



## MEIRA Newsletter

17 December 2020

If you would like to collaborate in our next newsletter, contact us at [pr@meira.me](mailto:pr@meira.me)

### Weekend reading list

- > MEIRA appoints two new board directors. *Zawya* [Read more](#)
- > Global stocks boosted by vaccine rollout. *Arab News* [Read more](#)
- > Jump in investors that want executive pay tied to ESG. *IR Magazine* [Read more](#)

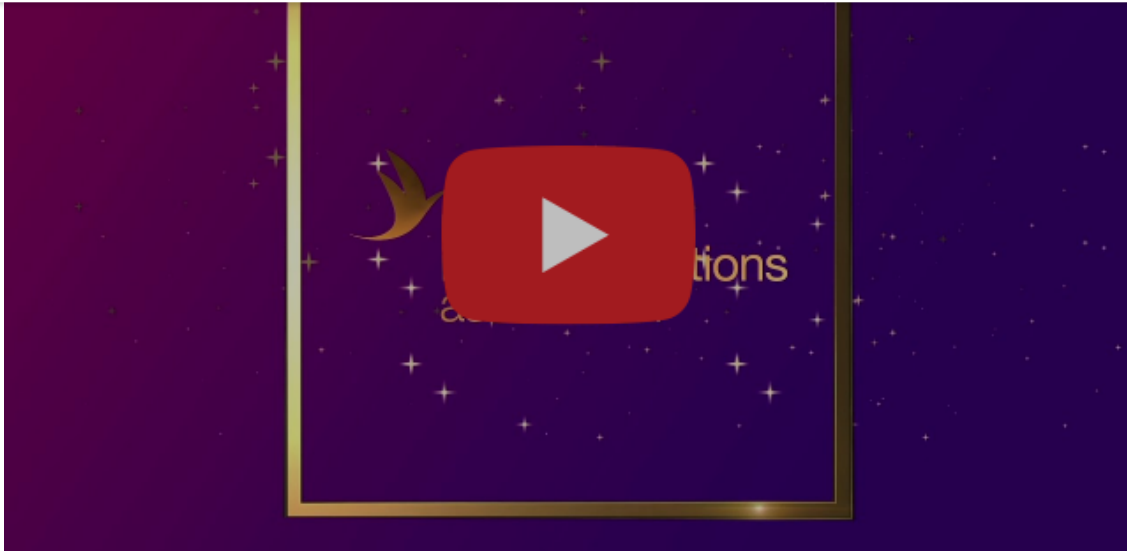
### MEIRA Updates



#### **The Team MEIRA will be back in 2021!**

MEIRA office will be closed until 3 January 2021 as we recharge batteries for another year full of exciting initiatives and events.

The MEIRA Newsletter will be back in your inbox on 7 January with more news, reports and everything you need to know about IR in the Middle East. Meanwhile, please enjoy our "End of the year video"!



## Season's Greetings from MEIRA and Happy New Year!



### Notes from the GM

Dear friends,

Season's greetings.

In closing MEIRA 2020, it remains for us to thank you all. We could not have done what we did in 2020 without you and reminds us that we are all parts of the same market eco-system in which we can all play an important role. IR stands tall as the strategic linchpin between business and business stakeholders. We have a licence to operate in public capital markets and we proved our worth through open and continuous communications in bad times, as well as good times. Let the year end and we look forward to reconvening with all of you in the new year. 2021 will be better and we will continue to find new ways to work productively with you and for you.

Stay well, rest well and see you on the other side. We did it, thanks to all of you.

Best wishes,

A most grateful Team MEIRA

### 'Best Professional Services Campaign' - 2020 MEPRA Awards

We are delighted to announce that H+K Strategies has won the accolade in the 'Best Professional Services Campaign' category in the 2020 MEPRA Awards owing to the outreach efforts around the **MEIRA Conference**. We feel proud of working with the MENA team and we are certain that we will continue achieving so many milestones together. Congratulations!

## Publications



### **MEIRA White Paper! Digital IR - Shifting to a new normal (in collaboration with Instinctif Partners)**

The Covid-19 pandemic has profoundly disrupted global economies and businesses, creating unprecedented challenges and volatility for financial markets around the world. The extraordinarily wide-reaching effects of the pandemic have forced issuers to be agile and embrace new ways of working and communicating, in order to reduce business interruption and proactively manage stakeholder and shareholder relations.

Against this backdrop, the need to adopt more sophisticated technology solutions for IR programmes has become more acute than ever. New technologies, or the proliferation of existing tools, have provided issuers and the investment community with a platform to engage stakeholders without the need to meet in person.

[Download the report 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](#)

### **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?**

## 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](mailto:info@meira.me) in order to finalise the process.

We are looking forward to welcoming you!

[Membership form](#)

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*With the support of our annual strategic partners*

### 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

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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