

# About Investor Relations

## What is IR?

The internationally accepted definition of Investor Relations is: “a strategic management responsibility that integrates finance, communication and marketing with regulatory rules and compliance to enable the most effective two-way communication between a company and the financial community, ultimately contributing to the securities of the issuer achieving fair valuation in the market”.

The primary objective of good IR is to communicate clear, consistent and credible information to the financial markets, ensuring the company's investment case is fully understood and an appropriate valuation of the business is maintained.

An effective IR function works closely with the 'C-suite' and in parallel with other key operational and strategic arms of the business, helping to clearly articulate the company's 'story' and strategy to external audiences. In addition, the IR function is multi-directional as it can provide internal management and the Board of directors with clear guidance on the market's view of performance and the delivery of that strategy.

## Why is IR important?

With the increasing globalisation of financial markets and significantly heightened demand for greater transparency and disclosure from publicly listed companies, professional management of that information has become increasingly important. IR now plays a key role in the effort to meet the international standard and assists companies in complying with the increasingly complex legal and regulatory obligations that go with it. In addition, as competition for international capital intensifies, an effective IR function is proven to significantly help in attracting inward investment and in reducing the cost of capital on demand.



# About MEIRA

MEIRA is an independent non-profit organisation dedicated to promoting the Investor Relations (IR) profession and maintaining 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 our members and encouraging 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 our professional development and IR certification programmes as well as our membership community and network of country Chapters.

## What we offer



### Membership

MEIRA is a membership-based association which provides listed companies, capital market advisers, private companies and individuals a platform to network, exchange ideas, learn and share knowledge.



### Professional Development

MEIRA provides a comprehensive programme of training courses specifically designed for IR practitioners in the Middle East, delivered by international experts.



### Events

A diverse range of informative events are organised throughout the year by the Association. These events include regional IR Conferences, Chapter meetings, webinars and workshops among others, giving our members the opportunity to increase their networks and share IR best practice.



### Market Development

As part of the Association's role as a regional developer of international standards in best practice, MEIRA acts as a thought leader on behalf of its members and the wider IR community, and supports companies as they work to adopt new initiatives. We also provide consolidated feedback to regional securities exchanges and financial services regulators as they further develop their markets' capabilities.



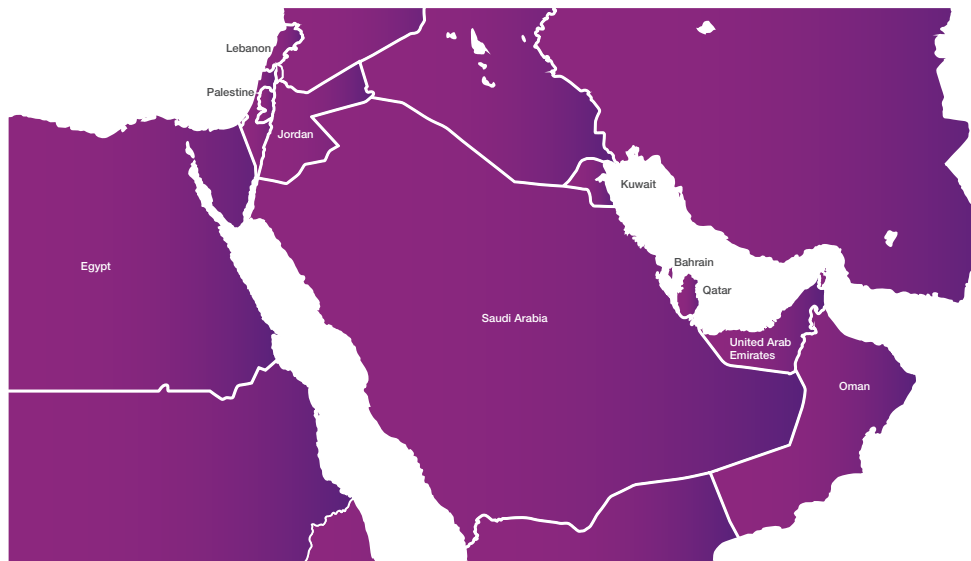
### Publications

MEIRA members have access to a wide range of publications offering the latest trends and news related to the IR profession. These publications include white papers, industry reports, analysis, regulatory updates and the MEIRA newsletter.



# Where we operate

MEIRA operates among the IR community in a number of countries in the Middle East. In each of these countries, we interact with our members through “Chapters” and “working groups”.



## Tadawul

“Collaborating with MEIRA supports Tadawul’s continued efforts to enhance international investor confidence in Saudi Arabia through rigorous application of best practice in investor relations and corporate governance.”

