



MEIRA Newsletter

7 May 2020

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

Weekend reading list

- > 7 reasons to still believe in emerging markets in 2020. *Franklin Templeton* [Read more](#)
- > What remedy for Gulf governance symptoms? *Govern* [Read more](#)
- > Will financial services find reputational redemption in the face of COVID-19? *Instinctif Partners* [Read more](#)
- > Coronavirus forces investor rethink on social issues. *Financial Times* [Read more](#)
- > The First 25: New decade, new rules, new normal. *Emperor* [Read more](#)

MEIRA Updates



A message from the Chair

Dear Members, Partners and friends,

I hope this message finds you and your families safe and well.

Although we all know these are challenging

We must continue to collaborate, communicate and engage with one another, as you have from the beginning of this unprecedented time.

If there is something that has impressed me during this pandemic, it is how IR is, arguably, becoming the most pressing function that a company must tend to amid this turbulent time, ensuring continuous and transparent communication between investors, stakeholders and senior management. We are committed to lead by example, and we are all now benefitting from weekly calls with MEIRA Chapter Heads and enhanced dialogue with exchanges, regulators and other third-party stakeholders. It is good to talk, especially when sometimes one only has the wall to talk to when working from home!

Just as we encourage you to stay positive, we have looked to continue and enhance MEIRA's activities during this time, be it through webinars, White Papers, media outreach or our MEIRA weekly newsletter. We have looked to take these initiatives into overdrive to ensure our community remains in touch and continues to receive valuable insights and knowledge in the field of IR, not least during a time of crisis.

The pandemic has, above all, been a learning experience for us all. So, what have we learned so far:

1. we have quickly transformed our operating environments into entirely digital ones at a drop of a hat, and more so, efficiently adapted to these changes;
2. the function of IR has positioned itself in a myriad of ways and it has uncovered opportunities for growth and improvement. IR has faced the necessity to adapt to the rapidly changing environment and accommodate a series of first-of-their-kind functionalities, such as digital AGMs and roadshows; and
3. we have seen the utmost prioritisation of communication during this time, when transparency and frequency are valued at a premium, and regular updates are the norm. All in all, we have learned that communication is the central pillar which IROs must continuously burnish. If ever there was a time to future-proof business, it's now and it is clear that the role of IR is an integral part of this strategy.

At MEIRA, we look to promote best practice in IR both regionally and internationally, and I am pleased to say that the MENA region has been playing its part in this regard. This is, of course, down to your hard work and commitment. I also wanted to take this opportunity to personally recognise the outstanding work done by our executive team to ensure that we remain a vocal and supportive pillar in our IR community.

I encourage you all to continue moving forward, keep communicating and look ahead, and remember that this time of unparalleled challenge, too, shall pass.

Stay well, stay safe and keep up the IR!

Andrew Tarbuck
Chair
Middle East Investor Relations Association (MEIRA)



Survey - COVID-19 implications for IR in the Middle East

We are calling on all the MEIRA members and IR practitioners in the Middle East to participate in our new quick survey. The results will be compiled in our next MEIRA White Paper which will be produced in partnership with Instinctif Partners. We will assess how the COVID-19 has impacted the middle-eastern companies and the importance of the IR function in a post-pandemic strategy.

[To participate in the survey, click here.](#)

The survey takes up to 5 minutes to complete. We would like to guarantee that all the responses will remain anonymous.

Publications



It's not binary: acceleration of the trend to digital (by ingage)

These extraordinary times are also proving exceptionally busy for IR. As companies contemplate results releases and roadshows over May and June, it's clear they do currently face a binary choice in how to conduct those engagements with the capital markets community: do it virtually or not at all.

This paper puts into perspective what it really means for IROs to work with digital platforms and what are the key points to consider for the future.

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

Events

WEBINAR – COVID-19: THE GOVERNANCE IMPERATIVE

20 May - COVID-19: The governance imperative (members only)

We are organising another interactive MEIRA webinar when we will be discussing how the COVID-19 crisis has impacted regional companies and how IR has helped management to adapt and respond to what broader stakeholders may need today. During this session, we will count on high-calibre senior speakers who will share their views and experiences and what we can expect post-pandemic.

The session will take place on 20 May at 1.30pm UAE timing.

Speakers:

- Andrew Tarbuck, Partner, Head of Capital Markets at Al Tamimi and MEIRA Chair
- Paul Gay, Senior Manager at Almarai and MEIRA Board Member
- Sofia El Boury, Head of Investor Relations at FAB and MEIRA Vice-Chair
- Moderator: John Gollifer, MEIRA General Manager

[More information and registration, here](#)

MEIRA Calendar of Events

MEIRA Bahrain Webinar - Importance of Investor Communication during COVID-19:

17 May (Online)

MEIRA Webinar - Covid-19: The governance imperative: 20 May (Online)

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

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](#)

Members

We are delighted to count on the support of our renewed member
(1 - 7 May period):

مصرف الراجحي
Al Rajhi Bank



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](#)

Share this newsletter with your colleagues and friends



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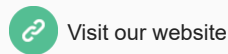
ANNUAL STRATEGIC PARTNERS



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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