CAT joins Telecoms World Asia 2019 and showcases Thailand IX’s potential





CAT Telecom Public Company Limited or CAT, participates in the International Telecommunications Conference of Asia or Telecoms World Asia 2019, and presents Thailand IX, an internet exchange service. Dr. Dhanant Subhadrabandhu, Senior Executive Vice President, Marketing and Service, CAT Telecom Public Company Limited was invited to give a speech on the topic of “THE CHALLENGE OF CARRIERS IN THE DISRUPTIVE WORLD” at the event. He quoted that “at present, the growth of content providers in Southeast Asia has increased rapidly. Thailand itself has a high volume of telecommunication usage and is rising at an exponential rate. CAT as the largest telecommunication provider in Thailand, has prepared to expand the network system in order to support the bandwidth that is expected to grow significantly within a short time, along with the organization’s strategy to cope with changes that occur in all aspects ”

Within the exhibition area, CAT presented Thailand IX, which is an internet exchange service, and an important step towards the digital era for the region, supporting daily life and the economy. Thailand IX will increase access and the exchange of internet information of Thailand with its CLMV neighbor countries more efficiently. It also supports growth in the digital business, including the Thai content business that is currently preferred by CLMV countries.

“Thailand IX will be an important contribution to the country’s goal, in becoming a hub for digital information exchange in the region, which will make Thailand as the country to be watched with regards to digital business investment as well”, Dr. Dhanant stated.

In addition, Yuttasart Nitipaichit, Vice President Digital Business Development Department of CAT, also joined the discussion on “A Vision for Tomorrow: Digital Transformation for 2020 and beyond” together with other executives from leading telecom companies such as Axiata Group Berhad, Dell, HGC Global Communications, etc.

Telecoms World Asia 2019, which is held between March 26 – 27, 2019 at the Convention Center, 22nd Floor, Centara Grand at Central World, Bangkok, is one of the major international telecommunication conferences in the Asia Pacific region, with this year’s theme; “DIGITAL TRANSFORMATION IN EMERGING MARKETS”, and is attended by over 600 entrepreneurs and executives from leading telecommunication businesses around the world.