

TALAL AL AJMI

Founder and CEO
VI MARKETS



@SMaskri

TALAL AL AJMI IS A YOUNG Kuwaiti entrepreneur, and his passion for financial markets and trading has seen him become a well-known figure 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 with his cousins and brothers.

Upon returning to Kuwait, he wanted 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, while also a board member at One Financial Markets (the main partner). VI Markets provides investors in Kuwait 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



▲ Al Ajmi's consistent vision has paved the way to the continuous success for VI Markets

TALAL AL AJMI ON... THE FUTURE OF FINTECH

“I believe that the most transformative factor in the finance sector for the next decade will definitely be technology and so many other factors that are connected to it. As technology integrates even deeper into consumers' lives, the finance industries are seeing profound residual effects especially after the pandemic.”

\$2.4 trillion

The market capitalisation of the Saudi Tadawul – the region's biggest bourse

Financial Conduct Authority (FCA) and 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 has been to promote sustainable development via education.

After establishing VI Markets in a modest building with few employees, despite fierce competition from differ-

ent existing companies, he managed to move forward and build it step by step. His main focus was to educate the people in Kuwait who are interested in trading and help them start their own journey by managing their portfolios.

Social media served him well as he attracted a huge base of new and existing traders in Kuwait and the Middle East through sharing with them his daily trades and educating them on portfolio management, which brought him closer to the audience.

Al Ajmi changed the concept of trading within this market through providing workshops and seminars and obtaining FCA licences, which insured credibility and professionalism.