

# How Es'hailSat navigates through the ever-changing Satellite industry in Middle East and Africa

Akim Benamara, founder of TechAfrica News, discussed with Mr. Ali Al Kuwari, Es'hailSat President & CEO, how the satellite industry is changing in MEA and how they are adapting to these changes



INTERVIEW BY:

**Akim Benamara**

Founder of TechAfrica News



## Nice to catch up with you! Tell us what you have been working on for the last year?

Online activities have surged in the last year or two and the result of this has been that connectivity has become more critical to the lives and livelihoods of people. Because of this robust telecommunication services are now seen as an essential utility

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**MR. ALI AL KUWARI**

Es'hailSat President & CEO

and satellite services are critical infrastructure with it.

Es'hailSat's state-of-the-art teleport in Doha was launched to manage the operations of our satellite and to support value added services for our customers. To support one such initiative, we have commissioned multiple Hub Services at the teleport to provide fully managed service packages to our end users. This has helped organizations improve their own network and offer services to their end-users providing them with resilient and reliable communication services for the enterprise needs.

## How is your African footprint developing in the recent years? What has been your focus for the market?

Es'hailSat's two satellites, Es'hail-1 and Es'hail-2 located at 25.5 / 26 East, offer coverage of North Africa and the Middle East

including countries such as Egypt, Sudan, Libya, Algeria, Morocco, Tunisia, and others. From our primary teleport, located north of Doha, Qatar, we can provide satellite services across the MENA region including broadcast, telecommunications, and various connectivity solutions to meet the needs of African customers. We have recently commissioned an iDirect Hub in addition to Comtech hub to provide VSAT services from our teleport, which offers fully managed data service packages to end users.

## From your perspective, how is the satellite industry changing in MEA and how is Es'hailSat adapting to these changes?

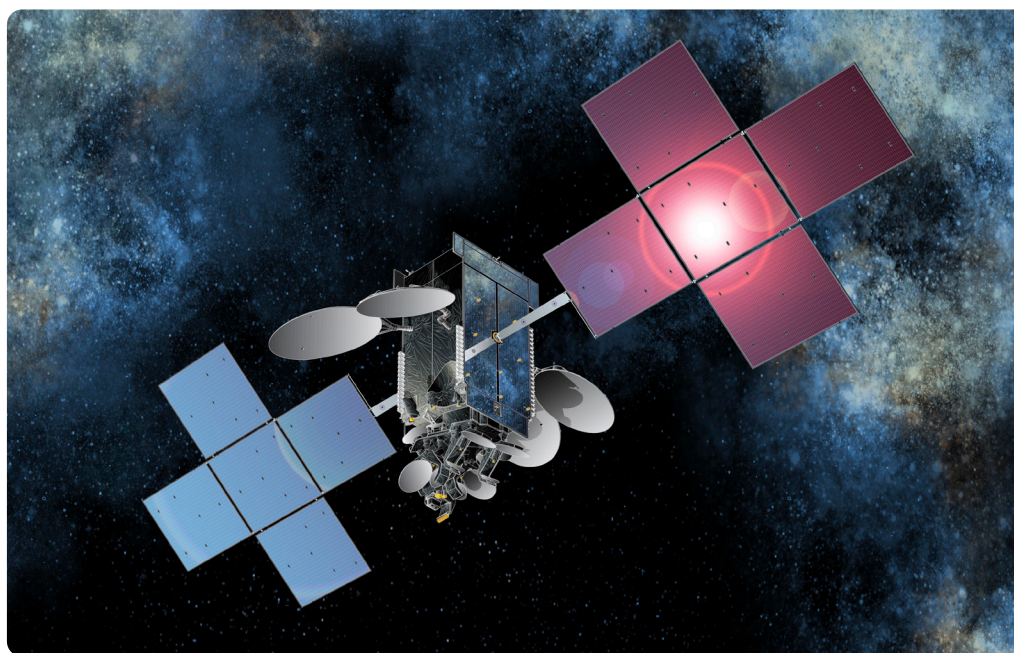
Over the past two years, the pandemic has shown us how important it is to have cost-effective connectivity solutions to enable people to remain connected and productive. While the industry can do a lot more,

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As a satellite service provider who has been in the business for over a decade, it is important for us to also be able to provide on-site support and maintenance along with troubleshooting and management of infrastructure in remote and rural areas.

