



## MEIRA Newsletter

**16 October 2017**

In this issue, we are delighted to share with you all the details related to the MEIRA 2017 Annual Conference. You can access our replay platform, check our picture galleries or review the list of Awards winners, among other post-event updates.

Also, this newsletter includes some relevant headlines and reports for IR professionals, some information about our next events and other topics related to MEIRA.

If you would like to collaborate with us on our next bulletin, contact [pr@meira.me](mailto:pr@meira.me).

[Download this newsletter \(PDF\)](#)

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### MEIRA 2017 Annual Conference and Awards wrap-up



The IR Hyperloop:  
Driving Transformation to Unlock Tomorrow's Value

On the 20th of September, we welcomed more than 20 speakers and nearly 200 guests to discuss the latest trends in Investor Relations, both locally and internationally. During the Awards Ceremony, we recognised the best IR professionals in the region.

We hope you enjoyed the event and we are looking forward to welcoming you again at our 10th Anniversary Conference!



### MEIRA 2017 Conference: Interviews

On our Youtube Channel, watch interviews with:

- [Alex MacDonald-Vitale, Chairman - MEIRA](#)
- [Neil Reynolds, International Director - Emperor](#)
- [Abdulelah Babgi, VP - MENA Equities - SEDCO Capital](#)
- [Felice Hurst, Managing Director - Hanson Search](#)

### MEIRA Conference replay platform



You can now access to all the sessions on our replay platform. Delivered by our webcast partner Arkadin, the platform gives you the opportunity to watch the sessions of your choice and have access to the materials presented during the event.

[Click here to access the 2017 MEIRA Conference replay](#)

### MEIRA IR Awards: Best IR professionals, Best Annual Report and Best IR Website Winners



Which company has published the Best Annual Report in the Middle East? And the Best IR Website? Who is the best IR team in the region?

The list of Awards winners in the "Best IR professionals", "Best Annual Report" and "Best IR Website" categories are available on our [conference website](#).

### Photo galleries



Check our photo galleries and download your pictures now. Conference and Gala Dinner photo galleries are available [here](#)

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## News and Opinions

- 16 things CEOs should do before an IPO. [Read more](#)
- FTSE Russell denies Saudi Arabia entry to emerging markets list. [Read more](#)
- Franklin Templeton may double its Saudi equities portfolio. [Read more](#)
- Middle East IROs list meeting with investors as top responsibility. [Read more](#)

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## MEIRA Updates

### MEIRA Brochure



MEIRA is delighted to present its official brochure. It includes a description of our main activities, benefits of being a member and other relevant information on MEIRA.

Do not hesitate to share it with your colleagues and Management to promote MEIRA's activities in the region.

[To download the brochure, click here](#)

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## Publications

### MEIRA - Middle East IR Practitioners Survey Report



This First Edition of the Middle East IR Practitioners Survey report was presented at the MEIRA 2017 Annual Conference, on September 20th. This report is designed to offer a comprehensive review of the IR industry in the Middle East and looks at key areas such as recruitment, salaries, reporting lines, KPI's, team composition and gender diversity.

[Download the report here](#)

[Check the interview with Felice Hurst, Managing Director at Hanson Search](#)

**Saudi Arabia: The opportunities and challenges of a potential MSCI classification upgrade (by Fairvue Partners)**

MSCI announced in June 2017 that Saudi Arabia could be officially recognised as an emerging market as early as June 2018. Whilst the consultation is ongoing, attention turns to the implications for the market's issuers should an accession happen. How much more capital would flow into the region? How can all Saudi issuers look to capitalise on it? What would it mean for investment into the GCC region as a whole? This report tries to give an insightful approach to all these questions.



[Download the report here](#)

### **Smart Integrated Reporting Methodology (by Smart Media)**



The Smart Integrated Reporting Methodology report provides new perspectives on integrated thinking from both sustainability and integrated reporting angles. This second publication includes some tips to understand the underlying concepts and keep abreast with contemporary reporting trends including the GRI Standards on sustainability reporting and the international integrated reporting framework.

[Download the report here](#)

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## **Events**

### **Upcoming Events**

#### **MEIRA Workshop: Crisis preparedness and its impact on shareholder value (Riyadh)**

The MEIRA Saudi Chapter, in partnership with Tadawul and Instinctif Partners, is organising a workshop titled "Crisis preparedness and its impact on shareholder value" in Riyadh on November 22 and 23.

International crisis experts will share their Investor Relations and crisis management methodology, helping you to identify and understand key risks, allowing you to tackle issues and be better prepared to manage a crisis. This unique approach combines communication, corporate governance, risk, cultural sensitivity and internal processes, helping you to operate a more resilient and dynamic organisation.