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**Khalid Abdullah Al Hussan, CEO, Tadawul**

## Beirut Stock Exchange

“Beirut Stock Exchange is proud to count on the support of MEIRA to enforce and maintain high regulatory standards and best practice within the IR community in Lebanon. Through our long-term collaboration, we are working to increase the attractiveness of our listed companies, by continuing to promote world-class standard financial markets.”

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**Ghaleb Mahmassani, Acting Chairman, BSE**

## Boursa Kuwait

“Boursa Kuwait wishes to further establish and deploy best practices with regards to the existing investor relations activities and framework, and indeed leverage the knowhow and competence of market experts such as MEIRA.”

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**Khaled Abdulrazzaq AlKhaled, CEO, Boursa Kuwait**

## Dubai Financial Market

“Dubai Financial Market aims at advancing the IR profession by promoting international best practices amongst DFM listed companies through numerous IR initiatives including the DFM IR Excellence Programme and the first of its kind DFM Guide to IR. Our long-standing collaboration with MEIRA has played a pivotal role in strengthening the IR function in Dubai’s capital markets.”

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**Hassan Abdulrahman Al Serkal, Chief Operating Officer, DFM**

# Professional Development

MEIRA's professional development programme aims to provide IR practitioners across the MENA region with an up to date understanding of the international ethical and professional standards of the industry, as well as the knowledge needed to help run and manage a successful IR programme.

The Certified Investor Relations Officer (CIRO) programme, delivered in partnership with the UK IR Society, is an internationally recognised qualification in Investor Relations. A three-day training course, the CIRO is followed by an exam, offered on a number of occasions throughout the year, across the region.

Obtaining the Certificate in IR:

- Provides international recognition as a qualified IR practitioner
- Demonstrates expertise and competence in the IR field
- Enhances career development and employability

Some of the companies who recently attended the CIRO programme



**Bank Audi**





# Events

MEIRA organises a broad variety of high quality and informative events during the year, across the Middle East. Our events give MEIRA members the perfect opportunity to learn, develop and share their experiences in the field of IR and to network with their peers.

These events include:

- The MEIRA Annual Conference and Awards, our flagship event and the biggest IR event in the Middle East region
- Local IR Conferences
- Local Chapter meetings
- Webinars
- Workshops and seminars
- Training sessions
- Networking events



# Membership & Partnership

## Reasons to become a Member

Active membership with MEIRA is instantly recognisable symbol of commitment to supporting strong IR that a company or an individual recognises the importance of strong IR, transparency and high-quality communications practices.

The top 5 reasons to become a member of MEIRA are:

- Continuing education in IR best practice
- Professional networking with IR experts
- Direction and support for developing your career in IR
- Access to specialised information and industry-leading opinions from within the international IR community
- Recognition of commitment to follow IR best practice

The price for the Corporate Membership is USD 1,800/year.

## Reasons to become a Partner

Partnership with MEIRA offers strategic advantages and an opportunity for collaboration with the Association, increasing brand visibility, value and positive impact as well as connectivity to our growing network of IR professionals.

Some of the benefits of becoming a partner:

- High visibility and recognition at MEIRA events
- Ability to share white papers and thought-leadership articles and to contribute to content generation with the Association
- Discounted rates for training and education initiatives
- Your company full profile in the online 'Partners and Service Providers' directory

The Partnership packages start from USD 4,500/year.

For more details, please contact [info@meira.me](mailto:info@meira.me)

*"Being a member of MEIRA is essential for any IR professional, not only to have access to a wealth of IR knowledge from global leaders in the profession in the form of cutting-edge educational programmes, but also to benefit from engaging local events aimed at uniting and advancing the IR community."*

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**Almarai, Saudi Arabia, MEIRA member**

*"BNY Mellon is proud to be a founding partner of the MEIRA which has played an important role in the development and training of the IR industry in the Middle East. We are committed to the success of the Association and will remain instrumental in their goal to provide valuable IR content and activities to its members."*

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**BNY Mellon, USA, MEIRA founding partner**

*"Over the past years, MEIRA has been extremely active in supporting the IR profession through training, advisory and networking initiatives. The Association has become a key player in building awareness around the IR function generally and in further professionalising this role across the region."*

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**FAB, United Arab Emirates, MEIRA member**

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Fill the fields below in order to submit your membership application.

The **Middle East Investor Relations Association** will contact you to finalise the process on the contact details provided.

First Name

Last Name

Company name

Job title

Email

Phone number  
(including prefix)

City

Country

Is your company  
listed? ☐ No

☐ Yes

If yes, please specify the exchange

To register, please send this form to [info@meira.me](mailto:info@meira.me)