



25 February 2021

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

Weekend reading list

- > Helping companies build back better: Reinventing responsibility. *Instinctif Partners* [Read more](#)
- > GCC reforms remain on track despite pandemic, economists say. *Arab News* [Read more](#)
- > Seven ESG trends to watch in 2021. *S&P Global* [Read more](#)
- > Unlocking Saudi's diversification opportunities. *MEED* [Read more](#)

MEIRA Updates

Notes from the GM



Greetings IR people, I hope you are well and staying safe.

We joined, along with MEIRA members, a thoroughly engaging Debt IR Roundtable discussion this week, hosted by the Gulf Bond & Sukuk Association (GBSA). It is most rewarding to pool resources for a bigger common audience and take so much out of it. Without wishing to steal GBSA's thunder, given we plan to work together on updating an existing joint-publication, a Best Practice Guide that addresses Debt/Sukuk IR, it goes without saying (but I'll say it anyway) that certain market features remain intact post-COVID-19:

- IR as a designated role is here to stay and is increasingly encouraged across our markets through regulatory guidelines and principles - this, in turn, is supported by more use of a dedicated IR web page;
- Communication channels are increasingly used to share more market-driven information over and above the all-important statutory reporting requirements;
- The importance of market feedback from target audiences is understood as potentially strategic input for company management and Board thinking;
- We can't think of IR without considering ESG factors as far as they are material to business and this means IR working across other key functions, regardless of the reporting line;
- Last but not least, the overriding lesson from 2020 is that there is a premium to best practice communications, keeping the channels open whether or not you have all the answers at your finger tips. Remember, it's all about maintaining your relationships and keeping key stakeholders with you through thick and thin.

A big shout-out to GBSA!

We are almost at the point of being able to share more details about our eagerly anticipated plans for the big priorities in the 2021 MEIRA calendar. Stay with us, stay well and catch up soon, I'm sure, if not through a channel or on a platform coming your way very soon, right, team?!

Best wishes,

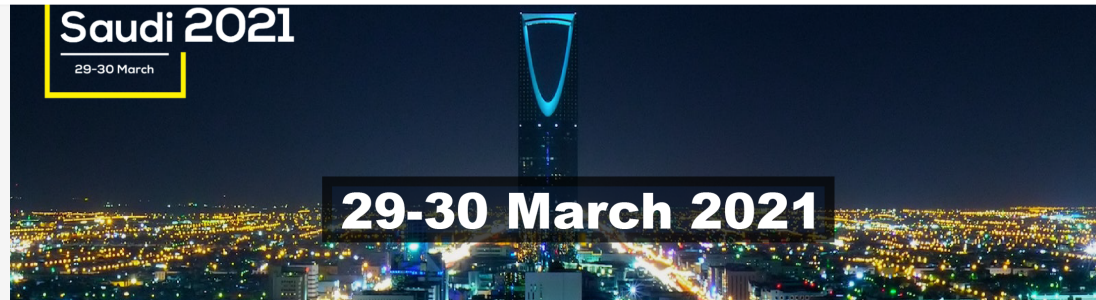
Team MEIRA



Keep your membership details up to date!

Any changes in your IR team? Are you a new MEIRA member or partner? Send us an email to info@meira.me with the new details or visit your GlueUp account and update them directly on your profile. We will be announcing some of our most exciting initiatives for MEIRA members very soon. Trust us, you don't want to miss them!

Events



AFE Annual Conference Saudi 2021 (29-30 March)

The Arab Federation of Exchanges (AFE), the regional industry association, is hosting the AFE Annual Conference – Saudi 2021 virtually in collaboration with Saudi Stock Exchange (Tadawul) on **March 29 and 30** in the Kingdom of Saudi Arabia – Riyadh. This year's event will mark moving AFE's presidency from The Egyptian Exchange to the Saudi Stock Exchange (Tadawul).

The annual conference will run over 2 days. And for the first time ever, the AFE will host its event online, with four tracks of diversified topics. The tracks will discuss: ESGs for Economic Growth and Capital Markets, Fintech and Innovation, general capital markets topics and Post Trade Functions discussing the overview of CSDs and CCPs.

The AFE Saudi Conference 2021 will include 100+ speakers from more than 70 organizations worldwide to share with us their expertise on various topics. **John Gollifer, MEIRA General Manager**, will moderate a session titled "Corporate ESGs Reporting & IR Needs" on the 29th of March 2021 at 3:00 - 3:45 pm KSA time.

For more information on the programme and the speakers of the AFE Annual Conference Saudi 2021 please visit: <https://arab-exchanges.org/conference/>

Training

TRAINING!

NEXT TRAINING: 1 MARCH

**CIRO Programme
Intro to IR**

Visit meira.me/training to check the 2021 calendar

Register now

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

[Contact us](#)



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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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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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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