



MEIRA Newsletter

27 February 2020

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

Weekend reading list

- > Global stock markets plunge as virus cases spread beyond Asia. *Gulf Today* [Read more](#)
- > Gender pay gap reporting for real change. *Emperor* [Read more](#)
- > Diversity and sustainability top Riyadh conference agenda. *Arab News* [Read more](#)

Publications



Global Trends in Investor Relations report (by BNY Mellon)

BNY Mellon, MEIRA Annual Strategic Partner, is delighted to share with the MEIRA community the latest Global Trends in Investor Relations report. Who is driving the global ESG agenda—issuers or investors? The structure of the sell-side is changing—how is that affecting investor relations (IR) teams? What tweaks are IR teams making to their strategies going into the new decade, and what global issues do they think will impact the markets the most in the

The twelfth edition of Global Trends in Investor Relations analyzes survey responses of 335 IR professionals from 41 countries, including the Middle East.

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

MEIRA Updates



Notes from the GM

Oh dear, no sooner had we hoped for the best and the coronavirus persists. Nevertheless, IR goes on and we have continued with our MEIRA Chapter programme. Let's stay calm, stay well and stay safe, all you good people.

This week in Bahrain, we enjoyed a great discussion on key IR themes for 2020. What resonated most is the opportunity that continuing market structural changes offer all companies and separately, the inexorable rise of ESG or sustainability as a major investment theme that is only going to get stronger. We hear you Mr Carney, Mr Fink and Greta!

First, as far as the Emerging Market (EM) universe goes, the possibility of more EM upgrades in 2020 again raises the profile of the regional markets as a whole and potentially, all listed companies. Second, as our recent MEIRA White Paper suggests, investors like it when you reach out to them directly. Third, back to ESG, we agreed that it is impossible to talk about IR without at least thinking about how to address some of the non-financial factors that regulators and investors seek as part of the investment process. Millennials rightly have an interest too.

This topic of ESG integration isn't going away and it is increasingly important that IROs try and address it. Our panel discussion suggested you can start with what you know and by all means, admit what you don't yet know - it's a process that doesn't seek perfection from day one, so let's try. ESG integration is a process that takes time to understand, to get buy-in from those you need inside the business and finally, to embed it so that it becomes another accepted feature of running your business, as well as reporting on it as part of the IR story. We agreed that this important discussion really goes to the heart of IR and the purpose of what we do as business people and IR teams. Ultimately, it's about your stakeholders and meeting what they need.

Talking of IR processes and stakeholders, what better way to engage than adding awards to the mix? We also held our first webinar of the year this week to get you started, if not ready, for the 2020 MEIRA Best Practice IR Awards. Thank goodness for technology as we saw a record turnout online to listen to what Institutional Investor (II), our awards partner, had to say about this year's awards process, methodology and timeline for the voted awards. So as not to confuse anyone, the other MEIRA annual report and digital IR awards will follow separately in

First, for the 2020 MEIRA Best Practice IR Awards, get your IR contact details verified with II, otherwise you don't make it easy for the II research team to follow-up on your behalf with the investment community they survey, both buy- and sell-sides. Second, the polling for your IR team - yes, you can confirm who's in the team, including the reporting line as you wish - opens on 2 March and runs for at least a month into April (sell-side voting is open a bit longer than the buy-side), so get cracking. Third, like any exercise, commit to it, engage as you like and use the resources available, including the II banner to highlight your participation in this year's survey. If not, why should anyone else make the extra effort on your behalf?

We said during the webinar that one of the most important aspects of any awards process is the whole team effort. IR does not work in isolation, so take the opportunity to galvanise the internal team, get everyone on side, including your boss, show everyone that you wish to benchmark your IR against your market peers and continue to evolve your IR. While not everyone makes it to the shortlist, at least you are giving yourselves a chance. In any case, we'll celebrate with you and everyone else when we meet for the annual MEIRA conference and awards on 23 September in Dubai - check out the smashing venue, we don't want to disappoint, after all! Be there, regardless, you're raising the profile of your IR!

