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The Global Information Newsletter for the Whole Submarine Cable Industry

EDITORIAL



Eckhard Bruckschen

Welcome to the November issue of SubCableNews.

Another long distance submarine fibre optic cable will be build: IMEWE India - Middle East - Western Europe. We just see a recovery of the Trans-Atlantic routes, over-built in 2000/1. SEA-ME-WE 4 & FALCON and the recent upgrades of SEA-ME-WE 3 have provided this route a large amount of extra capacity. Are we over-building here again?

In one of our special reports we are presenting the Case Study: Estlink: Helping develop the Nordic and Baltic energy markets (by Global Marine Systems Ltd.)

Furthermore, we have a quick look at the Submarine Networks World 2006 conference, the world's most established global telecoms infrastructure conference.

And of course we are presenting another cable ship of the world, the CS "Tyco Decisive" from Tyco Telecommunications.

In this issue you will find the latest project updates and company news from the submarine cable community.

Enjoy reading our Newsletter.

The Editor

Eckhard Bruckschen

tyco / Telecommunications



CS "Tyco Decisive"

Picture: Tyco Telecommunications (US) Inc.

**Submit your industry photo
(Installations, cables, office, people etc.)
And be published (free of charge)
With your company logo
On the first page of
SubCableNews**

SUBMARINE NETWORKS WORLD 2006

The world's most established global telecoms infrastructure conference



The 9th annual Submarine Networks World 2006 concluded on a high note at the Shangri-La Rasa Sentosa, Singapore from 3 - 6 October 2006. The event attracted 165 participants from Asia and beyond. Participants were mainly high-level senior executives.

68% of the delegate audience was from the Asia Pacific region, a reflection of the growing importance of this emerging economy. The stellar line-up of 49 top level speakers hails from some of the industry's global leading companies. The event also attracted press coverage

from Nikkei Business Publications, Channel News Asia, Telecomasia (Questex Asia) and SubCableNews. Submarine Networks World has established itself as the world's most established global telecoms infrastructure conference. It provided an excellent avenue for industry players to learn, network, discuss and do business with each other.

The event was also made possible by the generous support from the sponsors: Global Marine Systems Limited, FLAG Telecom, Nex-

ans, Australia Japan Cable, Azea, Xtera, Tyco Telecommunications, Alcatel and Pioneer Consulting.

Mr Vinod Kumar, President, VSNL International delivered his well-received keynote address on "Our Submarine World, Existentialist Thoughts on where we may be." This was followed by an intensive panel discussion on the hot issue of Bandwidth Pricing which generated much anticipated interests from the audience on Day 2.

Global Marine Systems Limited, a world leading provider of submarine cable installation and maintenance services delivered a key note address calling for improvements in performance reporting within the submarine cable

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SUBMARINE NETWORKS WORLD 2006

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installation and maintenance industry. Stephen Scott, Commercial Director at Global Marine discussed how cable owners and operators are currently left to make decisions based upon incomplete and out-of-date primary data large-

ly due to the informal, selective and voluntary nature of performance reporting within the industry. He explained how recent advances in reporting technology can dramatically improve industry reporting and performance bench-

marking. He focused on how industry-wide co-operation in this critical area could dramatically improve the quality and confidence cable owners and operators have in industry performance data. Scott comments: "In a cost-conscious telecommunications business environment, where continued downward price pressure and ever increasing competition for bandwidth sales, threaten or delay profitability, cable owners and operators need performance reports based upon complete, accurate and modern data gathering tools and techniques, to make decisions regarding their installation and maintenance investments." An example of a modern data gathering tool and techniques used in cable jointing was demonstrated on the Global Marine stand. Technical Author Keith Spicer and Training Instructors Jim Lucey and Nigel Gill were on hand and performed demon-



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