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3 principles of leadership from the head of the Kazakhstan Stock Exchange

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The World Economic Forum highlights that women have the power to transform the financial and investment landscape, both as leaders and investors. Kazakhstan Stock Exchange Chairperson Alina Aldambergen is one perfect example.

At its helm for nearly a decade, Aldambergen has been instrumental in achieving sustainable growth, transparency, and investor confidence in KASE. As the share market marks its 31st anniversary, she shared her guiding principles with GMI POST.

Be proactive in anticipating challenges and adapting to market conditions

Over the last eight years, Aldambergen oversaw the implementation of two three-year development strategies focused on modernizing the country's financial infrastructure. These plans responded to the evolving needs of investors by establishing new institutions, such as clearing systems, and enhancing market liquidity.

As she prepares to present the 2025-2027 strategy for board approval, Aldambergen emphasizes the need to address unpredictable market forces head-on.

"The core of every strategy is understanding market forces and anticipating how to leverage them for investor benefit. A strategy based on outdated factors is ineffective, which is why we continually reassess the external environment for emerging opportunities and challenges," she explained.

KASE's new project, Aldambergen notes, will integrate current technologies and align with evolving investment trends.

Prioritize trends over tradition for future strategies

KASE, younger than many of its global counterparts, has traditionally focused on domestic and institutional investors. But, Aldambergen reveals that the 2025-2027 strategy will pivot toward internationalization and make trading simpler and more accessible for retail investors.

"Current trends drive this decision. We've seen retail investor participation double every six months, thanks to the digitalization of trading. Moreover, the government's push for international partnerships also aligns with our goal of attracting global investors," she said.

Aldambergen also notes KASE's openness to digital innovation. "Last year, we completed a proof of concept for tokenizing bonds and we plan to implement it soon," she said.

Keep your users at the forefront of your technology strategy

While KASE plans to integrate AI into its operations to improve the trading experience, Aldembergen stresses that adopting technology only for the sake of progress may not be ideal.

"The key is to implement the right technology based on the need of our end user. KASE aims to use AI to enhance financial literacy among young investors and improve risk management tools for advanced traders. "We are exploring simple AI tools for education while considering more complex solutions for internal operations and risk analysis", - Kazakhstan Stock Exchange Chairperson Alina Aldambergen said.

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