

### **Dr. Nongluck Phinaitisart** President of THAICOM Public Company Limited



*Dr. Nongluck Phinaitisart, President of Thaicom Public Company Limited started that in our interview she speaks about her business strategies passionately for regional and world wide satellite communications system application and introduce her acts as a President and CEO APSCC actively.*

**Space Japan Review (SJR):** Thank you for taking time from your busy schedule for this interview. We appreciate the contribution you've made to AIAA-JFSC. Space Japan Review (SJR) is a technical communications journal published by AIAA Japan Forum on Satellite Communications (AIAA-JFSC), a subcommittee of the American Institute of Aeronautics and Astronautics (AIAA) Technical Committee on Communication Systems (TCCS). It was initially published in hard copy, but is now distributed electronically over the Internet. This column provides an opportunity for CEOs or President of communications satellite development and manufacturing companies and satellite communications providers around the world to discuss their strategies and aspirations, serving as a reference for AIAA members and SJR readers. We understand that Thaicom Public Company Limited was established in over the 20 years. Today we'd like to discuss on your strategies for the satellite communications network business and, if possible, we would like to hear about APSCC.

First of all, please give us a quick background on yourself and Thaicom Public Company Limited and an overview of your strategies.

#### **Dr. Nongluck Phinaitisart:**

I was born in 1959; my father bought me a small telescope while I was still in my childhood. I looked through that telescope out into the universe for the first time and saw the Moon, Mars, Venus and so many stars with distance so great that it was hard to comprehend. This experience is my origin for getting into space related business.

I graduated from a convent school in Bangkok in 1977 and enrolled at the Chulalongkorn University in Bangkok where I got Doctor Degree in Electrical Engineer. And went back to work at the Ministry of communications for the Thai government for more than ten years and worked for Intelsat during 1986 to 1987. I was employed by Thaicom PCL, since 1991. I am President of Thaicom PCL, since 2000 and I have been responsible for engineering operation, Marketing and Sales of Thaicom Satellite.

**SJR:** We understood that Thaicom Public Company Limited started over 20 years ago as a Thailand based company engaged in providing satellite transponder services for telecommunication and broadcasting, now “making space technology more affordable, accessible and useful to millions of people on Earth”. And try to provide the first Satellite Broadband Communications application System in Asia. **What is your policy and strategy of business development in the past and future?**



**Fig 1** Dr. Nongluck CEO Interview  
by Dr. Iida AIAA JFSC

**Dr. Nongluck Phinaitisart:**

For conventional satellite we focus on video broadcasting application, we offer complete end-to-end video broadcasting services to our customers including Teleport services, MCPC platform, and IRD (Integrated Receiver and Decoder). For broadband satellite we work with strategic partners in each market and focus on consumer broadband, educational application and IP backhaul.

**SJR:** How do you expand your business fields? You have developed user terminal of IP-STAR for satellite broadband content services in Asia pacific region for high speed Internet by Satellite. **What is your business strategy in this field?**

**Dr. Nongluck Phinaitisart:**

In the past, the Satellite Broadband Consumer market was very limited due to the high cost of UT. Therefore, our major strategy was to develop the low cost UT that can be afforded by consumers to stipulate the Satellite Broadband Consumer market. And we did it very well, now we have sold over 200,000 units. At the present time, all other players jumped into this Consumer market as well. Thaicom will continue the development of the UT but the priority still is on the sales of Satellite Bandwidth.

**SJR:** Now, you act as the President and CEO of APSCC. Please introduce your activity on this organization and how work with your business with harmony for our reader.

**Dr. Nongluck Phinaitisart:**

In October 1994, the APSCC’s Inauguration Council meeting was held in Seoul, Korea. After this event APSCC is formally established. I have fully responsible for APSCC activity as a president since 2006 including APSCC 2010 which was held in Tokyo Japan last October. APSCC is a non-profit international association representing all sectors of satellite and/or space related industries, including private and public companies, government ministries and agencies, and academic and research entities. The overall objective of APSCC is to promote communications and broadcasting via satellites as well as outer space activities in the Asia-Pacific for the socioeconomic and cultural welfare of the region.

**SJR:** Could you introduce the main performance of upgraded satellite broadband business development. And how do you expand their capability for your future market.



**Fig 2** Dr. Nongluck is a panelist in APSCC2010

**Dr. Nongluck Phinainitisart:**

IP-STAR which is High-speed Internet by Satellite, Our main performance of this project is to serve the customer the low cost and high capacity. IP-STAR bandwidth cost is about 3-4 times lower than the conventional satellite. Its capacity is about 40Gbps. These performances are helping IP-STAR to be used as a backhaul link for 3G/4G network system expansion.

**SJR:** What are next series of business development in world wide? And what are your international business development strategies including Japan?

