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Monday, September 05, 2022

Sparkle prepares to begin operating in new markets throughout Latin America in 2023

The company's new data center in Panama is expected to be up and running by the end of 2022, according to Carmine Sorrentino, VP of Sales for the Americas Region. The executive will participate in Carriers Map Day 2022, the event organized by Convergencialatina on September 14.



In an interview with **Convergencialatina**, Carmine Sorrentino, EVP of Sales for the Americas Region at Sparkle and CEO of Panama Digital Gateway, anticipated that the second half of 2023 will see an increase in demand for wholesale capacity, led by OTTs and CDNs. The acceleration of the post pandemic will be seen within a year, due to the delays that the industry has been suffering due to the global supply crisis.

Convergencialatina: Sparkle has been working on agreements with OTTs for the laying of new submarine cables, such as Blue and Raman with Google. How important are these alliances?

Carmine Sorrentino (CS): Cooperation between hyperscale players and telecommunications operators is indispensable, as well as with public entities that may be interested (for example, the project from Chile to New Zealand and Australia). In the latter case, they are not driven by a business plan, but by geopolitical importance.

In Latin America, we have reached agreements with Curie, with the Monet. In this way we are replacing the old network, the SAC especially. Generally we consider that the useful life of a cable is around 25 years, and with the constructor we can make an agreement to extend it a few more years, but failures may occur. Also, to develop and implement new projects, you need at least three years. Today, with these agreements, we have a practically redundant network.

Convergencialatina: Can you tell us about the impact of the global supply crisis on the industry?

CS: The projects are a little behind schedule, at Wholesale level, due to the extended times to access technology equipment. It went from 60 to 90 days to 6 to 12 months. This is why we will see the shift in demand at the end of 2022 or beginning of 2023. New investments are delayed in Latin America.

For example, **Sparkle is building the data center in Panamá**, which was supposed to be operating in June 2022, but will be ready by the end of 2022 due to the crisis in the supply chain.

Convergencialatina: What are your expansion plans in Latin America?

CS: We are going to start operating in new markets during 2023. We have recently opened PoPs in Fortaleza, Salvador, Porto Alegre, because Brazil is the largest traffic generator. The idea is to grow in PoPs where we see increases and shifts in demand. Before, in Brazil traffic



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Convergencialatina agreed to an interview with Jamoussi, a native of Tunisia, who for the past twelve years has served as Head of the TSB Study Group Department. If elected at the next Plenipotentiary Conference (PP-22) in Bucharest, Romania, from September 26 to October 14, he could become the first representative of the African and Arab regions to lead the segment.

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Carriers Map Day 2022

Antel plans to install new PoPs in São Paulo, Porto Alegre, Fortaleza, the Argentine border and Santiago de Chile

was concentrated in Rio de Janeiro, San Pablo, but now it is moving closer to the customer. Traffic is moving as the infrastructure improves. That raises the need for PoPs.

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Convergenclatina will host Carriers Map Day 2022 on September 14. The companies in the sector that are already part of Carriers Map Day 2022 are: Sparkle, Ufinet, TGC, Globenet, Silica Networks, EllaLink, Cirion, Antel and Cable & Wireless Communications. To register, click [here](#).

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