania	Ukraine
Denmark	Luxembourg	United Arab Emirates
East Timor	Malaysia	United Kingdom
Egypt	Mauritius	United States of America
Estonia	Mexico	Uzbekistan
Finland		Vanuatu



*I would like to thank you for organising the best optical exhibition ever. We have managed to acquire close to 100 new potential customers even though our stand was only 9m<sup>2</sup>. For next year's ECOC held in Vienna, we have booked double the size.*

*Micos*

*A continuous stream of qualified buyers kept us busy the entire show!*

*Promet*



### Main area of responsibility

Chairman/MD/owner	16%
Purchasing/procurement & Sales/marketing	33%
Engineering management	8%
General management	14%
Networking/IT/systems integration	4%
Design & production engineering	7%
Research and development	9%
Quality control/assurance	1%
Consultant/Education/Student	4%
Other	3%

