

The Founder and CEO Of VI Markets

# Talal Al Ajmi: VI Markets partnered with Axi to provide investors in the Middle East with a tailored online trading service



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**Can you tell us about the company's business and expansion?**

VI Markets partnered with Axi to provide investors in the Middle East with a tailored online trading service. With this partnership, VI Markets are proud to provide investors the opportunity to trade forex and CFDs on indices, commodities, energies, equities, cryptocurrencies and futures.

Axi is trusted by thousands of ambitious customers in over 100 countries worldwide, helping all types of traders, trading businesses, banks and financial organizations find the edge they need to achieve their financial goals through informed transactions made on the world's financial markets. Axi offers a comprehensive range of assets including CFDs for several asset classes such as Forex, Shares, Oil, Precious Metals, Coffee, Indices, and other commodities.

Axi takes pride in its reputation as an honest, fair, and trusted broker. The numerous awards and 'great' Trustpilot reviews attest to the confidence and trust

earned by their customers who value exceptional service, fast execution, secure payments, and easy withdrawals. Similarly, they also work proactively with leading regulatory governing authorities around the world to ensure they surpass the highest industry standards.

The company holds a multi-year partnership with Premier League Champions and Treble winners, Manchester City, as well as Manchester City Women, Brazilian football club Esporthe Clube Bahia and a Regional LatAm partnership with La Liga club, Girona FC.

**How did you secure the funding for the project and what is the biggest challenge?**

VI Markets started with a humble capital securing funds first as an IB then after building the customer base wallet, VI markets is proud to be partnered with Axi Corporation, one of most reputable online brokerage companies in the world.



**How to maintain customer satisfaction and create a sustainable relationship with them?**

Maintaining customer satisfaction and building a sustainable relationship with customers is essential for long-term success. We primarily focus on listening to customer needs and wants and take that into consideration – we have a whole department that takes care of customer complaints. Through engaging with customers to understand their evolving needs and expectations. Surveys, feedback forms, and direct conversations make us closer to our target customers. We strive to tailor our products, services, and communications to meet their needs. That's what we actually did during the pandemic co-vid19 we invested heavily in technology and delivered our free educational seminars/workshops on how to trade, through different platforms to have the maximum reach and cater to the needs of our customers, then we facilitated Copy Trade (a feature that allows our customers to copy trades from trusted brokers that they wish to follow and learn from their strategies and trading trends). VI markets also facilitated new features that were asked by our clients like (immediate deposit and withdrawal of their funds through our own Apps generated by Axi and VI markets).

Not only that, but we also have a great team that deploy follow up calls and messages to ensure that the quality delivered is maintained and being reflected in every service we provide.

**What is your vision for the business environment in Kuwait, challenges and any enhancement for improving?**

Kuwait has the potential to emerge as a dynamic business hub in the Gulf region, leveraging its strategic location, wealth, and highly educated population. The future of Kuwait's business environment could be defined by many aspects such as: an economic diversification, Kuwait can further diversify its economy by investing in sectors like technology, renewable energy, logistics, healthcare, and tourism. Reducing

dependency on oil and gas revenues is critical for sustainable economic growth. While focusing on fostering a strong startup ecosystem and encouraging innovation, Kuwait can become a center for entrepreneurial activities. A focus on technology, research, and development can position the country as a leader in regional innovation.

I believe that despite efforts to diversify, Kuwait's economy remains heavily reliant on oil, which leaves it vulnerable to price fluctuations and global market conditions. Diversification remains a long-term challenge. Geopolitical tensions in the region, combined with fluctuating oil prices, can create uncertainties that affect investor confidence and long-term business planning.

By addressing these challenges and adopting a forward-looking approach to reform and development, Kuwait can create a sustainable, diversified, and resilient business environment that thrives in a changing global landscape.

**What factors should an entrepreneur consider when choosing a successful business venture? Any guidance would like to offer?**

Choosing a successful business venture is a critical decision for any entrepreneur, and it requires careful analysis and planning. Several factors play into the decision-making process and understanding them can increase the likelihood of success. Conduct market research to determine if there is a real, unsatisfied need in the market. Without demand, even the best product will struggle to succeed. Choose a business you are genuinely excited about and one that leverages your strengths, knowledge, and personal interests. Conduct a competitive analysis to understand your market positioning and develop a clear differentiation strategy that makes your business stand out. Ensure you have sufficient capital and a clear path to profitability. By carefully evaluating these factors and following a strategic approach, entrepreneurs can increase their chances of selecting a successful business venture that aligns with both market opportunities and personal goals.

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