



1 April 2021

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

Weekend reading list

- > Sustainability 2021: a vital shift in the Middle East. *Arabian Business* [Read more](#)
- > 2021 Outlook: Global economy will show solid growth over vaccine rollouts, fiscal supports. *Zawya* [Read more](#)
- > What to do when an analyst is out on the numbers. *IR Magazine* [Read more](#)

MEIRA Updates

from
the
GM



Greetings, a pinch and a punch for the first day of the month, happy April Fools' Day! I'm not sure what the origin of this is. It certainly goes back a long way and is a jolly way, I find, to start thinking about the beginning of the next quarter, if not the end of the first one, thankfully, for all of us, I believe.

A big shout-out to our AFE (Arab Federation of Exchanges) friends who concluded a most successful annual conference this week. I enjoyed moderating a timely discussion that took a top-down and bottom-up approach to ESG reporting and integrating this into our IR. This coincides, incidentally, with the latest MEIRA White Paper, an excellent read for our members and partners on the same topic. There are a few big trends underway, perhaps the most important of which is the useful convergence of the ESG alphabet soup. What currently exists can be confusing, from ESG to so many other acronyms and organisations promoting what we all understand to be essential ingredients to good sustainable business, wherever you are. If we haven't learnt something for the coming post-COVID-19 world, and it's coming, I assure you, who are we to argue?

In our AFE discussion, we were joined by regulators, exchanges, ESG experts and issuers. It was most timely to remind ourselves that we operate in regulated public capital markets and that we have considerable responsibility to all our stakeholders. At the same time, we must remember that there's a real competition for capital (in all its ESG forms) in a still testing time. I think my biggest take-away is people, if not target audience, related, as it always is in effective IR. The fact is that the next generation of investors will be different: certainly, more tech-savvy with all the key data this brings through their fingertips; quick to judge (remember those good ol' younger days, miss them?); and with a clear view of what is investable - more prevalent retail products, ETFs, for example - or is that investible? Maybe both.

(as opposed to voluminous bad data, to quote one of our AFE speakers), data management and a way to apply this, if not integrate it into your IR story. It's sometimes easy to forget that those running the business are in the best position to determine what works, what is relevant and material to the success of the business and, ultimately, what can be usefully shared externally given its importance internally for good sustainable business. And yet remember, when a measure becomes a target, it ceases to be a good measure, according to Goodhart's Law.

Stay well, stay strong, enjoy the upcoming seasonal breaks - isn't nature wonderful - if you can take advantage of these. Personally, I think we need it more than we think, so take a timely repose after a most intense and exciting first quarter with plenty more still to do, MEIRA friends. Don't miss your chapter meetings coming your way soon!

Amunt Valencia, as Alicia says, we'll see you on the rebound later in the month - can't wait!

Best wishes,

Team MEIRA

2021 MEIRA White Paper - Navigating ESG in MENA: factors driving demand and programme implementation

Sustainable investing has experienced rapid growth in recent years. Investors around the world are increasingly investing in companies that monitor their Environmental, Social and Governance (ESG) performance, providing an opportunity to better measure risk and unlock growth opportunities. The MENA region has been gaining pace in its progress towards improved ESG disclosure, with companies and stock exchanges beginning to adopt ESG metrics as standard for both operations and reporting.

This white paper sheds light on how ESG is developing in the Middle East, views from investors, stock exchanges and corporates, and outlines an approach for companies



This white paper is exclusive to MEIRA members and partners. To download it, visit our private online library with your member credentials.

Events



> **MEIRA Kuwait Chapter Meeting:** 5 April (Virtual) [Link](#)

> **MEIRA Oman Chapter Meeting:** 5 April (Virtual) *Members only* [Link](#)

> **2021 MEIRA Best Practice IR Awards Prep-session:** 6 April (Virtual) [Link](#)

> **MEIRA UAE Chapter Meeting:** April (Virtual)



MEIRA IR Awards 2021 - Webinar!

Get ready for the **2021 MEIRA IR Best Practice Awards** in collaboration with Institutional Investor!

Join us for an interactive session with **Amani Korayeim**, Director, EMEA Sales and Product Development at Institutional Investor, who will help you understand the process, methodology and results of the survey and how to maximise market feedback.

[Register here](#)

IR teams need to complete the personalized link to the Corporate Insights & Verification form in preparation for the survey, in order to confirm their company details and vote for buy-side and sell-side companies. The Developed Europe and Emerging EMEA Executive Team survey will start on 12th April.

For more information on the process, please click [HERE](#).

Training

MEIRA TRAINING

Visit meira.me/training
to check the 2021
Calendar

[Register now](#)

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Members



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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!

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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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