



MEIRA Newsletter

18 April 2019

If you would like to collaborate in our next newsletter, contact us at

pr@meira.me

Weekend reading list

- > Seeking a 'turnaround story,' one investor returns to Egypt. *Bloomberg* [Read more](#)
- > Saudi Arabia's stock exchange makes its debut on global emerging markets indexes. *CNBC* [Read more](#)
- > Investors underpricing impact of climate-related risks, says BlackRock. *IR Magazine* [Read more](#)

MEIRA Updates

Notes from the GM

Another week at MEIRA and what's not to like about the markets today and the role that IR plays? It would be interesting to be a fly on the wall of some of the corporates in the region, not



least those making waves with corporate actions and blockbuster issues.

Bravo, lead by example, we will follow!

The Abu Dhabi Chapter of MEIRA saw a strong turnout this week comprising new members and senior IROs, representing a formidable cross-section of the market, led by Chris Wilson, Chapter Head. Taking a broad sweep, we asked ourselves, what else do we need to make IR better and more effective?

We discussed the fact that public companies compete for capital and in this marathon of a life as a listed company, IR, with management, needs to establish the following:

1. What's your investment proposition?
2. Who should you target as the right investors for your story?
3. What other factors, including use of media and more broadly, market development, can you change in your favour?

The discussion around the first point is really down to you and management. We debated who the target audience is and concluded that it isn't everyone given that there is a different investment story at each company. That said, we agreed that retail investors are an important constituent in the Abu Dhabi market - this needs to be cultivated. We shared different approaches to managing this fragmented part of the share register with an important focus on education. This led to a broader discussion on the role of the market operator, be it exchanges or regulators, in investor education and market development.

Media can't be avoided in this day and age. It offers key channels, including use of social media. We talked about public perception and trying to manage this through media monitoring and making use of preferred media, particularly if management is comfortable to lead in video and television interviews, for example. With a very high level of mobile penetration in the UAE, what other apps and tools can IR use? We shared different use of formats, simplifying the story versus adding more colour and context. We even addressed use of language, which, ideally, should be bi-lingual.

We can all certainly do more. A key part of MEIRA's role is to promote effective capital markets through better use of investor communications. Let's marshal our resources and see how best we can take our ideas forward on market development and investor education, for example. IR needs to be accessible, competitive and responsive. Chapter meetings, like Abu Dhabi's, are a

great example of the power of IR peers sharing ideas and potentially seeking to address bigger issues that affect your roles in IR.

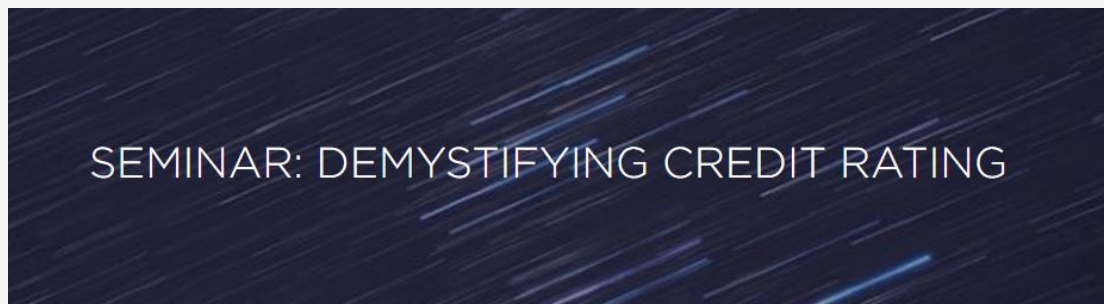
Let us know what you're thinking and let's position our markets to be ready for the competition, wherever it may come from. Here's to more of that and more to love about IR and our markets!

Best wishes,

Team MEIRA

Events

What's coming?



22 April - Seminar: Demystifying credit rating - Riyadh, Saudi Arabia

The MEIRA and Moody's seminar is fast approaching, but we still have some seats available. Don't miss the opportunity to join us for an interactive session and learn all the principles of credit ratings.

Event details

Date: Monday, 22 April, 2019

Timing: 08.30 am - 12.00 pm

Location: Riyadh, Saudi Arabia

Venue: The Financial Academy premises

[Agenda and registration here](#)



MEIRA DUBAI CHAPTER MEETING

23 April - MEIRA Dubai Chapter Meeting - Dubai, UAE

MEIRA is organising the MEIRA Dubai Chapter Meeting on 23 April in the Capital Club, DIFC. The event will include an interactive session titled “Leveraging the power of media for IROs” which will be delivered by H+K Strategies. During the event, delegates will hear some useful tips to develop a successful media relationship from an IR perspective. The presentation will include some relevant case studies and will give the attendees the opportunity to share their main challenges and concerns on this matter.

