

MEIRA Newsletter

14 November 2019

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

Weekend reading list

- > IPO transparency on the factors that could make shares go down, as well as up. *Arab News* [Read more](#)
- > Saudi Aramco IPO explained: Who can buy and how, prices and more. *Gulf News* [Read more](#)
- > Uncertainty is 20/20 in 2020. *IR Magazine* [Read more](#)

MEIRA Updates



Notes from the GM

Another exciting week at MEIRA with lots going on, as you would expect, as we approach year-end 2019.

On 11 November, MEIRA Chair Tarbuck duly signed an MOU with His Excellency, Dr. Obaid Al Zaabi, CEO of SCA. MEIRA's aim is to collaborate with SCA and promote IR to all UAE-listed companies, numbering some 120 split between the Abu Dhabi and Dubai markets and totalling over USD200 billion in market capitalisation. An important part of our agreement is to offer the CIRO as a recognisable benchmark for the professional development of our IROs, something that reinforces Article 35, the 2015 SCA

seminar that complemented the MOU signing, all ably supported by MEIRA members and partners alike.

We concluded a busy day in Abu Dhabi by joining the CFA Institute's Research Foundation as they launched an Arabic version of some of their literature that included a discussion on the fascinating intersection of ethics, ESG and SRI, as well as Islamic finance, still only a fraction (c.USD2 trillion) of all global finance. Where one ends, the other continues and it is no coincidence that similarities abound between socially responsible investing and the increasingly important investment elements of environmental, social and governance factors. The wheel of finance is turning just as it has done for centuries across all markets from Batavia to Timbuktu. One important message from the excellent CFA Institute delivery is that the historic over-reliance on debt suggests that equity, the most obvious example of risk-sharing, still has its day. Good news for all companies (and IR) seeking capital given we have only just begun!

With that brief of a week in MEIRA, let's focus on what we need going into 2020 and where better to begin than with a look at the value of digital reporting for IROs, a topic covered in this week's regular MEIRA webinar series:

1. The website, notably your IR page, is the first port-of-call for stakeholders, including investors. How good is yours?
2. What's the most important aspect to highlight and make the lives of enquirers easy rather than lose them to another website - don't forget, what's in it for them, dividend policy, for example, is it there up-front and centre?
3. How do you ensure that all important communications are easy to find, clear, consistent and engaging?
4. How do we make annual reports and other information user-friendly and relevant to a variety of audiences?
5. What next for planning your 2020 IR calendar and programme? Our webinar speakers suggested:

- Keep it simple as far as your communications go, how do we make a statutory reporting requirement like the annual report readable, engaging and useful for our target audience? How about breaking it up into bite-sized pieces for different audiences to view and digest? Maybe a short video to introduce the Chairman and or CEO as they introduce the year in review and outlook?

- Sometimes we forget that our audiences are changing and so should we, so what about these new audiences who are interested in other factors, including some of the big ones under Environment (Climate Change, for example); Social (Diversity, for example); and Governance (Succession planning should we need it, for example?).

- Publish full HTML (and iXBRL) reports, along with the trusty old pdf version to support your digital reporting.

- HTML technology lends itself to multi-media: data downloads; video; interactive features to engage with your audience, for example, while XBRL is increasingly sought by investors to machine-read your narrative. Wow!

audience's response; analyse what is happening; build on your feedback for the next reporting cycle and make a difference with your IR. Who knows, you might win an IR Award for it!

Do check out the link to the webinar if you missed it, nuggets of advice are there for your use and we always welcome feedback. If, as was said during the SCA seminar, there are 8,000 global companies to invest in, of which only 230 are in the MENA region: first, how do you get on that radar screen; and second, how do you stand out to investors and make them invest in your equity? Come on, IR, we have plenty to do and some of it is fairly straightforward, no excuses in the digital reporting age!

Best wishes.

Team MEIRA



11 November - MEIRA & SCA MOU Signing Ceremony

On Monday, MEIRA and the Securities and Commodities Authority (SCA) signed an MOU to promote best practice in Investor Relations and the CIRO training programme to all the listed companies in the UAE. The ceremony was part of an IR seminar that was attended by IR professionals, regulators and other IR experts to hear a wide range of presentations and IR case studies.

Commenting on the MOU, Andrew Tarbuck, MEIRA Chair, said: "It is an honour to count on the support of the Securities and Commodities Authority (SCA) in order to promote IR best practice to the listed companies in the UAE. After working together back in 2015 to regulate the IR profession in the UAE, the MOU that we have signed today will reinforce the already successful relationship between MEIRA and SCA. Actions speak louder than words and we are enthusiastic about SCA driving forward this initiative with MEIRA".

