



## First bespoke investment service for women launched in Kingdom

By Saudi Gazette Staff

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Mayfair Wealth Management (MWM), one of the leading offshore financial and investment advisory services providers based in the Cayman Islands, has announced on Tuesday the launch of Ameerah, the first truly bespoke wealth management service targeting female investors in Saudi Arabia. Ameerah is a specialist division of MWM, offering Shariah-compliant wealth management services, as well as a wide range of global products from different asset classes including bonds, equities, FX and real estate.

The team of experts from Ameerah is drawn from top global financial institutions and market research organisations. Depending on their individual needs, clients can manage their own portfolios using an extensive range of products from Ameerah, some of which will be 100 percent capital guaranteed and all of which are Shariah-compliant. Alternatively, Ameerah can offer an advisory service, working with a client to build a truly bespoke and diversified portfolio to meet her specific requirements. In addition to offering financial products and wealth management advice, Ameerah can also assist clients with administrative issues, such as setting up an international bank account, offshore company formation and trust structuring, dealing with international lawyers, and arranging yacht leasing and finance.

“Today, women in Saudi Arabia are increasingly becoming interested in financial investment and wealth management and are eager to educate themselves about investing their capital,” said Amani Choudhry, CEO - Ameerah, Mayfair Wealth Management. “In response to this, we have developed a broad spectrum of unique and flexible products and services - unlike those offered by banks and financial institutions - thereby giving our clients the power to manage their investments with total confidence, confidentiality and independence. Ultimately, our aim is to guide women on how they can enjoy high return on investment and financial freedom through products and services that specifically meet their financial needs.” Research from Mayfair Wealth Management shows that despite women controlling a significant portion of financial assets in Saudi Arabia, they are less likely than their male counterparts to actively invest their capital. \_\_

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