

Talal Al Ajmi

CEO / Founder
Vi Markets

Few figures stand out quite like Talal Al Ajmi in the world of online trading. As CEO of Vi Markets, a leading brokerage firm in Kuwait and the broader Middle East, Al Ajmi has carved a path defined by innovation, resilience, and a steadfast commitment to empowering traders.

Al Ajmi's career is rooted in a passion for entrepreneurship and finance that began during his university years. Armed with degrees in information technology and financial services, he started managing family businesses before venturing into investment and financial brokerage. In 2010, he founded Vi Markets, initially operating from a modest office with a handful of employees. Today, the company boasts over 130,000 clients trading more than \$300 billion monthly, with offices across London, Dubai, Cairo, and Muscat.

"By 2030, we aim to be the most trusted and innovative online brokerage in the region, providing seamless access to global markets," shared Al Ajmi, outlining the ambitious vision that drives his leadership. Central to this goal is the creation of a trading ecosystem that combines advanced technology, education, and strong regulatory standards. For Al Ajmi, the mission is clear: "We want to empower every trader, from beginners to professionals, with the tools and confidence to succeed."

Over the past year, Al Ajmi has overseen remarkable growth at Vi Markets. Trading volumes have reached record highs, and the client base has expanded significantly across the GCC, positioning the company as a regional powerhouse in financial technology. "We continued to strengthen our regulatory footprint and technology infrastructure, ensuring that our platforms remain secure, scalable, and responsive to the evolving needs of global traders," he explained.

A standout achievement has been the introduction of advanced AI-driven tools designed to enhance trading

strategies. These tools provide clients with deeper insights and a more personalised experience, setting new standards for innovation in the brokerage industry. "These initiatives have not only elevated client experience but also positioned Vi Markets as a leading force in financial technology innovation in the region," noted Al Ajmi.

Al Ajmi's ambitions extend beyond business success. He is deeply committed to social impact, particularly in promoting financial literacy across the Middle East. "Over the past year, I have supported initiatives aimed at promoting financial literacy across the GCC, with a focus on empowering young people and women to understand and access opportunities in financial markets," he said. Through workshops, seminars, and educational content, Vi Markets has reached thousands, breaking down barriers and fostering a culture of informed investing.

His philanthropic efforts also extend into education and social welfare beyond finance. Al Ajmi has supported schools and community projects in countries like Indonesia and India, driven by a conviction that sustainable success must benefit society at large. Environmentally, Vi Markets is adopting digital-first practices, reducing paper use and promoting energy efficiency as part of a growing commitment to corporate responsibility.

The success of Vi Markets is bolstered by strategic partnerships, including one with Axi, a globally regulated broker serving customers in over 100 countries. This alliance allows Vi Markets clients access to a broad range of assets such as forex, commodities, equities, cryptocurrencies, and futures, enhancing their trading opportunities.

Despite the challenges faced, particularly in securing capital and educating a market new to online trading, Al Ajmi's unwavering belief in education as the foundation for success has powered Vi Markets forward. Social media played a vital role in attracting a large and engaged client base through daily trading insights and portfolio management tips, fostering close connections with traders across the region. **MS**

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