

Simfinity Launch Marks a New Era of Global Connectivity from Laos



Manchester, United Kingdom Feb 27, 2026 ([IssueWire.com](https://www.issuewire.com)) - Connected IT Solution (CITS) officially launched Simfinity, a global eSIM platform designed to simplify international travel connectivity and support Laos' growing digital transformation.

The launch event welcomed distinguished guests from business communities, telecom partners, technology leaders, and industry stakeholders, reflecting a strong interest in digital innovation and cross-border connectivity solutions. The event marked an important milestone for CITS as it expanded its footprint beyond traditional IT services into global travel technology.

Simfinity represents a strategic step toward positioning Laos as an emerging contributor in the international digital travel ecosystem.

A Smarter Way to Stay Connected

During the [Simfinity Launch](#) event, Mr. Avinash Jha (Avi), representing CITS leadership, addressed the common challenges travelers experience when arriving in a new country. These include long SIM card queues at airports, high roaming costs, and security risks from public WiFi networks.

He explained that Simfinity provides instant eSIM activation across more than 190 countries, allowing travelers to connect immediately without using a physical SIM card. As highlighted during the **Simfinity Launch**, users can activate their eSIM before departure and access maps, messaging apps, and business tools as soon as they land.

CITS also introduced the [Simfinity App](#) as part of the Simfinity Launch announcement. Available for Android and iOS, the app enables users to purchase, activate, manage, and monitor their eSIM plans easily. Customers can explore global data packages, track usage, and receive customer support through both the app and the official website.

Introducing the Simfinity Passport

A key highlight of the launch was the introduction of the [Simfinity Passport](#), an advanced travel companion device designed to enhance global connectivity and digital security.

Key features include:

- Coverage in 190+ countries
- Encrypted browsing with DPN protection
- AI-powered network optimization
- 5000mAh built-in power bank
- Smart AI travel assistance
- Sustainability initiative: 1 eSIM equals 1 tree contribution

The device ensures travelers remain secure, powered, and connected in one compact solution. By combining connectivity tools with built-in backup power and encryption, the Simfinity Passport reduces reliance on unsecured public networks and provides additional convenience during long journeys.

Expanding Opportunities Through B2B Connectivity

Mr. Ishwinder Sialy presented the [Simfinity B2B](#) platform, outlining how digital connectivity has become essential infrastructure in today's global economy.

The platform allows travel agencies, corporate service providers, and digital businesses to distribute and manage eSIM packages digitally without physical inventory or telecom infrastructure investment. Partners can integrate into the system, manage plans in real time, customize offerings, and generate new revenue streams through a scalable and efficient digital framework.

This approach enables businesses to enter the global connectivity market with lower operational complexity while focusing on growth and customer service.

Sustainability Commitment

Sustainability remains a core part of CITS' mission. The company pledged to plant one tree for every ten eSIMs sold, reinforcing its commitment to responsible growth and environmental awareness.

By integrating environmental initiatives into its business model, Simfinity aims to balance technological advancement with long-term sustainability values.

Leadership Vision

In her closing remarks, **Ms. Khamsy Chansamai**, President of CITS, emphasized that Simfinity supports Laos' digital economy development and reflects the company's global outlook.

She highlighted the importance of collaboration with domestic telecom providers to strengthen national telecommunications infrastructure and elevate it to international standards, ensuring that Laos continues to progress within the global digital landscape.

Strengthening Laos' Position in Global Travel Technology

With the official launch of Simfinity, CITS introduces a comprehensive global connectivity solution designed for modern travelers, businesses, and digital enterprises.

By combining innovation, sustainability initiatives, enterprise-level technology, and user-friendly digital platforms, Simfinity positions Laos more confidently within the global digital travel ecosystem and supports the country's broader connectivity ambitions.



Media Contact

SimFinity Launch

*****@cits.la

Source : SimFinity

[See on IssueWire](#)