



e-Forex talks to Ramzi Chamat, CEO of Tadawul FX Ltd, a leading Swiss forex broker who recently relocated their headquarters to Cyprus.

Tadawul FX

Placing a premium on integrity

maintained that: “We have thousands of Forex brokers in the world but what makes the difference is servicing.” We not only provide exceptional products and trading conditions, but also dedicated and professional support services to our clients and partners. Our staff is very responsive and considerate of client feedback, our team is flexible enough to adjust operations to improve the trading experience for our clients, and we are all keen to educate and support our customers whenever necessary.

What particular strengths has Tadawul FX brought to the FX market?

We offer excellent trading conditions, premier support for our clients, and effective solutions for our partners. But at TDFX, greater emphasis is placed on honesty and integrity, which can't be said about many brokers, and this is why many of our clients come to us through recommendations of others. TDFX offers fair and ethical trading conditions, and is transparent and flexible with its clients and operations. The majority of TDFX staff also come from a Forex background and have also witnessed unethical practices in their company's environments. In TDFX we aim to stand out and differentiate ourselves from the rest by taking an honest and high quality approach to our trading and by leading through example.

You encourage clients to use the MT4 platform. Why is this your platform of choice for FX trading?

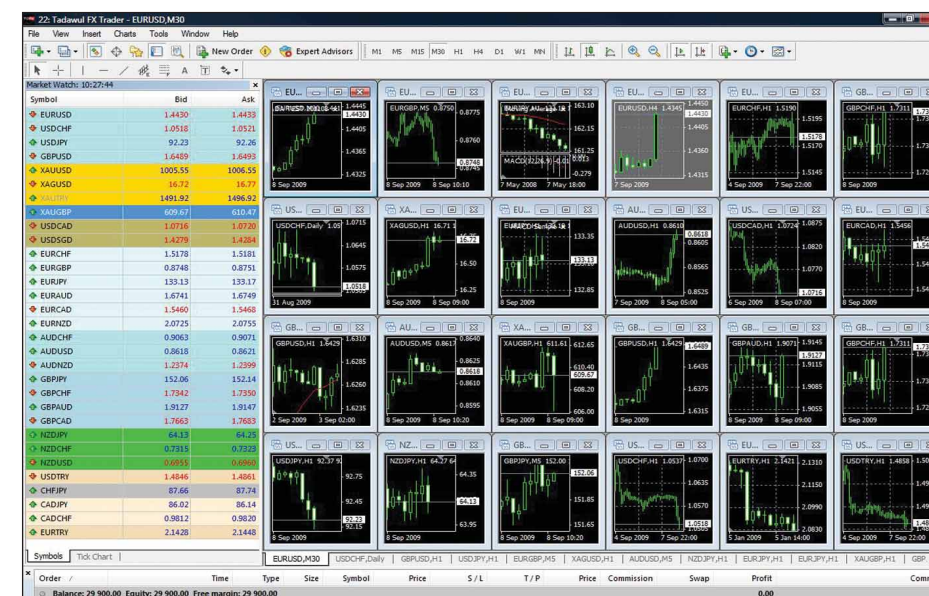
We looked at many platforms before deciding to choose MT4 but we found that MT4 is the most user friendly, stable, and reliable platform in the market. The platform exists in more than 20 languages, thereby allowing us to work with clientele from around the world and there are also enormous amounts of published material to assist traders. Metatrader 4 users can connect their Expert Advisors, customize the platform to their requirements, use import/export indicators, historic data, and trade not only Forex but also Futures, CFD's and commodities which works very well for us. The platform is also suitable for our partners, asset managers and traders who require trading information on the go as they can take also take advantage of the MT4 mobile application on their phone or PDA.

Ramzi, you founded Tadawul FX in Switzerland in 2006 and last year relocated your head office and client operations to Cyprus. What prompted you to make this strategic move?

At the base we are a Swiss company and continue our technical operations and systems development in Switzerland. The move of our Head Quarters and client operations to Cyprus was actually prompted by two factors. First, a new law introduced by Swiss Financial Authorities (FINMA) requiring Forex brokers to acquire a banking license, which we did not find to be feasible or desired. Second, and more important, we were looking to relocate to a member state of the European Union and therefore into an environment of more vigilant financial regulations but that is also at a closer proximity to our GCC customers. Cyprus was our ideals choice. It is strategically placed between Europe, Africa and the Middle East giving us better access to our client base, has favorable tax conditions, and is a member of the EU. TADAWUL FX is licensed and abides by all regulations, policies and legal obligations of CySec which are governed by the head regulatory board of Europe, which is MIFID.

How would you describe your company's business model?

Having worked for the two largest Forex brokers in the world and seen unethical behaviour towards clients on a regular basis, I decided to base the TDFX business model on honesty, clarity, and durability. I have always



testing various products and will shortly be introducing additional commodities such as crude oil and natural gas to name a few, as well as futures, CFD's, Mini Dow Jones and Mini NASDAQ. We are growing at a tremendous speed and have also recently relocated to impressive offices in a prime location and employed additional experienced staff to add to our team of professionals. As you can see we have been quite busy!

What tools and resources are you making available to further aid your introducing Brokers and partners?

We have more than 400 Introducing Brokers and 32 White Label partners who benefit from our products and services and contribute to the expansion of our business. We like to ensure that our partners not only maximize their profits, but that we also help them enhance their reputation through the top of the range and comprehensive solutions we offer.

We provide marketing materials, brochures, banners, and IB tracking links to help our partners attract business and keep track of their clients. We sponsor their advertisements, assist them with building their websites and provide them with a dedicated service. Our partners are provided with a management system that allows them to monitor and keep track of clients' activities and their fiscal position, as well as produce detailed reports customized to their needs. Our team is also working on the production of a web portal which will allow our partner to view every interaction their clients have with TDFX.

Looking to the future, where do you see opportunities to grow the company and extend the online trading products and services it offers to customers?

TDFX is in the process of acquiring a CTA asset management fund valued at 22 million EUR, yielding unbeatable return on investment. Our long term plan is not to only continue our success within the Forex industry but develop and expand into an investment bank and become a market leader in the financial world. I would like to thank my partners Tamer Eid and Yvan Burki as well as all my colleagues for their dedicated support and contribution to the success of Tadawul FX.

In this edition of e-Forex we have been covering the topic of automated and mechanical FX trading systems. What Expert Advisor solutions does Tadawul FX offer clients?

TadawulFX prides itself on being flexible and adaptable to the changes within the Forex industry. We understood the importance of the growing number of EA traders a long time ago and thought it essential to accommodate them. Automated and mechanical trading is a fast growing new Forex trend, utilized not only by busy individuals with little time on their hands but also by new entrants into the market, as well as seasoned traders and EA programmers.

We offer ideal conditions for EA traders as our spreads are low and fixed 24 hours a day and we place no restrictions on the type of EAs used or the strategies implemented. As a matter of fact, we work with a significant number of EA programmers who make us their first choice for testing new EAs because of the favourable trading conditions. In the near future we will be offering an EA that trades major currency pairs and is specifically tailored to give outstanding performance on our platform.

What new services have you recently launched to improve the support you provide for online forex traders?

We've launched online account application, online depositing services, 24 hour Live chat support and IB tracking link facility to help our Introducing Brokers grow and develop their business. We have also introduced a MAM system for our 180 asset managers and acquired top of the range IT systems and placed 12 data centers around the world. Currently we are