During the workshop, attendees will be invited to explore, through real-life case studies, examples of both well and poorly managed crises and issues - resulting in both increasing and decreasing share value.

*If you would like to attend this event, please RSVP to [events@meira.me](mailto:events@meira.me)*

### 8th Kepler Cheuvreux IR Summit (Milan)

The 8th edition of Kepler Cheuvreux' IR Summit, supported by MEIRA, will take place on 15 December in Milan, Italy. The agenda includes a workshop on how to enhance storytelling and adjust your communication on key topics such as MiFID II, ESG and crisis communication, a session on how to communicate with Asian investors and an update on IFRS (International Financial Reporting Standards).

The event is free for Investor Relations professionals, CFOs and CEOs from listed companies.

*If you would like to attend this event, please RSVP to [irsummit@keplercheuvreux.com](mailto:irsummit@keplercheuvreux.com)*

[For more details, download the event brochure](#)

### MEIRA Events Calendar

**Workshop - Crisis preparedness and its impact on shareholder value: 22 - 23**

November (Riyadh, Saudi Arabia) [More details](#)

**8th Kepler Cheuvreux IR Summit: 15 December (Milano, Italy)**

[Check our online calendar](#)

### Past Events

#### MEIRA Saudi Chapter Seminar: Financial mistakes and how to learn from them



The MEIRA Saudi Chapter organised a seminar in Riyadh on October 12. Under the title "Financial mistakes and how to learn from them", Ignacio de la Torre, Chief Economist of Arcano Group and Academic Director of the Master in Finance Programs at IE Business School, shared his views on how to take advantage of the financial mistakes that

occurred over the history.

The event was attended by more than 20 delegates from top listed companies in Saudi Arabia as well as representatives from the Tadawul, host of the event.

#### MEIRA and Bloomberg IR Breakfast



The IR Breakfast took place on the morning of September 21. During the event, titled "What does MiFID II mean for day-to-day IR from 1st January 2018?", John Andrews, Global Head of Investor Relations at Deutsche Bank, shared his thoughts about the main implications of MiFID II for IR professionals in the region.

In the same session, Sarah Jane Mahmud, BI Analyst at Bloomberg, gave a presentation

on the new regulation and its global repercussions.

**Download the reports and presentations that were shared during the event:**

[MiFID II and Investor Relations - Regulatory framework](#)

[MiFID II - Impact on Investor Relations](#)

[The future of equity research](#)

### **The National Business Podcast**



Alex MacDonald-Vitale, MEIRA Chairman, and Dr. Ryan Lemand, Managing Director - Head of Asset Management and Wealth Management at ADS Securities Assets Management and MEIRA Board Member, participated in The National Business Podcast on September 13.

During the interview, both of them explained how the region's capital markets are quickly maturing and other relevant insights on the IR profession in the Middle East.

[To replay the podcast, click here](#)

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## **International conferences**

### **International Conferences Calendar**

**Dubai Financial Market Roadshow:** 16 October (New York, US)

**EFG Hermes MENA & Frontier Markets Conference:** 6 - 9 November (London, UK)

**BAML MENA Conference:** 13 - 15 November (Dubai, UAE)

[For a complete list, click here](#)

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## **Training**

### **CIRO programme**

The Certified Investor Relations Officer programme, delivered in partnership with the London based UK IR Society, is an internationally recognised qualification in Investor Relations.

[Read more](#)

### **CIRO Calendar**



**Dubai:** 30, 31 October 2017

**Beirut:** 28, 29, 30 November 2017

**Dubai:** 24, 25, 26 April 2018

[Register now!](#)

Are you looking for a bespoke  
training?

[Contact us](#)

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## Members



We are delighted to count on the support of our new and renewed members (for 10 September - 15 October 2017 period):

- DirectFN
- FAB
- Orient Capital
- Rak Bank

*Become a member and benefit from our exclusive packages. Contact [us](#) for more information.*

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## In the spotlight

If you have any question related to IR, take the opportunity to share it with MEIRA. We will find the best person within MEIRA network to address it.

**Send your question**

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*Share this newsletter with your colleagues and friends*



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## About Middle East Investor Relations Association

The Middle East Investor Relations Association (MEIRA) is an independent non-profit organisation dedicated to promoting the Investor Relations (IR) profession and industry standards in corporate governance. The mission of MEIRA is to enhance the reputation, efficiency and attractiveness of the Middle East capital markets.

This involves a commitment to fostering increased dialogue among its members and to encourage them to share and adopt best practice techniques within the field of IR. In partnership with stock exchanges, regulators and other market participants, MEIRA supports companies through its professional development and certification programmes as well as its membership community and network of country chapters.



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