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the pace of broadband growth in MEA has been quite encouraging. The deployment of 4G and 5G infrastructure has been critical to developing low-cost wireless broadband in MEA. Furthermore, the arrival of both high throughput satellites and fiber-to-the-home has reduced the cost per Gigabyte of data consumed, as every household and workplace continue to consume more data with every passing day. Es'hailSat's satellite services are well positioned to deliver cost effective broadband solutions across the MEA region.

### Are the end-consumers needs reflecting on what your clients are looking for?

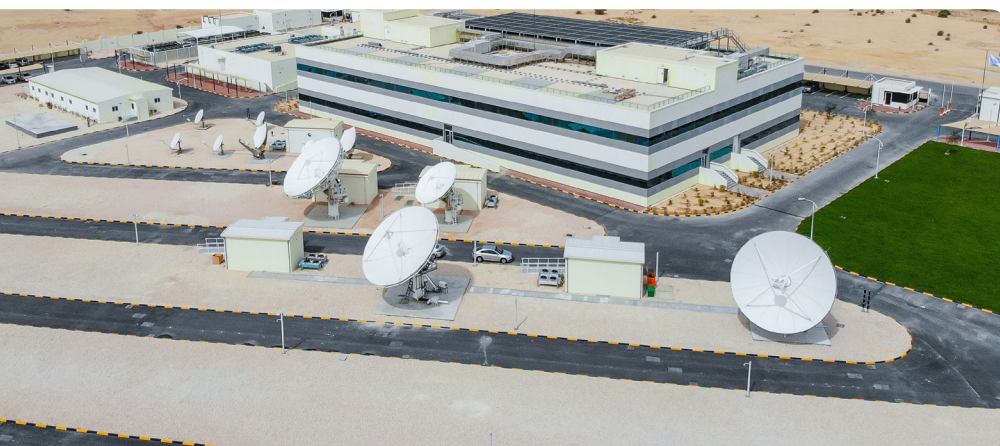
As with every company looking to do business in this region, it is important for us to find the right partners who can enable our services in the local markets.

These are economies at various stages of growth, each with their unique challenges and we are always looking for the right partner with local insight with whom we can grow our offerings to the end customer. As a satellite service provider who has been in

the business for over a decade, it is important for us to also be able to provide on-site support and maintenance along with troubleshooting and management of infrastructure in remote and rural areas.

### Speaking about broadcasters, IBC is back in-person in Amsterdam, is Es'hailSat going to be an exhibitor this year?

Yes, we are very excited to be back in-person at IBC in 2022 after a long gap. Es'hailSat has



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been providing the media and entertainment industry with end-to-end satellite services for nearly a decade. We are exhibiting and our stand is located at Hall-1, Stand No. F68.

We invite everyone to kindly visit our booth, meet with our team, and exchange ideas that can be mutually beneficial to us, and to the wider industry ecosystem.

## What are your expectations from the event?

At IBC, we are looking forward to being back in person at the event venue and meeting with our key customers, partners, and vendors.

We are also keeping a close watch on the latest advancements in technology, including Cloud Payout services, Content Delivery Networks (CDN), Mobility and Telecommunication services. In addition, our fleet of two satellites, Es'hail-1, and Es'hail-2 at 25.5/26 East hotspot, is bolstered by an expansion of services delivered from our Teleport in Doha.

At the same time, IBC would allow us to interact with our industry peers and explore opportunities for collaborative growth.



[www.eshailsat.qa](http://www.eshailsat.qa)



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