Amman Stock Exchange Holds the Second Annual Forum for Member Brokerage Firms for 2026

The Amman Stock Exchange (ASE) held the second annual forum for member brokerage firms, with broad participation from the Jordan Securities Commission (JSC), the Securities Depository Center (SDC), member brokerage firms, the Association of Financial Services Companies Owners, the Jordanian Association of Securities Investors, in addition to companies specializing in developing software solutions working with brokerage firms.

The forum is being held as part of the ASE's commitment to strengthening institutional communication and enhancing partnerships with all stakeholders in the capital market. This aims to contributing to the development of the business environment, improving market efficiency, and anticipating future opportunities and challenges in a way that serves the national economy and enhances the competitiveness of the Jordanian market.

The CEO of the ASE, Mazen Wathaifi, opened the forum with a welcoming speech in which he emphasized the importance of strengthening constructive dialogue and joint coordination among capital market institutions. He noted that effective partnership between regulatory and operational entities and brokerage firms represents a fundamental pillar for enhancing market efficiency and improving the level of services provided to investors.

In his speech during the forum, the Chairman of the JSC, Imad Abu Haltam, stated that the forum represents a pivotal platform for enhancing transparency and promoting a culture of sustainability in the national capital market. He added that it also serves as an effective platform for deepening direct communication and building genuine partnerships among all parties within the capital market ecosystem, particularly in light of the rapid transformations taking place in the financial sector, which require integrated efforts to enhance market competitiveness and investment attractiveness.

For her part, the CEO of the SDC, Sarah Tarawneh, affirmed the Center's continued implementation of its strategic projects during 2025 and 2026 in line with the Economic Modernization Vision. This includes developing settlement and payment systems, enhancing electronic services, and strengthening digital transformation efforts, including enabling access to securities ownership data through the "Sanad" application.

Dr. Wasim Hanini, Executive Leader and International Expert in Sustainability Strategies and Climate Governance, delivered a presentation entitled "Towards Sustainable Financial Brokerage: Creating Value through Sustainability Leadership," in which he discussed the importance of integrating sustainability and governance concepts into brokerage firms' operations and their role in enhancing institutional and investment value over the long term.

Eng. Alaa Ksasbeh from the National Cybersecurity Center also delivered a presentation titled "Protecting Client Data in the Age of Cyber Threats," where he reviewed the major cyber challenges and risks facing the financial sector, emphasizing the importance of enhancing brokerage firms' readiness and developing information and data protection systems.

The forum also featured an interactive discussion session with representatives of brokerage firms, during which key issues and challenges related to the capital market were discussed, along with ways to enhance investment activity and improve the quality of services provided to investors, thereby contributing to increasing market efficiency and competitiveness.

In the final segment of the forum, Wathaifi announced the results of the "Excellence in Performance and Services Initiative for Brokerage Firms for 2025," launched by the ASE with the aim of stimulating competitiveness and advancing institutional performance and service quality provided by brokerage firms to investors. The following companies were honored:

Al Arabi Investment Group Company:

- Best Performance in the Excellence in Performance and Services Initiative for 2025.
- Highest Online Trading Volume for 2025.

Sanabel Al Khair Financial Investments Company:

- Highest Trading Volume for 2025.

