



COVER STORY

# TALAL AL AJMI

CEO and founder  
**VI Markets**





**T**alal Al Ajmi, a dynamic businessman from Kuwait, is a well-known persona in the industry both in Kuwait and across the region due to his passion for trading and the stock market. The success of Talal Al Ajmi, the Founder and CEO of VI Markets, has been based on immense hard work and quick thinking. In 2010, he established VI Markets as a trading platform for institutional and retail clients. He says, "Success is a big term and comes with a lot of responsibilities. One thing, though, I can say with certainty: If you enjoy what you do, you will succeed."

#### A JOURNEY TOWARD SUCCESS

Talal Al Ajmi, the CEO and Founder of VI Markets, founded his company in 2010. It all started as an idea as he saw an opportunity to fill in the market gap. But this idea of him being an entrepreneur started way back in during his college when he was so captivated by the world of trading and stocks that he used to spend the majority of his time researching the IT industry.

When Talal first started his company, it was for the purpose of educating the masses about the common misconception they had about trading and to ward off the dispel they had in their mind. He saw the effectiveness of educating and raising awareness among his current and potential clientele through workshops and seminars as an essential component that the market desired and wanted. According to Talal, "Ever Since VI markets started addressing the needs of their clients, they have achieved great success."

VI markets is one of those very few companies in Kuwait that has received a license from the Financial Conduct Authority. This was only made possible due to the employees, who consistently put FCA regulations first and uphold them.

#### LEADERSHIP- A PATHWAY TO SUCCESS

"Management has its own Ups and Downs, but it provides equal opportunities and a lot more to learn." According to Talal, a great leader must have a variety of perspectives, be approachable to all people, be a good listener, and, most

## The Leading Lights Highly Acclaimed Leaders Renowned For Excellence

importantly, have confidence in his abilities to carry out his tasks effectively and efficiently. A leader can easily generate an idea and consider how to engage with them by being receptive to hearing what others have to say. This is precisely what Talal has done with VI Markets after researching the market and learning that the majority of clients required the technology underlying copy trading.

#### A CAREER FILLED WITH HURDLES & HARDSHIPS

Building a career was never an easy path for Talal as the initial problem he faced with his company was capital issues because the concept was still new to the market. Investors were hesitant to invest in his business but with proper awareness and education, they soon started investing in VI Markets. The second most difficult time for them was the COVID-19 pandemic which was faced by both the corporate world as well as the rest of the world but VI Markets took it as an opportunity and succeeded with flying colors.

Talal considers the pandemic to be the "Golden year" for his company as he saw that while other businesses were trying to cut the cost and laying off employees, they saw this as an opportunity and invested in technology. He

asserts, "I think there are always chances even in difficult times".

#### HIS COMPANY'S CORE VALUES & PHILOSOPHY

VI Markets has a primary objective of Reinventing the way trading business is done. Through educating individuals about online trading and introducing them to cutting-edge technology, VI Markets' mission is to become one of the leading names in the industry on a global scale. These fundamental principles, which align with the vision and mission at VI Markets, guide all of their activities. Some of these core principles are:

- a) Integrity
- b) Honesty
- c) Respect
- d) Accountability

#### SOCIAL MEDIA - A POWERFUL MEDIUM OF AWARENESS

Talal uses social media to share his trading expertise! As his followers skyrocket each day, he continues to make a mark with his huge tank of knowledge. He never thought that social media platforms would be as fascinating and





## Acclaimed Leaders Renowned For Excellence



effective as trading is. By publishing his trades with everyone, he hopes to raise trading awareness and educate anyone who is curious about market reading. He feels that social media is a great key for communication and educating the masses.

### COMMENDABLE GROWTH & EXPANSION OF VI MARKETS

VI Markets has made incredible expansion on investments in technology over the past few years. Even during and after the pandemic, they provided their clients with the same quality education and investment they had provided them before COVID-19 approached. People, particularly in the Gulf region, made the most of the opportunity presented by the pandemic since they were at home and had the time and resources to spend. Even though the nation was shut down, investments in technology continued to be made by VI Markets in order to improve the experience for individuals who were at home. As a result of working remotely and online, they saw a significant increase in income and growth rates. Talal mentions, “The Gulf region and Kuwait in specific have been always keen to invest in the financial industry since – Souq Al Manakah. Kuwait per se was one of the first countries to look into Crypto currencies, Forex, and Stocks, and I believe that the demand is high in such markets.”

