

The following table shows information by reportable segment for 2018, 2017 and 2016 (in millions):

	2018	2017	2016
<b>Americas:</b>			
Net sales	\$ 112,093	\$ 96,600	\$ 86,613
Operating income	\$ 34,864	\$ 30,684	\$ 28,172
<b>Europe:</b>			
Net sales	\$ 62,420	\$ 54,938	\$ 49,952
Operating income	\$ 19,955	\$ 16,514	\$ 15,348
<b>Greater China:</b>			
Net sales	\$ 51,942	\$ 44,764	\$ 48,492
Operating income	\$ 19,742	\$ 17,032	\$ 18,835
<b>Japan:</b>			
Net sales	\$ 21,733	\$ 17,733	\$ 16,928
Operating income	\$ 9,500	\$ 8,097	\$ 7,165
<b>Rest of Asia Pacific:</b>			
Net sales	\$ 17,407	\$ 15,199	\$ 13,654
Operating income	\$ 6,181	\$ 5,304	\$ 4,781

A reconciliation of the Company's segment operating income to the Consolidated Statements of Operations for 2018, 2017 and 2016 is as follows (in millions):

	2018	2017	2016
Segment operating income	\$ 90,242	\$ 77,631	\$ 74,301
Research and development expense	(14,236)	(11,581)	(10,045)
Other corporate expenses, net	(5,108)	(4,706)	(4,232)
Total operating income	<u>\$ 70,898</u>	<u>\$ 61,344</u>	<u>\$ 60,024</u>

The U.S. and China were the only countries that accounted for more than 10% of the Company's net sales in 2018, 2017 and 2016. There was no single customer that accounted for more than 10% of net sales in 2018, 2017 and 2016. Net sales for 2018, 2017 and 2016 and long-lived assets as of September 29, 2018 and September 30, 2017 were as follows (in millions):

	2018	2017	2016
<b>Net sales:</b>			
U.S.	\$ 98,061	\$ 84,339	\$ 75,667
China <sup>(1)</sup>	51,942	44,764	48,492
Other countries	115,592	100,131	91,480
Total net sales	<u>\$ 265,595</u>	<u>\$ 229,234</u>	<u>\$ 215,639</u>

	2018	2017
<b>Long-lived assets:</b>		
U.S.	\$ 23,963	\$ 20,637
China <sup>(1)</sup>	13,268	10,211
Other countries	4,073	2,935
Total long-lived assets	<u>\$ 41,304</u>	<u>\$ 33,783</u>

(1) China includes Hong Kong and Taiwan. Long-lived assets located in China consist primarily of product tooling and manufacturing process equipment and assets related to retail stores and related infrastructure.