



28 January 2021

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

## Weekend reading list

- > 12 for 21: The trends that will shape the year. *Emperor* [Read more](#)
- > Instinctif Conversations: Sarah Neville, Global Pharmaceuticals Editor of The Financial Times. *Instinctif Partners* [Watch it here](#)
- > Larry Fink's 2021 letter to CEOs. *BlackRock* [Read more](#)

## Publications

### An Investment Process for a New Reality

Three Trends Shaping the Buy-side in 2021 and Beyond



#### Three trends shaping the buy-side in 2021 and beyond - by BNY Mellon

Although the world has changed in ways nobody could have predicted at the start of 2020, COVID-19 and its attendant changes to the global economy and the future of work have not completely overturned the global investment industry. They have, however, exacerbated and accelerated disruptive forces that were already at work.

## MEIRA Updates



Greetings IR people, what have we been up to? In a word, planning. In three words, for 'bigger and better' in 2021.

To date, we have met most of our partners and discussed what we might do together in 2021 to address your IR needs. These are the big topics that are coming to the top of our wish list under the MEIRA banner of Diversity and Inclusion:

- IR and ESG, particularly what this may mean in each of our Chapters given a different starting point and agenda;
- Stakeholder engagement, which falls out of the first area and is something we have been talking about since 2019;
- Narrative reporting, if we take a more bottom-up view of what is needed at the company level. How do you present your IR story of 2020 and how do you differentiate your business in the eyes of your target audiences?

When our peers in developed capital markets are talking about the prospect of climate-related statutory reporting, albeit on a 'comply or explain' basis for starters, it remains incumbent on us to think what this means in our markets. Perhaps the starting point is to ask your stakeholders, not least your largest shareholders, and consider how best to begin preparing the internally generated data that you will need for any external reporting. Remember, potentially, this will help your investment story to stand out. Ultimately, more integrated reporting that includes non-financial metrics in accordance with ESG factors that are material to your business offer a competitive advantage in any competition for capital, particularly international money.

On the MEIRA planning front, we have much to look forward to as our Events Committee reconvenes to roll-out the 2021 calendar, leading to the biggest and best annual conference and awards we can offer you, MEIRA-style! A key pillar of this annual jamboree is learning from your experiences, starting with the disruption of and response to 2020, not least as presented at your last AGM, in your company annual report, along with any supporting digital IR. This, of course, is all part and parcel of preparing

Once all is done and dusted, what are you looking forward to in 2021? Let us know and we'll be sure to add any more new initiatives to the plan for 2021 and beyond. And remember what the biggest investor says:

"The more your company can show its purpose in delivering value to its customers, its employees, and its communities, the better able you will be to compete and deliver long-term, durable profits for shareholders." Or as he said before, "Ultimately, purpose is the engine of long-term profitability." Larry Fink, CEO, BlackRock

We have plenty of purpose, so let's not lose 2021, folks!

Stay well, stay in touch.

Best wishes,

Team MEIRA



middle east investor relations association

تداول  
Tadawul

**Best IR Program in Saudi Arabia?**

Apply for the Award before submissions close!

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السوق المالية السعودية  
Saudi Stock Exchange

### **Last few days to submit your entry!**

We would like to remind all our MEIRA Saudi members and other issuers that the submission for the 2020 Saudi Capital Markets Awards will close on **Sunday 31 January**. Hurry up and visit the [Awards website](#) to complete your entry for the **Best Investor Relations Program**. Do you have questions? Contact us on [awards@meira.me](mailto:awards@meira.me) and we will be happy to help you.

## Training

# MEIRA TRAINING

Visit [meira.me/training](https://meira.me/training)  
to check the 2021  
Calendar

[Register now](#)

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

[Contact us](#)

## Careers



### Investor Relations Sr. Specialist

Bahri is looking for an IR Sr. Specialist to be based in Riyadh, Saudi Arabia. To know more about this role and apply, [click here](#).

## 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!

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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 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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