VI Markets has been planning for the past few years to serve the MENA region and specialize regionally, with the intention of always going big and international. And as Talal previously stated, VI Markets strives to move ahead of the competition because they always make significant investments to meet the demands of their clients. As a result, the company's product line has



expanded, and they are now offering "Crypto Assets," which until now has only been done by a very limited number of companies. “VI Markets has offered many products – being one of the few in the gulf and the middle east to offer "Copy Trading technology" embedding Artificial intelligence into trading, along with offering the trading with Crypto Assets,” Talal includes.

### OFFERINGS BY VI MARKETS

Success is achievable with diligence, dedication, and the capacity for adaptation. There is no denying the fact that technology is crucial in changing online trading, especially AI. As a result, VI Markets makes significant investments in this area and makes "Copy trading" technology available to its clients. It also offers a wide range of instruments on both Forex and CFDs. Talal shares, “In relation to Forex, we offer all the majors as well as a multitude of exotic currency pairs such as USD/SGD, USD/ZAR. We also offer Commodity, Index, Energy, and Gold/Silver future CFD.” Talal firmly believes that investing in people and technology is a vital element for efficiency.

### YASMEEN – A FORUM EXCLUSIVELY FOR WOMEN

Talal Al Ajmi believes that every man and woman present on this Earth is equal. And, that is why in 2016, VI markets launched a forum that is exclusively meant for supporting Arab women in doing business and helping them grow by teaching them about trades. Talal Ajmi personally launched this programme to empower the rights of women in Arabia. He got this idea after seeing many women expressing their interest in trading but they were still reluctant to speak during their training sessions. Recognizing this chance, Mr. Ajmi took the initiative to support the empowerment of women by encouraging Yasmeen to take the lead and actively participate.

Talal asserts, “The motto behind Yasmeen is that it is created for women, by women. Yasmeen focuses on satisfying the needs of the increasing number of financially active women in the Middle East who run their own businesses or manage their own investments. Our social networks allow women to share their experience in



business, empowering women to pursue their career ambitions by learning from the experiences of those who have faced similar challenges themselves.”

Yasmeen offers Arab women unique possibilities to lead new businesses and get advice, coaching, and funding for their own new ventures as they grow more entrepreneurial. It is a one-of-a-kind platform for women who are experienced in business or investing but are trying to diversify and build their portfolios, as well as for those who are new to finance and want to learn more about it. Yasmeen assists in achieving such objectives by offering exceptional one-on-one support and customized educational services.

“I think of education as the main source of motivation to keep on going, and the heart of good education is the sharing of personal experience and the discussion of responses that it can bring about. Yasmeen offers a forum in which knowledge, advice, mentoring, and support can be exchanged in an environment as formal as a 100-delegate seminar on the informality of social media,” says Mr. Ajmi. In order to encourage the expansion of the Middle Eastern female population's investment expertise, Yasmeen has committed itself to creating a customized training and trading solution.

As a result of the campaign, more than 15,000 traders, or more than 30% of all active traders registered with their Company, are women. Talal mentions, “Around 30,000 traders currently use our platforms (from which are women), and this rate has increased steadily since 2016.” Yasmeen has led numerous regional seminars and workshops that prominent Middle Eastern businesspeople and coaches had organized. The themes covered were extremely diverse because the major goals were to raise awareness and assist women in this sector.

### HIS WORDS OF WISDOM FOR SUCCESS

“Never ever, give up without trying. If you love something, do your best... You are sure to succeed” - Talal Al Ajmi Success, in his opinion, is a huge word and is also a great responsibility, but Talal is sure of one thing, if you love what you do, you will definitely excel. He says, “I also tend to choose my employees based on that motto, the cohesiveness is a must! If they love their job, they excel!” Talal Al Ajmi has a keen eye for opportunities. His idea is to maximize awareness among the public, educate them, and empower them to make their own decisions rather than hold unfavorable views about trading.