Publications

CDR 11th Annual Investor Relations Survey (by Citigate)

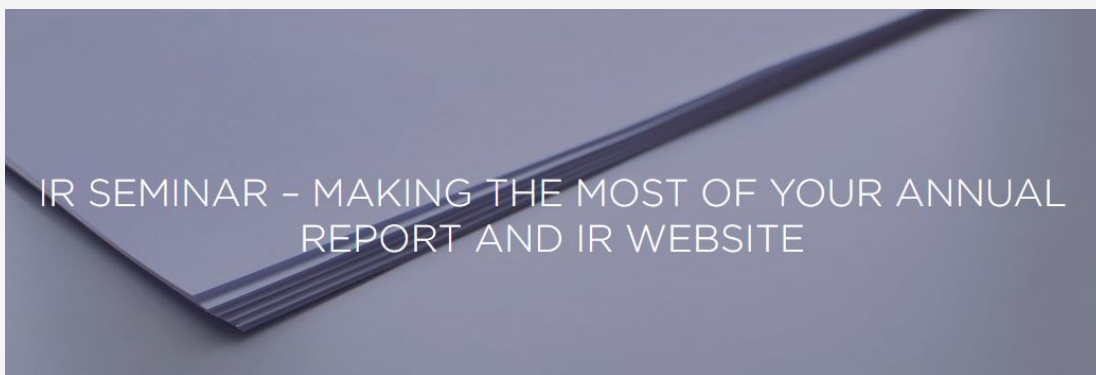
This year, 479 IROs contributed to the CDR Annual IR Survey, representing companies from 61 countries, with a combined market value of over \$3 trillion. Citigate Dewe Rogerson sought their views on how the latest trends in the financial markets were affecting their IR strategies, especially the key IR objectives for the coming year, the level of board engagement with investors, approach to dealing with activist investors, changes to reporting and expectation management, investor engagement and the use of technology.

[Download the report here](#)



Events

Upcoming events



20 November - MEIRA & Boursa Kuwait IR Seminar (Kuwait)

MEIRA and Boursa Kuwait are organising an IR Seminar on 20 November titled **“Making the most of your Annual Report and IR Website”**.

During the session, we will welcome the below experts:

- George Allen, Associate Partner, Instinctif Partners
- Natasha Nelson, Account Director, Emperor
- John Gollifer, General Manager, MEIRA

Event details:

Date: Wednesday, 20 November, 2019

Timing: 1.00 pm - 3.00 pm

Location: Kuwait

Venue: Boursa Kuwait – Training Hall – 2nd Floor

[Detailed agenda and registration here](#)

25 November - 3rd Gulf Debt Capital Market Summit (Dubai, UAE)

Join GBSA for its most important event of the year, the 3rd Gulf Debt Capital Market Summit. This Summit brings together market leaders and regulators from across the region to debate key topics in the bond and Sukuk market and to explore how leading companies will engage with their debt investors.

Topics to be discussed:

- Will the progress in Egypt be sustained?
- What are regulators thinking about the latest innovations?
- How is the Middle East securing its place in global sustainable finance?
- Does technology have the power to transform the sukuk capital market?
- What is the outlook for Gulf credits and funding in 2020?
- Can strong national balance sheets make up for slower growth?

To request a place at the Summit contact events@gulfbondsukuk.org

[For more information, click here](#)

Past events



13 November - MEIRA Webinar: Understanding the value of digital reporting for IROs (exclusive for MEIRA members)

Yesterday we had the opportunity to discuss digital reporting and discover the latest trends in the digital landscape and how to be prepared for 2020! The MEIRA webinar, welcomed Andrey Kozhevnikov, CEO at Zebra Group and Sherif Khalil, Head of Investor Relations at Commercial International Bank, who shared their views and expertise from an international and regional perspective.

[If you would like to access the replay platform, contact \[events@meira.me\]\(mailto:events@meira.me\)](#)

MEIRA Calendar of Events

MEIRA Dubai Chapter Meeting: 27 November (Dubai, UAE)

MEIRA Saudi Chapter Meeting: 12 December (Riyadh, Saudi Arabia)

MEIRA and MSM IR Seminar: 16 December (Muscat, Oman)

International Conferences

International Conferences Calendar

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

- **Manama:** 24 - 25 -
26 November

[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](#)

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

[Contact us](#)



Bilingual Investor Relations Manager (Saudi Arabia)

Instinctif Partners is looking for a bilingual (English and Arabic) Investor Relations Manager for a Tadawul-listed client in Riyadh.

[Download the JD](#)

Members

We are delighted to count on the support of our new and renewed members
(7 - 14 November period):

BRUNSWICK



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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Forward

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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Middle East Investor Relations Association

Office 10, Level 2,
The Offices Building 2, One Central
PO Box 9576
Dubai, United Arab Emirates
info@meira.me or +971 (0)4 516 3042

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