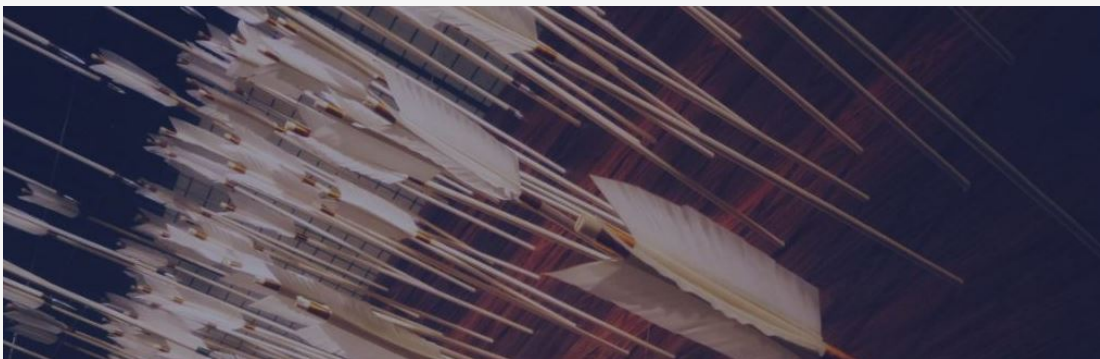
If you missed the webinar, it's available online. Let's get started!

Best wishes,

Team MEIRA

Events

Upcoming events



17 March - MEIRA Saudi Chapter IR Workshop (members only)

18 March - MEIRA Kuwait Chapter IR Workshop (members only)

MEIRA is organising a workshop in **Riyadh on 17 March** and another one in **Kuwait on 18 March**. The two sessions will cover a number of aspects, as detailed below, with the aim to provide IROs with an insight into how best to understand their shareholder base and assist them with developing their strategy across a number of disciplines. On this occasion, Alison

- How to understand and optimise your international shareholder base
- The influence of investor targeting on developing and broadening your shareholder base
- Other factors to consider when developing your IR strategy when competing for global capital
- Best practice IR suggestions

[Saudi Chapter event information and registration here](#)

[Kuwait Chapter event information and registration here](#)

Past events

WEBINAR – GETTING READY FOR THE 2020 MEIRA BEST PRACTICE IR AWARDS

25 February - MEIRA Webinar: Getting ready for the 2020 MEIRA Best Practice IR Awards

Last Tuesday we had an excellent conversation with Amani Korayeim, EMEA Director at Institutional Investor, to understand the process for the 2020 MEIRA IR Best Practice Awards, based on the 2020 Emerging EMEA Executive Team survey.

The polling process will start soon and we would like to encourage all the IR teams to complete the Corporate Insights and Verification (CIV).

[The recording is available here](#)



24 February - MEIRA Bahrain Chapter Workshop: Key IR Themes for 2020

than 30 representatives from listed companies along with the MEIRA Bahrain Chapter members.

The workshop highlighted the key IR themes in 2020 which include shareholder activism, the growing importance of Environmental, Social & Governance (ESG) integration, gender equality and compensation, rapid digitalization, and passive investment. It was followed by a panel session titled “Challenges and Opportunities for Bahrain Investor Relations Officers” which was moderated by John Gollifer, General Manager at MEIRA. Panelists include Sh. Abdulla Al-Khalifa, Director of Communications & Investor Relations at Zain Bahrain and Leena Al Olaimy, Co-founder & Executive Chairperson at 3BL Associates.

[For more information and to download the slide deck, click here](#)

MEIRA Calendar of Events

MEIRA Saudi Chapter Workshop: 17 March (Riyadh, Saudi Arabia) [Members only](#)

MEIRA Kuwait Chapter Workshop: 18 March (Kuwait City, Kuwait) [Members only](#)

MEIRA Annual Conference & Awards Dinner: 23 September (Dubai, UAE)

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 2020

> **Abu Dhabi:** 9 - 10 - 11 June

> **Dubai:** 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](#)

Introduction to IR Calendar 2020

> **Abu Dhabi:** 9 June

> **Dubai:** November

[Register now!](#)

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

[Contact us](#)

Careers



Are you hiring an IR professional?

If you are looking for an IR professional in the region and need some assistance, contact us at careers@meira.me.

We have a database with relevant CVs and we can also connect you with specialised recruitment agencies to support you during this process.

Members

We are delighted to count on the support of our renewed member
(20 - 27 February 2020 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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Forward

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ANNUAL STRATEGIC PARTNERS



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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