**Dr. Nongluck Phinainitisart:**

For Japanese market, we have only Thaicom 4 satellite so called IP-STAR, so we will focus on the business of IP backhaul for 3G/4G network. Satellite communications operating business in Japan, for example, is almost all saturated, however in the developing countries, satellite related operation is now the project which should have the national flag, then developing opportunities are still exist in that area. In near future, the Asia-Pacific satellite communications and navigation system operation by international union formed by Asia-Pacific countries will be established.

**SJR:** Could you introduce your facility in Thailand area to our reader in Japan who are interesting in your asset to realize excellent performance of satellite broadband communication services.

**Dr. Nongluck Phinainitisart:**

Thaicom Public Company Limited is a Thailand-based company engaged in providing satellite transponders services for telecommunications and broadcasting. The Company are primarily involved in transponder services for domestic and international communications, sale of user terminal of IP-STAR, broadband content services, sale of direct television equipment, Internet data center services, Internet services, satellite uplink-downlink services, mobile contents, and engineering and development services on communication technology and electronics, which are mainly

operated under agreements for operation. The Company has operations in Thailand, Singapore, Cambodia, Lao PDR, Australia, New Zealand, the U.S.A, Mauritius, the British Virgin Islands and Japan. It has seven direct subsidiaries.

IP-STAR service is also available in Japan under our Gateway in Tokyo. Our Tokyo gateway was completed since last year. If anyone is interested in our service, please contact our Japan office by visiting this website [www.ipstar.jp](http://www.ipstar.jp).

**SJR:** Satellite broadband services have begun to emerge. Japan recently launched the high-speed Internet satellite WINDS on February 23, 2008, and its use is steadily increasing, while overseas there are such craft as IP-STAR. What do you think satellite operator business using your developed satellites and your strategies to cooperate with them?

**Dr. Nongluck Phinainitisart:**

Now we are working with one Japanese Mobile operator on the 3G backhaul service, our services help to deploy 3G network into remote/rural area which difficult to reach by terrestrial network. It is possible to cooperate with WINDS since there are plenty of broadband satellite demands in Japan.

**SJR:** the Basic Law and Basic Plan for Space Policy in Japan was established 2008 and 2009 respectively and new activities in the field of space development are expected, what is your comment and Thaicom Public Company Limited's strategy to get in this field?

**Dr. Nongluck Phinainitisart:**

We will cooperate with our partner and work with regulator to comply with the Space Policy. For Japanese friend of business, we have to follow same rule as mentioned above.



Fig 3 Continue the dialogue between two

**SJR:** On the whole business is growing steadily, and although the share price has not performed well, perhaps due to the Euro crisis from Greek Bankruptcy in Europe, you've been proactive in your investor relations program and other activities.

**Dr. Nongluck Phinainitisart:**

So far European crisis has no impact for us, our main market is in Asia Pacific and we work closely with our customer to support them. Many governments also invest more in Telecommunication infrastructure, including satellite. So there is steady growth in Asian region.

**SJR:** The AIAA Japan Forum tries to keep abreast of developments in the satellite communications business, such as competition among satellite Internet, mobile communications and fiber optic service providers, as well as remain up-to-date on the state of R&D for satellite communication. What sort of technological development do you think is necessary for Japan's space development in future? We appreciate your kind suggestion to our reader.

**Dr. Nongluck Phinainitisart:**

Japan has the satellite development policy and plan. Dr. Hiroshi Yamakawa, Secretary General, Secretariat of Strategic Headquarters of space policy, and Dr. Masanori Homma, Executive Director JAXA have been explained the plan for development satellite project such as Small satellite & Rocket, Earth Observation Satellite, QZSS, IGS Project and follow on of Hayabusa Project. Both Directors have touched the project of QZSS with detail performance. We are also interesting in development of QZSS which will cover not only Japan territory but also Asia-pacific area widely for satellite positioning system service. I expect that QZSS with satellite positioning system will be available for Asia-Pacific region. I also very interesting in the development of WINDS system with High Speed and Broadband Satellite Communications technology which will be used for future satellite communications worldwide.



**Fig 4** Final assembly after fruitful discussion

**SJR:** Finally, Japan Forum now has a plan to perform the AIAA ICSSC 2011 in Asia cooperate with AIAA, the place of conference will be in Nara of Japan. We look forward to your support. This conference will be operated as a co-sponsor by Ka-band Satellite Communications Conference. We are looking forward to having your kind support.

**Dr. Nongluck Phinainitisart:**

That is good news for us. Thank you for the opportunity to support the conference in Japan, we will try to do our best effort.

**SJR:** We hope you will continue to cooperate with us in the development of satellite broadband communication systems. Thank you for taking the time to talk with us today and for support to issue of our SJR.

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