

Report: APSCC 2016 #SATECH Revolution Conference

October 20, 2016



Shigeki Kuzuoka

Translated by S. Hayashi



© APSCC

目次

Summary:	1
Our impressions:	1
Presentations:	2
1. Welcome speech	2
2. An Industry in Transition	2
3. Satellite Cost & Competitiveness	2
4. Rise of HTS in Asia	2
5. Space-X	2
6. The Battle of In Flight Connectivity	2
Other Miscellaneous Comments	3

Summary:

The "APSCC2016#SATECH_Revolution" conference, hosted by the Asia-Pacific Satellite Communications Council (APSCC), was held at the Le Meridien hotel in Kuala Lumpur, Malaysia, from October 4 to 6, 2016. The APSCC is a non-profit industry association focused on satellites and the space industry in the Asia-Pacific region. About 500 people attended, mainly from Asia, Europe, and North America. This conference deals with topics related to Communication Satellites (ComSat) and Satellite Communications (SatCom). This was our first time attending this conference, despite being

engaged for many years in the earth observation satellite business. I had attended in order to find out more about the recent market situation surrounding SatCom and its influence on ComSat manufacturing. This conference also dealt with small satellites.

Our impressions:

I had previously expressed concern about the fact that Fixed Satellite Service (FSS) SatCom business earnings have decreased for the first time, this year. This was announced at the World Satellite Business Network conference, held in Paris, France, in

September, hosted by Euroconsult. One wonders whether or not this phenomenon will affect satellite manufacturing and the overall space industry.

It has been said that the progress of the High Throughput Satellite (HTS) communication satellite industry is unstoppable. However, there is much uncertainty about how much demand there will be for HTS services, and where the demand will come from. Some attendees expressed worries about the oversupply of communication capacity due to the emergence of HTS, and concerns that there will be no growth in demand for existing satellite communication. Many have high expectations for demand caused by In Flight Connectivity (IFC) services and always-on broadband connections for aircraft provided via HTS. There is some discussion about the size of market that IFC may create, and whether or not business should rely on it. One should consider the fact that the demand for communications in the Asian region is peculiar. Unlike Europe, broadband connections of several hundred Mbps are not required at this time. We should pay attention to the unique market trends and applications surrounding HTS in the Asian region moving forward.

<Omitted below>

Presentations:

1. Welcome speech

<Omitted below>

2. An Industry in Transition

<Omitted below>

3. Satellite Cost & Competitiveness

<Omitted below>

4. Rise of HTS in Asia

<Omitted below>

5. Space-X

<Omitted below>

6. The Battle of In Flight Connectivity

<Omitted below>

Other Miscellaneous Comments

This was my first visit to Malaysia. Similar to Singapore, the population consists of people of Malay background,



along with Chinese and Indian immigrants. Due to the fact that most Malays are Muslim, the city of Kuala Lumpur feels similar to Indonesian cities, and I had noticed many commonalities between the languages and cuisine of the two countries. The facades of department stores and shopping centers are shiny and glittering, while popular street stalls are lined side-by-side at the back of them - similar to Indonesia.

At one point, I had strayed into an area that was lined with many street stalls selling textiles and dresses. Muslim women wear the hijab scarf, so there should be substantial demand for textiles, however, it seemed impossible that the multitude of stalls could stay in business - there did not seem to be enough customers to support them. I had considered the following possibilities:

- Some sort of hidden demand may exist.
- Large initial capital investment is not required, and stock can be held for a long time.
- Commodity prices are low in Malaysia.

As I strolled through the hijab stalls, I couldn't help but also reflect on the relationship between supply and demand as it relates to HTS.

Please contact to:



Satellite Business Network

<http://sat-biznet.com/en/contact-us/>

Shigeki Kuzuoka



Euroconsult Japan Office

<http://www.euroconsult-ec.com/>

Shigeki Kuzuoka