

Telehouse Thailand, HGC, and AMS-IX Launch Enhanced Asia-Europe Connectivity Infrastructure

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Telehouse Thailand, HGC Global Communications, and AMS-IX have announced the launch of a new transmission infrastructure designed to optimize connectivity between Bangkok and London, significantly improving traffic exchange between Asia and Europe.

This collaborative project, led by HGC Global Communications, establishes a direct link between Telehouse data centers in Bangkok and London. This facilitates seamless cross-border content access and connects AMS-IX Bangkok with AMS-IX Amsterdam, streamlining traffic flow. Businesses in both regions will benefit from direct, virtual circuits, eliminating the need for individual connections.

The initiative aims to support content providers and enterprises in both Bangkok and Europe by enabling direct Autonomous System Number (ASN) connections between AMS-IX Bangkok and AMS-IX Amsterdam. This setup provides European content providers with simplified access to Southeast Asia via Telehouse Bangkok.

“This partnership underscores our commitment to delivering high-quality, reliable, and seamless intercontinental connectivity,” stated Ken Miyashita, Managing Director of Telehouse Thailand. “By strengthening our collaboration with HGC and AMS-IX, we are creating new opportunities for businesses in Asia and Europe to expand their digital presence, exchange content efficiently, and accelerate growth.”

Chirawat Mahawat, Vice President of GMS & SEA, International Business of HGC, expressed satisfaction with the partnership, stating, “We are delighted to form this progressive partnership which enables the expansion of the fundamental infrastructure that underpins a seamless and high-performance Internet Exchange. This collaboration can further boost our connectivity between Asia and Europe.”

“AMS-IX Bangkok is an important hub for internet traffic and is improving the quality of internet connections,” said Peter van Burgel, CEO of AMS-IX. “Extending our partnership with HGC and Telehouse ensures it is easier for companies such as content providers, gaming, OTTs, cloud service providers and internet service providers to expand their ecosystems, enhancing performance and improving their global connectivity.”

This development is expected to foster new peering and accessibility strategies, accelerating traffic exchange among the partnering organizations. The partnership delivers a scalable and reliable solution for entities seeking to expand their digital reach across Asia and Europe.