SUBMARINE CABLES — COMPETITION OR COOPERATION

As Network Operators, we face a challenging time in the Americas balancing competition with cooperation. Because this region is still urgently in need of infrastructure investment, competing in individual markets for regional operators overrides the benefits of cooperating with fellow providers.

Competition in any market drives prices down for customers, of course, and is important. However, cooperation between operators enables the development of reliable, scalablenetwork infrastructure both globally and regionally, enabling sustainable regionwide development.

As COO for Seaborn, Andy Bax leads all aspects of Seaborn's global operations and engineering. Over the past three decades, Andy has developed and brought into operation numerous transoceanic and regional submarine cable systems connecting Africa, the Americas, Asia, Australia, Europe, and the Middle East.

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