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THE SKY IS THE LIMIT

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Founder & CEO,
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COVER STORY

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When Talal Al Ajmi founded his online trading platform VI Markets in 2010, his goal was to educate traders in Kuwait and empower them to take control of their financial futures. Today, the founder is involved in a variety of projects, including Development Holding, where he plans to combine passion and entrepreneurship to acquire and foster the growth of small to medium-sized enterprises, propelling them into the echelons of industry leaders.

Over a decade since it's founding, VI Markets has emerged as a leading trading platform in Kuwait and the wider Middle East thanks to Al Ajmi's relentless focus on education and empowerment.

"After working in the financial field for a while, I realised that the market missed a vital element in it which was education in the financial

field, specifically in online trading," he told Arabian Business.

"This gap was very obvious, so based on that I decided to pursue my dream to build my online brokerage firm and provide all stakeholders a share in understanding the field – so I have invested in free online workshops as well as in house seminars."

Al Ajmi's journey began during his university years when he gained experience managing family businesses. This sparked a passion for finance that led him to pursue a career in investment upon returning to Kuwait. He eventually transitioned to entrepreneurship, founding VI Markets to fill an important gap – educating retail investors interested in trading but lacking knowledge and resources.

"My vision for VI Markets goes by the saying "The Sky is the limit". I have always believed that VI Markets will be heading international, and here we are moving towards being interna-







tionally recognised," Al Ajmi said.

Education lies at the heart of VI Markets' philosophy. In addition to free online workshops and seminars, VI Markets partnered with One Financial Markets, a London-based regulated entity, to bring advanced yet accessible trading platforms and a wide range of financial instruments to local investors. The exclusive 'axi-vi' partnership with AxiTrader aims to transform online trading in the region through superior technology and multilingual customer support.

But Al Ajmi's commitment to

education and empowerment goes beyond just traders.

"VI Markets aims to empower investors to gain independent knowledge in trading in financial markets. Through webinars, seminars, and the

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One Trading Academy, VI Markets has developed structured modules designed by traders to grant you a distinct competitive edge, ensuring you can make well-informed market decisions," he explained.

In 2016 he launched Yasmeen, the first initiative dedicated to empowering Arab women investors through tailored financial training. Recognising women's interest yet shyness in mixed forums, Yasmeen provides structured education and support exclusively for female traders.

"Yasmeen is a forum exclusively