



## VI Markets: Pivotal milestones achieved by investing in AI

Talal Al Ajmi, founder and CEO of VI Markets and board member of One Financial Markets, on how technology has played a key role to VI Markets' success

ACCORDING TO TALAL AL AJMI, founder and CEO of VI Markets and board member in One Financial Markets, VI Markets strive and aspire to become trendsetters in the Middle East and internationally.

"For the past 10 years VI Markets has achieved great milestones, through hard work and dedication it obtained a great share of the market in Kuwait and the Middle East."

### **Excellence is achieved through continually striving for success**

Instead of a single strategy approach, Al Ajmi believes that excellence is achieved through a constant striving for success in all aspects. "As the requirements and demands of people change over time, it's

only valid if the company understands these changes and adapts to meet expectations accordingly," he says.

"However, one golden rule is education; it is definitely the greatest foundation of any successful career."

Not only that, but Al Ajmi firmly believes in practising what you have learned through live simulations, for example, the demo accounts VI Markets offer for clients is a vital element for

success. "This enables the opportunity to practise without fear and experience it before entering the real world," he explains. "One dynamic element to achieve great milestones is to love what you are doing and treat it like a hobby."

### **Copy Trading empowers traders with unique patented technology**

VI Markets offer a unique, patented technology which automatically copies trading portfolio performance for individuals who want to link their accounts with a specific trader. With Copy Trading, many traders can start joining the social trading revolution, and connect with other traders, discuss different strategies, copy or even mirror their trades.

## 2010

The year in which Talal Al Ajmi founded VI Markets. The platform is now one of the market leaders in the Middle East

“This patented technology automatically copies their trading portfolio performance, for those who want to link their accounts with a specific trader,” he says, with each trader subsequently either charging a subscription fee or a percentage on the profit gained from trades.

### One Connect Copy Trading app streamlines the process for the customer using new technology

Always striving to enhance the customer experience, VI Markets have recently launched the One Connect Copy Trading app. Not only does streamline the process for the customer, but according to Al Ajmi, this new technology has shown great interest in the world as it eases the process of managing one's portfolio.

“VI Markets provided this patented technology to their client in August 2021, as part of the transformation phase it's going through to ensure that all of the client's needs are met,” he says.

“Whether you're a beginner looking to learn the basics or a mentor wanting to charge for signals, One Connect handles it all in a safe and secure environment and keeps all your execution in one place whilst experiencing all the exceptional trading tools that One Connect has to offer.”

### Connecting traders globally with One Connect Copy Trading app

The One Connect Copy Trading app permits chats and trade on the same platform.

“You can ask fellow traders, learn from the best, and then make your trading decisions,” he says.

“We connect you to the traders all around the world via a simple app and One Connect Copy provides a number of services to users who enter into Equity, CFD and FX, and Equity.”

An integrated, fluid process, the One Connect app is linked to MT4 and all trades are visible in a client's MT4 account and on the One Connect app. Users can sign up for a new account within the One Connect app or they can link an existing account using a drop-down menu within the app.



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▲ VI markets offer a wide range of instruments on both Forex and CFDs

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### Educating and spreading awareness about trading online

VI Market's vision is to provide those interested in trading the opportunity to learn by providing training sessions, seminars and workshops across the region. Al Ajmi indicates the main mission and vision of VI Markets is educating and spreading awareness about trading online with staff

trained to provide customer service unparalleled elsewhere. He elaborates: “Providing the best experience is our main target when it comes to customer service; this only happens through being cognizant to the clients' needs and then fulfilling these needs.”

VI Markets provides complimentary workshops conducted by professional trainers, both virtually or in-person for its clients and non-clients to help spread awareness. Moreover, VI markets offer a wide range of instruments on both Forex and CFDs; with Forex, they offer all major currency pairs, in addition to exotic currency pairs such as USD/SGD, USD/ZAR.

### VI Markets is a recipient of several awards and recognitions

VI Markets has been awarded and recognised by many institutions and also, Al Ajmi himself has proudly won many rewards as a result of hard work and dedication on different levels.

Just some of these awards and recognitions include ‘Fastest Growing Forex Broker – Kuwait, 2021’ by Global Business Outlook Awards, ‘Global Leader of the Year 2021’ by Asia One Awards, ‘Visionary Leader of the Year Award 2021’ by Entrepreneur Magazine- Fintech Ceremony, and the ‘GCC Young Achievers’ by Arabian Business 2021’. He was also listed on ‘The Arab Power List’ by *Arabian Business* 2021 Special Edition recently. **AB**