

# Globe Joins AUG East Consortium, Fortifying Philippines' Digital Backbone for AI Era

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**Leading telecommunications provider Globe has officially joined the Asia United Gateway East (AUG East) submarine cable consortium, a strategic move aimed at addressing the escalating demand for high-speed, large-capacity connectivity across East Asia. This initiative is particularly crucial given the rapid advancements in artificial intelligence (AI) and other data-intensive technologies that are reshaping the digital landscape.**

“This new data superhighway significantly strengthens our nation’s digital backbone,” stated **Carl Cruz, President and CEO of Globe**. “It provides businesses with the necessary scale, speed, and reliability to compete globally and embrace technologies that can uplift lives and drive inclusive progress for all Filipinos.”

Industry forecasts indicate that traffic from AI and AI-powered applications is projected to exceed conventional internet usage by as early as 2031. Furthermore, the Asia-Pacific region is anticipated to continue leading global investments in generative AI and digital infrastructure, underscoring the critical need for robust connectivity solutions.



**Raymond Policarpio, VP and Head of Strategy Management and Business Investments at Globe Business**, emphasized the strategic importance of this investment. “This investment in the AUG East cable system is a cornerstone of our long-term strategy to future-proof the Philippines’ digital infrastructure,” he noted. Policarpio added that the increasing prevalence of AI-enabled applications will continue to drive the demand for resilient and high-capacity international connectivity.

“By securing our stake in this vital digital thoroughfare, we are proactively enabling our enterprise clients to leverage cutting-edge technologies, drive innovation, and expand their global reach, ensuring the Philippines remains a competitive hub in the digital economy,” Policarpio concluded.

The 8,900-kilometer AUG East cable system will establish crucial connections between key digital hubs like Singapore and Japan, with vital landing points in the Philippines, Brunei, Malaysia, South Korea, and Taiwan. Designed as a next-generation, high-fiber-count system, AUG East is engineered to manage substantial data volumes and enhance network reliability, even in the event of natural disasters. The consortium targets completion of the project by the third quarter of 2029.