

## Expo Zaragoza selects Nexans to provide quality structured cabling systems for major world event



Expo 2008, the International Exposition on Water and Sustainable Development in Zaragoza, Spain, ensures maximum performance and security in voice and data networking thanks to Nexans Cabling Solutions

In early 2006, Expo Zaragoza issued a call for tenders to find the best manufacturers and suppliers. Its objective was clear: to work with the highest quality and most experienced firms. For these reasons, Ecomputer was selected as a key supplier with Nexans, the cabling manufacturer.

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## Executive Summary

**CUSTOMER** • Expo Zaragoza

**LOCATION** • Zaragoza, Spain

**REQUIREMENTS** • A high-quality, resilient and secure network, designed to work at full capacity during the exposition.

**EQUIPMENT** • LANmark-6 cabling, fibre optic cables with up to 32 fibres, and 9,600 connectors.



### A new global exposition

Expo 2008, the International Exposition on Water and Sustainable Development was held from 14 June to 14 September 2008 in Zaragoza, whose location halfway between Madrid and Barcelona on the Ebro River, made it the perfect venue for such an event.

The Exposition featured 140 pavilions, with exhibitors from 102 countries showcasing their specific solutions to one of the most important issues on the international agenda: water management.

### Widespread media target

The importance of this event made Zaragoza a media target for three months. From the outset, the Expo organisation was clear about demanding reliable materials of the highest quality, especially for its communications infrastructure to support exhibitors as well as visiting journalists and dignitaries. In addition, priority was given to local suppliers because they can respond quickly and with greater commitment. A regional company, Ecomputer S.L., submitted bids that included Nexans solutions for structured cabling in copper and fibre optics for different low voltage categories, and was the exclusive awardee of the project.

"We were perfectly aware of Nexans' solutions and are familiar with their combination of quality, price and service," says Marc Ruiz Guevara, Head of EXPO Installations Services. "This, along with the direct contact offered by a local supplier such as Ecomputer, was decisive in our awarding them this part of the project."

### Guaranteed security and reliability

Ecomputer looked for the best cabling manufacturers and recommended Nexans Cabling Solutions. Their quality cabling made them the most appropriate supplier to meet the needs of the Expo: one hundred percent guaranteed reliability and security provided through its LANmark-6 offering.

"We were looking for the best fit for the Expo," points out Jorge Castán, Ecomputer S.L.'s Key Account Manager. "We hadn't worked with Nexans before, but we can say now that we are highly satisfied with the work done. The quality is exceptional and we have received a lot of support from the Nexans professionals."

Over 9,600 network connections, 234 km of copper cable and 55 km of fibre optics were installed to provide the best service for a project of such magnitude.

### Agility in meeting completion deadlines

After the various contractors were selected, development of the engineering projects began to convert the Ranillas Meander into the venue for Expo Zaragoza.

## Challenges

- Solutions that are one hundred percent reliable to support a major world event
- Deploy the best materials to ensure success of the operation
- Maximum agility to complete a large project with a tight deadline

## Solutions

- Nexans LANmark-6 cable
- Over 234 kilometres of Category 6 copper and 55 kilometres of fibre optic cables up to 32 fibres
- Over 9,600 network connections

## Benefits

- Maximum quality and support to ensure successful end results
- Reliable network designed to work at one hundred percent capacity for three months and considering the future use of the installations

“We needed standardised materials to create a centralised service for the entire Exposition. Of all the manufacturers, we liked Nexans the best because of the excellent combination of quality, price and service in its products.”

Marc Ruiz Guevara,  
Head of Expo Installations Services

The project required extreme agility, especially during exhibit setup, which was possible thanks to excellent planning by the diverse engineers involved in the many projects, and the full collaboration provided by Nexans. Overall, more than 9,600 network connections, 234 km of copper cable and 55 km of fibre optic cables were installed, containing up to 32 high-quality fibres. This provides network coverage to the 140 pavilions and interconnects all voice, data and other communications used at the Exposition.

### Thinking about the future

The network infrastructure at Expo Zaragoza does not end when the Water and Sustainable Development Expo is over and the exhibits dismantled. An office construction phase is now underway, and one building will become the United Nations Secretariat for its 2005-2015 Water Decade. The building includes the new cabling installed for the Expo. The Nexans' systems, which have a 25-year warranty, will further the event's success for many years by supporting the U.N.'s continued efforts to address this major global challenge.

The LANmark-6 cabling offers Expo Zaragoza the quality and reliability needed to make this event a complete success.



With energy as the basis of its development, Nexans, the worldwide leader in the cable industry, offers an extensive range of cables and cabling systems. The Group is a global player in the infrastructure, industry, building and Local Area Networks markets. Nexans addresses a series of market segments from energy, transport and telecom networks to shipbuilding, oil and gas, nuclear power, automotive, electronics, aeronautics, handling and automation.

With an industrial presence in more than 30 countries and commercial activities worldwide, Nexans employs 22,000 people and had sales in 2007 of 7.4 billion euros.

In the field of LAN Cabling Systems, Nexans Cabling Solutions offer a complete range of products and value added services providing improved reliability and reduced cost of ownership for Network Managers, together with faster installation times for installers.

In addition to LANmark physical infrastructure cabling systems, Nexans also specialises in the development Intelligent Infrastructure Management (IIM) products under the LANsense brand, including environmental monitoring and control (EMAC) devices and solutions for fully converged IP environments.

Nexans offers an unrivalled choice of LAN infrastructure solutions to a global customer base through an extensive network of regional offices and Key Account Management team.



**SA Nexans Cabling Solutions NV**

Alsembergsesteenweg 2, b3 - B-1501 Buizingen

Tel: +32 (0)2 363 38 00 - Fax: +32 (0)2 365 09 99

**Nexans Cabling Solutions UK and Intelligent Enterprise Solutions Competence Centre**

2 Faraday Office Park - Faraday Road - Basingstoke - Hampshire RG24 8QQ

Tel: +44 (0)1256 486640 - Fax: +44 (0)1256 486650

**[www.nexans.com/LANsystems](http://www.nexans.com/LANsystems) - [info.ncs@nexans.com](mailto:info.ncs@nexans.com)**