



MEIRA Newsletter

MEIRA Newsletter

19 November 2020

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

Weekend reading list

- > **MEIRA News!** FA and MEIRA launch the Certified Investor Relations Officer (CIRO) programme in the Saudi market. *MEIRA* [Read more](#)
- > Examining how passive investors influence markets. *IR Magazine* [Read more](#)
- > ESG falls down the investment agenda. *Financial Times* [Read more](#)

MEIRA Updates



MEIRA Announcement! Fida Azar, new Palestine Chapter Head

Fida Musleh/Azar has recently been appointed MEIRA Palestine Chapter Head. Fida will succeed Mohammad Khraim who has lead the Chapter since it was launched in 2012.

Fida, Investor Relations & Corporate Communication Manager at APIC, has been actively involved in the Chapter and she has been instrumental to the

development of the IR function in Palestine.

is a highly expert and energetic Chapter. I am certain that we will continue witnessing more achievements in the Chapter under her leadership.

I would like to take the opportunity to thank Mohammad Khraim for his tremendous support over the past years as a real driver for change and development in investor relations in the Palestine capital markets and reaffirm our commitment to the Palestine Exchange as we drive stakeholder value together."



Notes from the GM

Well folks, it's about a month to go as far as the MEIRA annual calendar for 2020 goes - wow, that was quick!

Look out for your concluding MEIRA Chapter meeting(s) coming to a screen near you very soon. Your Chapter Heads have been hard at it planning with Alicia what may work best for you given a need to continue planning for 2021.

From the MEIRA side, a few changes in personnel are afoot:

- As mentioned, we seek new Board members and I'm sure our Nomination Committee has been searching high and low before making announcements soon;
- There is also some change at the Chapter Head level - see the MEIRA Chair's attached comments for Palestine;

But some things remain constant, not least your Board and executive team's commitment to driving stakeholder value together with you!

In an online environment like today, do take some time to look at the Training tab under the meira.me website where you will find more CIRO Bootcamps. We have added new regular IR training sessions to ensure that we can manage the CIRO registration pipeline and prepare you for IR success. Remember, the qualification is a part, albeit an important part, of the CIRO Programme. However, practice makes perfect. As your professional body, we would argue that any IR training should prepare you to operate safely and know your way around the regulatory environment. Excitingly for all of us who have worked to make it happen in 2020, you will have seen earlier this week that the CIRO Programme was officially launched in Saudi Arabia with a new bespoke regulatory section to address the IR needs on the ground, where we will work closely with the Financial Academy, our exclusive partner in the Kingdom.

Shout if we can possibly help with any of your IR training, bespoke or other. Just contact: deborah@meira.me

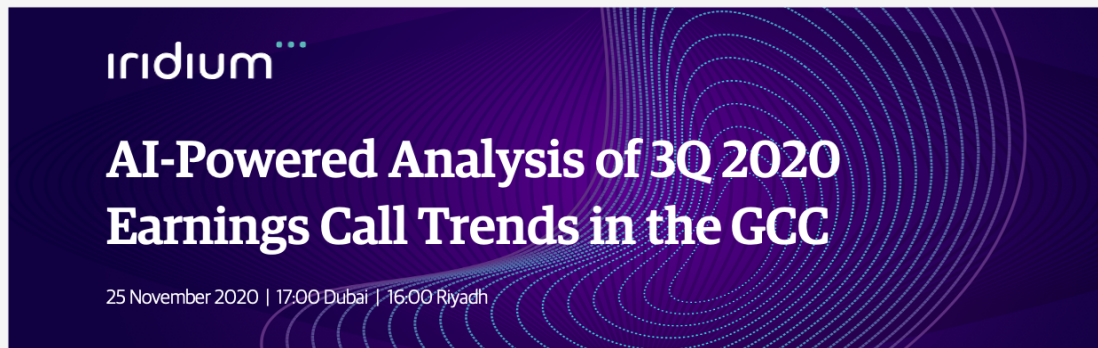
I'll close with a salutary reminder that we have survived a tough year. We plan to build on what we have learnt, take the best lessons and apply these in what will, inevitably, be a more hybrid world. Good for all of us given the flexibility to manage our days, IR or other, take control of the story line, our time, even your own continued professional development. Let's make it all

Stay well, stay strong and see you soon, I'm sure.