Event details

Date: Tuesday, 23 April, 2019

Timing: 09.00 am - 10.30 am

Location: Dubai, UAE

Venue: Capital Club DIFC

[Agenda and registration here](#)

This event is open to MEIRA members only

2019 Calendar of Events

MEIRA & Moodys Workshop - Demystifying credit rating: 22 April (Riyadh, Saudi Arabia)

Middle East Investment Summit: 23 - 24 April (Dubai, UAE) *Discounted rates for MEIRA members*

MEIRA Dubai Chapter Meeting: 23 April (Dubai, UAE) *MEIRA members only*

AFE Annual Conference 2019: 23 - 24 April (Cairo, Egypt)

MEIRA Bahrain Chapter Launch and IR Awareness Seminar: 29 April (Manama, Bahrain)

MEIRA Saudi Chapter Ifat: 16 May (Al Khobar, Saudi Arabia) *MEIRA members only*

2019 MEIRA Annual Conference & Awards: 25 September (Dubai, UAE)

[Check our online calendar of events](#)



REGISTRATION IS NOW OPEN!

The registration for the 2019 MEIRA Annual Conference and Awards Dinner is now open. Don't forget to register in order to attend our flagship event and enjoy a unique IR day with your peers on 25 September in Dubai. The event is free to attend for IR practitioners, sponsors, Award Nominees, capital markets professionals and regulators.

[More details and registration here](#)



CHECK NOW OUR SPONSORSHIP OPPORTUNITIES

Our sponsorship opportunities are now also available! Don't lose the opportunity to maximize your visibility at the largest IR event in the Middle East and show your stakeholders your commitment to improve IR best practice.

[Check our sponsorship brochure here](#)

Past events



16 April - [MEIRA Abu Dhabi Chapter](#)

Meeting - Abu Dhabi, UAE

MEIRA organised its Abu Dhabi Chapter Meeting on 16 April. The session, attended by representatives of the IR department from local listed companies included an IR roundtable which gave our members the opportunity to discuss the current challenges they face in their day-to-day job and the status of the Abu Dhabi market in the context of an international investment destination.

Key takeaways

>

17 April - MEIRA Seminar: Importance of IR from local fund managers' perspective - Kuwait City, Kuwait

The MEIRA Kuwait Chapter, in collaboration with Boursa Kuwait, organised yesterday an awareness seminar titled "Importance of IR from local fund managers perspective". Reputable local fund managers shared their thoughts about how to enhance the communication between the buy-side and the IR teams and how important it is for listed companies to actively engage with the investment community. The session also included a presentation from Instinctif Partners which highlighted useful tips to deploy and enhance IR toolkits following the recommendations made by the fund managers.

International Conferences

International Conferences Calendar

Morgan Stanley EEMEA Conference: 14-15 May (London, UK)

BAML Emerging Markets Debt & Equity Conference: 28-31 May (Miami, USA)

HSBC GEMs Investor Forum: 10-12 Jun (New York, USA)

HSBC GEMs Investor Forum: 3-5 Sep (London, UK)

EFG Hermes 9th Annual London Conference: 9-12 Sep (London, UK)

Arqaam MENA Conference: 23-24 Sep (Dubai, UAE)

Goldman Sachs 7th CEEMEA Corporate Days: TBC Sep (Frankfurt, Germany)

Goldman Sachs 11th CEEMEA 1x1 Conference: 11-12 Nov (London, UK)

UBS GEM Conference: 3-4 Dec (New York, USA)

For a complete list, contact Closir [here](#)

In the spotlight



Amani Korayem, Director, All-EMEA Sales and Product Development, Institutional Investor and Extel Research

Q: The 2019 Extel Survey closed last week, how the results look like this year and what can the MEIRA members and IR practitioners expect from the 2019 Survey?

Over the last two decades, Extel has become instrumental in setting a standard by which excellence and performance of investment professionals and corporate issuers is independently

measured.

Despite a shorter polling period of four weeks, Extel 2019 saw an impressive participation of over 14,000 investment and 2,000 corporate professionals, casting a record number of over 1.3 million votes. The expert views and feedback across key sectors in the EMEA region provide an unparalleled dataset to help you analyse and drive your market understanding.

The success of Extel 2019 highlights the increasing appetite for independent evaluation of services and deliverables. It also emphasizes the heightened diligence applied by market players, after the adoption of MiFIDII regulations, in identifying the right partners that are aligned with company objectives and to improve their decision making process.

Finally, the multitude of comments from the investment community demonstrates huge anticipation of the pioneering changes that Institutional Investor is undergoing, to deliver a more transparent and objective performance assessment as we move to a fully unified and interactive platform in 2020.

The comprehensive research from the Extel 2019 will be available from 25th September at the MEIRA Annual Awards Dinner. Subscribe now to get a 15% discount with your MEIRA membership.

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](#)

The Introduction to Investor Relations course

This one-day course provides an introduction to financial markets, Investor Relations and the financial environment in which Investor Relations professionals work.

[Read more](#)

CIRO Calendar 2019

- **Abu Dhabi:** 25 - 26 - 27 June
- **Dubai:** 29 - 30 - 31 October

[Register now!](#)

Introduction to IR Calendar 2019

- **Abu Dhabi:** 25 June
- **Dubai:** 29 October

[Register now!](#)

**Are you looking for a bespoke or
in-house training?**

[Contact us](#)

Members

We are delighted to count on the support of our renewed member:
(11 - 18 April period):

-INSTINCTIF
PARTNERS



Do you want to join MEIRA?

Don't miss the opportunity to join our IR community and become a member today. You just need to fill our [membership form](#) and send it to info@meira.me in order to finalise the process.

We are looking forward to welcoming you!

[Membership form](#)

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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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