

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

MEIRA Newsletter - 8 October 2020

[View this email in your browser](#)

MEIRA Newsletter

8 October 2020

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

Weekend reading list

- > Why are markets so calm about the second wave? *Asharq Al-Awsat* [Read more](#)
- > State of sustainable finance report showcases significant progress achieved across MENA. *Emirates News Agency* [Read more](#)
- > **Podcast** The rise of the intangible economy with Jonathan Haskel, author of *Capitalism without Capital*. *Brunswick* [Play it here](#)

MEIRA Updates



Notes from the GM

Greetings MEIRA people,
I hope you are all well and retaining your sense of balance, purpose and humour too. Let's keep going any way we can!

I recall writing at the beginning of the pandemic - some 7 months ago, seems forever - that there was a real sense of fear and to some extent, loathing, in markets. This is perhaps inevitable and possibly better than greed - this is, after all, what markets do, react and overdo it in the short-term as we try to make sense of it all. However,

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

We're still here and taking the IR Pulse again, that is, the Middle East IR Pulse, our timely market snapshot of what's happening, so please respond to the short survey we sent you this week - it shouldn't take more than a few minutes and your views are important. Look at your IR programme, share with us what's in store and let's start marking that calendar all over again as we approach year-end - doesn't it come quickly?

What else can we do? It's back to basics for all of us, for sure:

1. Let's continue to be responsible and look after ourselves and our loved ones;
2. Working from home (WFH, my favourite acronym, not!) is clearly here to stay! At MEIRA, we have retained the option to drop in at our One Central office and use the excellent facilities, yet it makes sense to continue WFH, so let's do that. We have, after all, managed and if our team can continue this way, why not? Just don't forget to switch off, drop out, if you like - we all need that and find some quality time with all those others who count - you can always tune in again!
3. Above all, let's continue to use the time we have to do more of the good things that have kept us going, including great content curation, more events, virtual or other - please let us know what you need more of from team MEIRA.

Stay well and let's stay in touch with all our stakeholders, making your IR the best, the strategic communication difference between just another company story and best practice. Talking of which, we hope you like the new MEIRA IR Best Practice Guide - use it and tell us what you think as next, we plan to build on this and use it to develop some of our own IR training for the region.

And finally, let's not forget that this time, like all market cycles, will pass. Let's continue to learn from it, manage what we can and life goes on, for sure. Less fear and greed, IR people, less loathing - love, if not IR, is all you need - happy 80th birthday anniversary tomorrow, John Lennon, legend, nothing's going to change our IR world!

Best wishes,

Team MEIRA

Khalid Al-Ahmed, appointed MEIRA Saudi Chapter Board Member

Khalid Al-Ahmed, Manager Investor Relations at Saudi Aramco, has been recently appointed as a MEIRA Saudi Chapter Board Member.

Khalid has been with Saudi Aramco for nearly 17 years, he holds a BS in Computer Science and a Master's in Engineering Management. Khalid's career spans working in various functions in Saudi Aramco in Project Management, Information Technology,

[Subscribe](#)[Past Issues](#)

Corporate Planning, IPO Preparation, and recently Investor Relations. Khalid also has international experience having

[Translate ▼](#)

worked in Silicon Valley for a communication engineering company, as well as two years with the World Economic Forum in Geneva. Khalid currently oversees the Investor Relations Department within Saudi Aramco.

Commenting on his appointment, Khalid said: "I am delighted to join the Middle East Investor Relations Association Saudi Chapter Board and I look forward to working with other members on exciting projects".

Khalid's experience and background will contribute to driving forward the Association in Saudi Arabia.



MEIRA Membership Platform - Keep your information up-to-date!

As part of the MEIRA community, all our members and partners can benefit from our membership platform, GlueUp (previously Eventbank). Here they can access our online directory, register for exclusive events, receive our members-only communications and also, login into our online library where they can find some exclusive content such as the latest MEIRA IR Best Practice Guide.

In order to keep your information up-to-date, please don't forget to visit your [membership site](#) and update your profile. Alternatively, you can also fill the [form](#) with your team details and send it to info@meira.me.

Events

GCC BDI Workshop: Understanding ESG and Where to Start (organised by BDI)

Investors, governments, consumers, employees, and other stakeholders are paying increasing attention to environmental, social, and governance (ESG) issues. Over \$30 trillion is managed through ESG investing strategies, and there is ample evidence that the value-at-stake from ESG in terms of revenue growth, cost reductions, employee productivity, "win-win" policy outcomes, and balance sheet resilience is substantial.

Far-sighted leaders embed ESG and sustainability into their overall strategy, unlocking competitive advantage and value as a result.

The number of ESG trends is growing, from recycling to decarbonisation and there is of course a major focus on climate change. But where do companies start?

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Join BDI on 14 October for an interactive online workshop and benefit from an exclusive

MEIRA member-rate! Contact deborah@meira.me and receive your discount code.

[> Click here for more information](#)

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

- > **Bahrain:** 25 - 27 October
- > **Online:** 3 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

- > **Online:** 3 November

[Register now!](#)

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

[Contact us](#)

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Members



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

[Share](#)[Tweet](#)[Forward](#)

With the support of our annual strategic partners

Strategic Partners

**BNY MELLON****Emirates NBD**

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,

[Subscribe](#)[Past Issues](#)[Translate ▼](#)[Follow us](#)[Follow us](#)[Visit our website](#)

Copyright © 2020 Middle East Investor Relations Association, All rights reserved.

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

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