Best wishes,

Team MEIRA

Events



Webinar – AI-Powered Analysis of 3Q 2020 Earnings Call Trends in the GCC (25 November, 5pm Dubai / 4pm Riyadh)

Iridium Advisors, a MEIRA Partner, has launched the "Iridium Quant Lens Webinar Series" that will take place shortly after each quarterly reporting cycle ends, and will explore market, sector, thematic and stock-specific Earnings Call trends in the GCC, **using artificial intelligence and language quantification.**

During the first session on **25 November 2020**, **Oliver Schutzmann**, CEO, and **Ben Franz**, Senior Advisor, will present insights from 3Q 2020 GCC Earnings Calls using the Iridium Quant Lens NLP algorithm, which provides an unbiased view of the language used by management, analysts and investors.

Specifically, they will:

- Reveal 3Q 2020 GCC sentiment, confidence and other trends
- Demonstrate how AI-powered Earnings Call analysis works
- Discuss how NLP can generate competitive advantages

[> Registration here](#)

Q4 2020 EVENTS

Get ready!

2020 Calendar of Events - What's coming?

As we approach the month of December, we know that the end of the year is just around the corner. However, before we say goodbye to 2020, we still have some busy weeks ahead packed with webinars, chapter meetings and much more! Don't forget to pin these dates as we confirm some more in the next few days:

25 November "The world of IR" - MEIRA lecture for Alfaisal University (Online / Saudi Arabia)

26 November "Materials - building blocks of the economy" - MEIRA & Tadawul webinar (Online / Saudi Arabia)

2 December "The world of IR" - MEIRA lecture for Princess Nourah Bint Abdulrahman University (Online / Saudi Arabia)

8 December "Oman Chapter Meeting" - MEIRA Chapter Meeting in collaboration with MSM (Online / Oman)

14 December "Saudi Chapter Meeting" - MEIRA Chapter Meeting in collaboration with Tadawul (Online / Saudi Arabia)

December "UAE Chapter Meeting" - MEIRA Dubai and Abu Dhabi Chapter Meeting (hybrid)

December "Best practice in investor audits" - MEIRA & FTI Consulting Workshop (Online)

Training



The CIRO programme is now available in Saudi Arabia

This week, The Financial Academy, MEIRA and The Investor Relations Society have launched the CIRO programme in Saudi Arabia. It includes market-specific content such as local regulation principles. The certificate will equip all the delegates with an in-depth knowledge of the fundamentals of local and international IR best practice.

For more information and registration, visit [The Financial Academy site](#) or [MEIRA training online section](#).

We would like to remind to all the delegates that there is an optional revision course to address any CIRO contents that present difficulties. The course will be delivered by MEIRA. For more information contact deborah@meira.me.



CIRO Bootcamp - 2021 Course Calendar available!

The calendar of courses for the 2021 CIRO Bootcamp is now available. The CIRO Programme, delivered in partnership with the UK IR Society, is currently offered as a one-day online revision course, specifically aimed at preparing CIRO candidates for the exam.

MEIRA's professional development programme aims to provide IR practitioners across the MENA region with an up-to-date understanding of the international ethical and professional standards of the industry, as well as the knowledge needed to help run and manage a successful IR programme.

[Check the 2021 calendar here and register today!](#)

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](#)

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](#)

IR Careers



Investor Relations Manager - Saudi Arabia

eXtra is looking for an Investor Relations Manager to be based in Saudi Arabia. Find the job description on [our website](#).

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](#)

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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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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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