

TECHNOLOGY

TALAL AL AJMI

CEO
VI MARKETS

Talal Al Ajmi is a young Kuwaiti entrepreneur, and his passion for financial markets and trading has seen him become one of the most well-known figures in the field, both in Kuwait and the wider region.

He graduated from the University of Philadelphia with a bachelor's degree in information technology. However, he had always seen himself as an entrepreneur and businessman. He started his journey of success at an early stage while at university, where he managed a couple of small family businesses alongside his cousins and brothers. While studying, he saw an advertisement for stockbroking which grabbed his attention, and sparked his interest.

Upon returning to Kuwait, he decided to pursue his dream and work at an investment company to gain more knowledge. After holding various positions in several financial companies, he was inspired to move forward and build his empire. Talal leveraged his experience as a financial broker to launch a new career as an entrepreneur.

His ambition had no boundaries, and he believes that through education anything is possible. In 2010, he founded and established Version International Markets in Kuwait, where he is CEO, and he is also a board member at One Financial Markets (the firm's main partner). VI Markets provides investors in Kuwait with a tailored online trading service, partnered with One Financial Markets, which was established in London in 2007.

One Financial Markets is regulated in the UK by the Financial Conduct Authority (FCA), and it offers global presence with local expertise through its wholly owned and affiliated offices across the Middle East, Europe, South America and Central and Southeast Asia.

As with any other business, the journey was full of challenges. Al Ajmi faced countless difficulties – the main one was to secure capital as a start-up, and then raising societal awareness through education on how to trade in international markets. His goal throughout his career has been to promote sustainable development via education.

Al Ajmi established VI Markets in a modest building with a handful of employees. Despite facing fierce competition from a number of existing companies, he managed to move forward and grow his company step by step. His main focus was to educate the people in Kuwait who are interested in trading, and help them embark on their own financial journeys by managing their portfolios.

Social media served him well, as he attracted a huge base of new and existing traders across Kuwait and the Middle East. He began sharing updates with his followers on Twitter, discussing his daily trades with them and educating them on portfolio management, which brought him closer than ever to the audience.

WHAT WILL BE THE LONG-TERM LEGACY OF EXPO 2020 FOR THE GULF?

The Expo is definitely going to affect the Gulf region positively, and is already paving a steady path for strong economic growth. Nevertheless, it has even better implications as Dubai is the first city in the MENA region to host such an extensive international event, making it a long-term investment in the future of the UAE. Many believe that the real estate and tourism sectors will benefit, not only in the UAE, but across the region, as new investors and people from around the world are thrilled to be part of this huge event.

\$659.8bn

The value of traded stocks in GCC markets in 2020, according to Statista



Offline, Al Ajmi has worked to change the concept of trading, providing workshops and training seminars, as well as obtaining FCA licences, which helped him to gain both credibility and professionalism.

His company, VI Markets, offers prospective traders a wide range of instruments on both foreign exchange and contact for difference trading. When it comes to Forex trading, all the major currencies are on

offer, as well as more exotic currency pairs such as USD/SGD or USD/ZAR, which are all available with no commission.

Through the company's online trading platform, the One Connect Copy Trading app, users can chat as well as trade. They're able to ask fellow traders and experts from all over the globe for their advice before making their own decisions. It also offers a number of services for users

looking to enter into Equity, CFD, and Forex trading.

In recent years, Al Ajmi and VI Markets launched the Jasmin initiative, which is aimed at getting more women in the Middle East interested in trading and gaining more financial education. It was created specifically for women, and since it was first launched, it has helped to train more than 20,000 women in 10 Arab countries. **AB**