

## News Release

9 January 2006

# Global Marine to highlight growth strategies at Pacific Telecommunications Council (PTC) 2006

*Shift towards IP communications represents opportunities for changing Industry*

*Submarine cables only viable solution for trans-oceanic, high broadband & high security communications*

**Chelmsford UK:** Chelmsford, UK: Global Marine Systems Limited, the market-leading cable installation and maintenance company is delivering an address at the industry forum PTC 2006, in Honolulu, Hawaii. Entitled 'Submarine Cables: Top Line Growth Strategies for 2006 and Beyond', the presentation will be delivered at the M1.2 session at 9am on Monday 16th January by Stephen Scott, the company's commercial director. Mr Scott's main focus will be on the industry shift towards IP-based communications and the opportunities this creates for the cabling market. In particular, he will argue that submarine cable networks remain the only viable solution for trans-oceanic, high broadband and secure communications. Against this backdrop, Mr Scott will then address three specific themes: Emerging Business Models, Innovative Partnering and Alliance Building and Aligning Operations to Current Market Conditions.

Commenting today, Stephen Scott said, "The emergence of IP has created many new products and services which increase dependence upon submarine cable networks for their success. Whilst there continues to be debate about the use of satellite and other types of cellular and wireless technology replacing cable as the primary networking technology, each of these alternatives depends at some point on their route in the quality, capacity and cost effective delivery capabilities provided by fibre optic cables. Therefore, it is a fact that submarine cables represent the only viable solution for trans-oceanic, high broadband, high security communications."

"At PTC 2005 Global Marine spoke about how to restructure and turn around a business in hostile market conditions." added Anne Smith, Global Marine VP of Sales for the Americas, "With the continued emergence of IP technology, growth opportunities are available for

those companies who can blend operating realities with innovation and the increased demand for High speed secure IP networking in emerging markets.”

On PTC, Mr. Scott noted, “Global Marine is delighted to be giving the keynote address at PTC 2006 – as an industry forum, it provides a unique opportunity to learn from a diverse community of participants drawn from over 40 countries which can only help to foster change within the global telecommunications market.”

Also in attendance at PTC 2006 will be members of Global Marine’s senior management team: **Gabriel Ruhan** (Managing Director), **Joel Whitman** (Marketing Director), **Ian Douglas** (Asia Pacific Director), **Chris Brooks** (Sales Director), **Anne Smith** (VP Sales, Americas) and **Andy Bax** (Head of Submarine Networks).

Global Marine is also please to announce the addition of **Ray Ragusky**, to its America’s sales team. Located in Washington D.C, Ray joins Global Marine with many years of experience in the subsea cable and marine engineering markets. Each will be available throughout the conference to provide introductions and updates on Global Marine throughout the world.

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**Additional information for editors:**

**About Global Marine**

Global Marine has been in business for well over a century and a half and continues to be the pre-eminent provider of submarine cable installation and maintenance services in the world. Operating with the world's most advanced fleet of cable ships and subsea vehicles, it is a market leader in marine cable installation and maintenance for telecommunications, as well as scientific research, oil, gas, utilities and the renewable energy sector.

Its developments in state of the art geographical information systems and computer mapping technology play a vital part in the drive for greater system security.

Global Marine has installed more undersea fibre optic cables than any other operator. More than 50% of the world's buried fibre-optic cables have been installed by Global Marine and between 30 and 40% of all subsea cables repairs and maintenance are undertaken by the company

Learn more at [www.globalmarinesystems.com](http://www.globalmarinesystems.com)

## **About PTC**

The Pacific Telecommunications Council (PTC) is the leading professional organization promoting the advancement and commercial use of information and communication technologies, services, policies, and knowledge, to benefit its members and the people of the Pacific Hemisphere.

PTC'06 will examine the best ideas and greatest challenges implied by the seismic industry transformation toward services delivered using Internet Protocol. Service providers and vendors will discuss the latest technology innovations and business models. Experts from the Internet community will explore network security, content management, and real-time application delivery. Broadcasters, traditional satellite and submarine cable operators will discuss how IP affects their strategic thinking and business options. Regulators will address the strain on public policy to keep pace with market change. And civil society leaders and academicians will offer insights into how the shift to IP impacts new solutions for underserved communities and narrowing the global digital divide.

Learn more at [www.ptc06.org](http://www.ptc06.org)