

TECHNOLOGY



▲ **Trading in tech** Businesses may find investment opportunities in the metaverse, Al Ajmi believes

Ambition with no boundaries

A Kuwaiti entrepreneur driven by a passion for financial markets and trading, **Talal Al Ajmi**, CEO of VI Markets, believes that through education, anything is possible

Embarking upon his journey of success at an early stage during his academic years in University of Philadelphia, Talal Al Ajmi, CEO, VI Markets had always envisioned himself as an entrepreneur and a businessman. Upon his return

2007

The year in which One Financial Markets was established in London

to Kuwait, he managed several businesses for family members, as well as gained experience at an investment company which propelled Al Ajmi to move forward and build his empire. Backed by valuable experience gained through key roles across several financial companies, his role as a financial broker also steered him to launch a new career as an entrepreneur.

The start of something big

In 2010, Al Ajmi founded and established Version International Markets (VI Markets) in Kuwait and is also a board member at One Financial Markets. VI Markets provides tailor-made online services for investors in Kuwait, which later partnered with One Financial Markets, established in London, UK in 2007.

Regulated in the UK by the Financial Conduct Authority (FCA) and a global player in the finance segment, One Financial Markets provides local expertise through its wholly owned and affiliated offices throughout the Middle East, Europe, South America, as well as in Central and Southeast Asia.

The journey to success

A journey fraught with challenges, Al Ajmi faced numerous obstacles, from securing funding for his startup to having to generate awareness through education about trading in international markets. Backed by a goal to promote sustainable development via education, he established VI Markets in a modest building with few employees but managed to move towards achieving his dreams.

The power of social media

Al Ajmi fully understood the power of social media and shared his daily trades, as well as provided education on portfolio management. Over time, Al Ajmi managed to attract a huge base of existing and newly traders in both Kuwait and the Middle East. Over time, his audience grew and supported his success. Steered by a consistent

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vision, he has climbed on an upward trajectory which has led him to gain high market shares in Kuwait and the Middle East, in addition to procuring the best partner in the Middle East, One Financial Markets. A firm believer that social media and the internet should be used to serve education and spread awareness in the right form, Al Ajmi has been recognised locally and internationally for his achievements across several media platforms.

Inclusivity through education

Fuelled by the concept that through education anything is possible, Al Ajmi was keen to launch an initiative that served the women in Kuwait and the Middle East who he believed shared the same desire to enter the financial markets. In order to bridge this gap, he launched Yasmineen, a forum exclusively for women designed to support female empowerment in business in the world of finance. By providing access to workshops and seminars and obtaining the FCA licenses to ensure credibility and professionalism, Al Ajmi transformed the concept of trading within this market. This unique initiative in the Gulf and Middle East had shown great success and was recognised by many universities, both in Kuwait and beyond.

He strives to change the wrong perception about online trading and stock market and believes that he should share his experiences to help others to start their journey the right way. Not only passionate about trading, but Al Ajmi is also an avid Manchester United fan who strongly believes in giving back to society through charitable projects and has built multiple charitable schools in Indonesia and India.



▲ **Transaction** VI Markets provide investors the opportunity to trade forex and CFDs on indices, commodities, energies, bonds and futures

VI Markets' unique product offerings

According to Al Ajmi, the main mission and vision of VI Markets is educating and spreading awareness about trading online with trained staff to provide unparalleled customer service. Whether you are a novice looking to learn the basics or a mentor wanting to charge for signals, a key unique offering by VI markets is One

Connect app. This handles everything in a secure environment and keeps all your execution in one place whilst experiencing all the exceptional trading tools it offers. 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. 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.

Copy Trading is their unique, patented technology which automatically copies trading portfolio performance for individuals who want to link their accounts with a specific trader. Always striving to enhance the customer experience, this new technology has shown great interest in the world as it eases the process of managing one's portfolio.

With Copy Trading, many traders can join the social trading revolution, and connect with other traders, discuss different strategies, copy or even mirror their trades, with each trader subsequently either charging a subscription fee or a percentage on the profit gained from trades. ■



▲ **Investing** VI Markets aims to educate and spread awareness about trading online



FUTURE OF TRADING

The benefits of trading in the metaverse, says Al Ajmi, include the ability to generate opportunities through leading-edge technology and the reduction of operating cost.