



MEIRA Newsletter

9 May 2019

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

If you would like to collaborate in our next newsletter, contact us at pr@meira.me

Weekend reading list

- > **MEIRA Member!** Almarai's head of investor relations breaking workplace gender boundaries in Saudi Arabia. *Arab News* [Read more](#)
- > 4 ways to increase investor conversion. *Nasdaq* [Read more](#)
- > Boursa Kuwait highlights new market developments in panel discussion. *Kuwait Times* [Read more](#)
- > Capital flows to Emerging Markets seeing a rebound in 2019. *Azad News* [Read more](#)
- > Dubai's growing influence in the global blockchain ecosystem attracts investment fund company to set their roots. *Zawya* [Read more](#)
- > **MEIRA Member!** Foreign ownership and the emerging markets upgrade: Inside IR at Al Rajhi Bank. *IR Magazine* [Read more](#)

MEIRA Updates



Noor Sweid, MEIRA Board Member, one of the 50 most influential women in Middle East finance

We are delighted to announce that Noor Sweid, MEIRA Board Member, has been recognised as one of the 50 Financial News Top Women in Finance in the Middle East. We are honoured of collaborating with some other representatives from the raking including stock exchanges, listed companies and investors that are currently members

of MEIRA. Congratulations!

[Read more](#)



Notes from the GM

Ramadan Kareem to all.

It's timely to pause, think and plan for the next 6-12 months - it's amazing how time flies when you're having fun. Accordingly, we'll give you a break from the GM's notes from next week. As much as we like to communicate, like good IR - and the weekly MEIRA newsletter serves us well to stay in touch - after 4 months, it's time to take a rain check and assimilate everything we have learnt from you so far this year before we join you again soon. Thank you.

In any case, let's take the opportunity to recap on MEIRA, your professional body for IR, MEIRA's reach and what we can do every day as MEIRA members, regardless of any other plans. MEIRA is unique in that it is the only regional IR Association that covers 10 diverse markets over more than 2,500 kilometres from the Mediterranean to the Indian Ocean. What a market opportunity and having just completed our initial Chapter visits with a successful day in Oman, hosted by the Muscat Securities Market and led by Rashad Ali Al Dohh, Chapter Head, MEIRA is truly well-positioned as the go-to professional body for IR in the region.

At the same time, we recognise that each market differs and not just in size - our smaller markets start from a base of millions of US Dollars in market capitalisation, representing fewer listed companies, while our largest market has over half a trillion in market cap, comprising hundreds of companies. While dividend yields generally look attractive, valuations vary from single digit Price Earnings Ratios to, in at least one case, a premium to most international markets. Regardless, every market has its own features, advantages and offering for investors. Notwithstanding the

challenges presented by tough operating environments, with testing external factors to consider, we sit in a vibrant region made up of key markets with increasing international interest.

MEIRA exists to champion best practice in our professional field of IR. The onus is on us to respond to the needs of investors if we wish to play a leading role in the global development of IR. In this, we can help one another in developing IR practice across our markets. It starts with sharing what we see as best practice and working with our regulators, stock exchanges and of course, all listed companies who value investor and broader stakeholder communications. The value of MEIRA, your professional body, is in getting together, meeting IR peers and comparing notes about what you are doing, what is topical in the markets and how you can respond. Our meetings with you this year have taught us much. Thank you.

We said in last week's newsletter that there's a lesson to be had in listening on the ground to discussion about the operating and regulatory environment because everywhere we go, it's different. That's the same too in markets outside the region. It's bound to be different for good reasons: historic; cultural; market structure and so on. To make the point again, best practice is not bestowed on us, it's built ground-up organically by practitioners and experts, like you, who can successfully navigate what they find and are willing to share their valuable experience, good or bad. That's IR in practice and it's something we can all use every day.

We will endeavour to reach out to all of you, listen and see how best we can share IR best practice, be it through: our existing channels and publications, including more use of social media; more events, including regular use of webinars; and new bespoke IR training to cater to different levels of experience. To do this, we need to continue developing the MEIRA hub-and-spoke strategy given our regional presence, the aspirations we all rightly have and the sharing we plan to do. It goes without saying that the lifeblood of an organisation is its people, not least the members of a professional body. MEIRA relies on you, your participation and industry input. It is your local knowledge and expertise, as well as your experience of MEIRA, that we wish others to know about and gain from. Get them to join MEIRA please - we have found that critical mass differentiates the quality of an organisation. And there's nothing quite like a timely and helpful introduction, we'll do the rest.

And in the end, let's not forget that we are potentially addressing the same audience of investors, wherever they come from. It can take time to work out who to target given that not all investors fit all investment stories - it depends and you decide with management what works for you given your priorities. In any case, we need to get the best out of our IROs and local market practitioners

given we are competing for capital from the same international investors who have choices of where to invest. IR does matter, more so if we're operating in smaller frontier and emerging markets. From our meetings with each MEIRA Chapter, management is seeing that well-resourced professional IR can take the lead in investor communications, IR can make a difference to the investment proposition and IR can address any perceived gaps in information. That's IR and unlike external factors, IR is something that you can manage, if not control - never give up as Liverpool Football Club showed so gloriously this week!

Ramadan Kareem from Team MEIRA



On behalf of the MEIRA Board and the executive team, we would like to wish you all a blessed Ramadan. Ramadan Kareem to you, your family and your beloved ones.

Publications



How social media can increase engagement with your annual report (by Emperor)

This white paper provides tips on how to increase stakeholder engagement through social media, along with a 12-month plan designed to highlight the best parts of your company alongside your annual report. The recommended social media channels for promoting annual reports are Twitter, LinkedIn and Instagram. Very little interest exists on Facebook, and posts sharing financial reports don't perform well on this platform. In this guide, you'll see the creative assets that are commonly used to promote annual reports, and how effective they are on each channel.

[Download the white paper here](#)

Events

What's coming?



12 May - [MEIRA Saudi Iftar](#) - Al Khobar, Saudi Arabia

The MEIRA Saudi Chapter is organising an Iftar on 12 May at Sipchem Headquarters in Al Khobar.

The event will offer MEIRA Saudi Members an opportunity to gather together during the holy month of Ramadan and to discuss different matters related to the IR profession.

[Members-only event. RSVP to \[events@meira.me\]\(mailto:events@meira.me\)](#)

2019 Calendar of Events

MEIRA Saudi Chapter Ifat: 12 May (Al Khobar, Saudi Arabia) *MEIRA members only*

MEIRA Palestine Chapter Meeting: 13 May (Ramallah, Palestine) *MEIRA members only*

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

[Check our online calendar of events](#)



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Past events



2 May - Oman IR Circular Seminar - Muscat, Oman

MEIRA and Muscat Securities Market (MSM) organised an IR Seminar in order to discuss the main implications of the IR Circular sent by MSM to all listed companies early this month. During the session, the attendees had the opportunity to learn how to set up a successful IR function and the key benefits of developing an active IR programme in order to enhance the performance of their companies and the local capital market as a whole.

[Download the presentation here](#)

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](#)

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 2019

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

[Register now!](#)

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](#)

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:
(2 - 9 May period):



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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