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### Noor CM offers local investors global online trade options

Jameel W. Karaki



KUWAIT: There is an increasingly popular activity of buying and selling equities and derivatives over the internet, or to a lesser extent, through a broker's proprietary software due to the technology revolution. This is common enough to the extent that online trading become as a major source of income for some investors. To shed a light on the online trading industry, Al Watan Daily interviewed Khurram Sa'eed, the General Manager of Noor Capital Markets (Noor CM), which is a subsidiary of Noor Financial Investment.

Sa'eed said, "I am the general manager and part of my duty is to work hard in order to achieve the strategic vision of Noor Capital Market. We are not only involved in asset management but also in operating assets to generate a constant flow to diversify our portfolio. We have investments in the stock market; some of them are in private equity."

He added, "We observed an opportunity in the Kuwaiti market and decided to offer investors in Kuwait a unique opportunity. We presented Noor Meta Reader 4 for trading in FOREX and Noor Web trader for trading equity to provide an investment channel. The whole idea behind this is to provide a

one-stop platform to trade online for our clients. This is a great opportunity for investors to trade in international markets, where the investor can trade in equity or derivatives such as FOREX Metals, Commodities and others."

"We are affiliated with professional partners such as Mohammed Abu Al-Haj, a company based in Dubai and they are minor shareholders. At the beginning we decided to get involved in this market on a very small scale; the whole thing was taking clients and sending them to Dubai. Then we saw that there is a big volume in the Kuwaiti market and by that time we had a good experience and we spoke to our partners, so we shared our trends."

Regarding risk management standards followed at Noor Capital Market he commented, "Our risk management department is monitoring the whole performance of the companies' activities and operations also, the marketing status and a full check for the economic indicators in a transparent way. Our online service is secured and tested there is a back server and all the rules of the central bank of Kuwait are applied."

Regarding the advantage of investing in this online service, Sa'eed explained, "We have unique services where investors can take immediate return on their investments on one platform and which enables them to trade in many markets while giving a variety of options to trade in commodity and equity markets. We also have unique and safe online technology, where the user is provided with a fundamental and technical analysis and he or she has the absolute freedom to sell or buy."

"Furthermore, we are educating our clients and we never recommend any buy or sell orders, we only offer a micro analysis for our clients and they have the absolute freedom to buy or sell, so this is as a part of our ethical codes and standards."

Answering a question about flourishing markets in online trading he commented, "There is a flourishing market for Syria, Saudi Arabia and Jordan is our prime market and also Lebanon. The challenges facing this industry and the whole economic conditions markets are very volatile and it's very challenging. That's why we are really focusing on the Kuwait market. As a company, we need to tap into the right opportunity."

"Our concept is new but our products are not new. With one portfolio you can trade in many investing channels, through this service they can monitor their portfolio and diversify their asset-base. Clients are self portfolio managers and we conduct a workshop. The Expected trade volume is difficult to evaluate but it is around 3.2 trillion international per day. As Final message, I would say this is the best chance to diversify their asset base and to deal in the equity and derivatives markets."

On his part, Maher Marzouk, who is the Director of Business Development for Noor CM, said "Noor with its state-of-the-art platform offers the client immediate and direct contact with multiple markets both local and global which is unique for our Kuwaiti client. Currently the Kuwaiti trader who trades in various markets has to sign with too many brokers to accomplish that, whereas Noor CM offers you the ability to trade in all these markets using one account."

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