



A Report on Participation at ASIA SATELLITE BUSINESS WEEK

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Overview

Asia Satellite Business Week (ASBW) was held at Singapore EXPO from Wednesday, June 1 to Friday, June 3, 2022 and was co-sponsored by



Euroconsult and Informa Tech. The conference part of Satellite Asia, up to which has been held so far, has been further developed and then became independent, and it was thus held for the first time under the umbrella of ASBW. Satellite Asia mainly focused on satellite communications, but with the start of ASBW, the focus has shifted to certain hot topics such as orbital logistics, connectivity, remote sensing/Earth observation, and AI.

Over the duration of the event, 45 prominent industry speakers took the stage, with more than 210 key players in

the global space and satellite fields from 38 countries, including multiple companies from Japan, attending the conference, along with the event acting as a venue for networking and partnership building.

Overall impression and analysis

The Euroconsult report, "Satellite Connectivity and Video Market," predicts that Asia will become a most-promising market in terms of satellite capacity over the next decade. To support this assertion, in Singapore, which was the venue for ASBW this year, we can see in the below table the various trends emerging for a few companies that participated in the conference with their own speakers.

Operator	Timing	Details
SKY Perfect JSAT Group	Jan.	Established a Singapore branch to strengthen its space business in Asia, with staff to be joining onsite after April
Inmarsat	May	Implemented a technical demonstration of its Orchestra system with the goal of realizing an integrated solution for GEO/LEO satellites and

		5G on the ground, while selecting Singapore as a demonstration site because its maritime traffic is dense and its home to a most-demanding environment, due to equatorial weather conditions such as heavy rain and high humidity
Thuraya	June	Opened a new office in Singapore as it celebrates its 15th anniversary of being a leader in satellite communications in the Asia-Pacific region

At this conference, importance was placed on recognizing "connectivity" in unconnected areas in Asia, etc., and in addition, the terms "multi-orbits" and "flexibility" were used repeatedly as a focus. It was these three common key terms that I could sense as being stressed for both satellites and ground operations.

At the conference, in addition to satellite communications, the "ECO system" of the entire space industry was covered, and such content provided a hint of the possibility of future development and deepening of the reach of ASBW, thus coming off as perfect timing for this first event.

This was my first overseas business trip in more than 2.5 years, but participating now again at a physical conference after such an absence reinforced the importance of networking with a sense a presence at a venue and having direct face-to-face interaction with other participants. I hope that such opportunities will increase in the future, including for WSBW, which is scheduled to be held in Paris in September this year.

Main presentations and discussions, etc.

<omitted below>

(1) Key to achieving connectivity: Low-priced solutions by reducing ground prices

<omitted below>

(2) Multi-orbit systems: Eventually developing into a form that includes the satellites of different companies?

<omitted below>

(3) Satellite "flexibility": Already becoming standard

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(4) Ground systems: Following satellites, price reduction of revolution/planar antennas unlikely for the time being

<omitted below>

(5) Vertical integration in the field of smallsats
<omitted below>

(6) Participation in panel discussions by Japanese companies
<omitted below>

Exhibitions
<omitted below>



SKY Perfect JSAT General Manager Shimotsuma (far right)



Axelspace's CEO Nakamura (second from right)



Some of the satellite operator booths



Some more of the satellite operator booths, along with a glimpse of the Astroscale booth

Other miscellaneous comments

At the same time as being concerned about things like a business trip, it was also fun to choose the hotel.

It was my third business trip to Singapore, and I do recognize that Singapore has a well-maintained subway system, so the first condition was to be close to a subway station. At the same time, the second condition was that there was a clinic nearby so as to obtain a negative certificate for a PCR test, which is a special condition amid the backdrop of COVID-19. After considering some hotel rates and access to shopping and food, I decided to stay in the Riverside area.



The area features a river that is lined with restaurants and wine bars, and thus the area is perfect for an evening walk.

Also, on the right side of the road from the hotel to the subway station, you can see Marina Bay Sands, one of Singapore's landmarks and which is famous for being home to the world's largest rooftop pool. To me, this is Singapore!

Overall, my hotel selection worked out quite well!

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