



29 April 2021

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

Weekend reading list

- > ESG investing makes business sense: Saudi PIF chief. *Arab News* [Read more](#)
- > From zero to 93 percent: How the world's largest asset managers support climate change proposals. *IR Magazine* [Read more](#)
- > Is ESG outperformance just an illusion? *Institutional Investor* [Read more](#)

MEIRA Updates

from
the
GM



Dear MEIRA members and partners, belated sustainable Earth Day for last week, we missed you!

Welcome back to the world of MEIRA, we hope you are pacing yourselves, as we are. There is much to do!

Today, we cannot speak of IR without thinking of responsible, transparent and sustainable business. IR is ESG and ESG is IR. Maybe we need a new name to capture it all! In any case, it is evident that the world of IR is moving quickly in response to the increasingly discerning needs of our target audiences, not least more vocal and active investors. The biggest investors are certainly expecting to see issuers not only address material factors, all part and parcel of running good business, but report on these in a way that makes it easier for investors and other important stakeholders to track progress, see results and appreciate what a difference this makes to their investment or the business proposition. At the same time, we need to consider any impact on these stakeholders given the inevitable trade-offs we all face.

It clearly makes sense from a business point of view and presumably, it should also make sense for a broader community in which business has a licence to operate? The challenge, as we all know, is to think strategically, very much an IR role. We need to work out what metrics are best used, share these and consistently report on them as part of widely accepted international standards. This takes time and there's no better time to start than now, if you haven't already done so. I won't give you a good ol' saying about that first step, I think we get the message. At MEIRA, we see our job to help you make sense of all that needs to be done, whether internally driven by you or in response to the demands of others, including what looks like increasingly mandatory sustainability

Before we talk more about **ESG May at MEIRA**, let's take a breather to collect our thoughts and give you some light relief. The film buffs among us may recall Kubrick's 2001: A Space Odyssey. Well, it's our turn, albeit no plans to travel to Jupiter or Mars just yet! Allow us to share our intriguing annual conference theme, **MEIRA 2021: An Odyssey, from ESG to IR**. This year, our IR event of the year takes place on **Monday, 25 October**, at the Address Skyview, Dubai, a rather appropriate and stunning downtown venue for what we believe is a most relevant and timely theme for 2021. At that time of year, it will generally be a bit cooler. Moreover, it will coincide with the one and only, Expo 2020, so, yes, let's make it hybrid, blended, whatever we call it, let's get phy-gital, we need it!

ESG or sustainability reporting continue to capture the imagination, from policy-makers and regulators to companies and investors, as we know. In the UAE, for example, by 30 June 2021, all listed companies are expected to report for the first time on their sustainability efforts and the impact on their stakeholders. At MEIRA, we proudly support this bold initiative and we plan ESG May to help prepare our members:

5 May

An opening discussion, from ESG to IR, which will feature our MEIRA Chair and Vice-Chair, international speakers and our experts on the ground - see webinar details below.

From week of 16 May - to be confirmed

Workshops to plan your ESG roadmap and sustainability reporting. Let's address ESG, GRI, SASB, UNSDGs, and I'm sure, plenty more! At the same time, let's help you to make a start in your own plans to integrate ESG factors into your financial reporting. Other markets are doing this and so can we. Can't wait!

27 May

Did you know that COP26 is the latest iteration, the 26th in fact, of an international initiative to address climate change through concerted action across Earth, our planet?

will help us to put into perspective just how existential a risk we face if we don't all start getting our act together now. Is it time to start worrying about our pensions?

Join us for ESG May at MEIRA, more information to follow!

Separately, yet always so relevant and eagerly anticipated, we are working hard to update our annual MEIRA IR Awards, which will, no surprises here, include ESG factors and sustainability reporting.

Last but not least, we are planning to launch our biennial **IR Practitioners Survey** in partnership with Debbie Nathan Associates (DNA), the global recruitment and search experts. We will address all the other key issues and trends you face as IR professionals. If you have any particular thoughts on what we should include in this year's survey, let us know by 15 May please and let's make this survey our most timely and relevant yet.

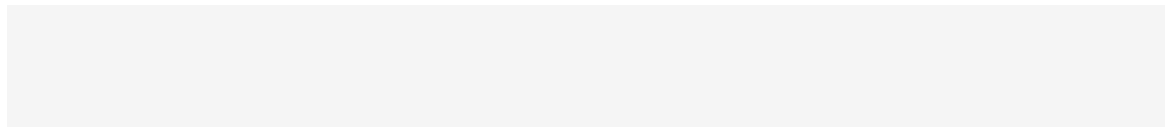
We're back in action, chomping at the bit, so let's keep going, IR/ESG people, for what will surely be another quick and exciting, yet equally nourishing and sustainable, year at MEIRA, your very own professional body for IR (and ESG)!

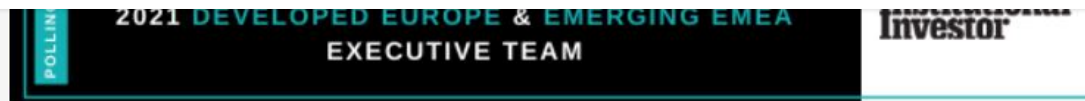
Ramadan Kareem.

Best wishes,

Team MEIRA

Events





REMINDER! 2021 MEIRA IR Awards - Best Corporate and Best Individual categories

2021 Emerging EMEA Executive Team Survey will run until 7 May. IR winners in the Middle East will be announced at the MEIRA IR awards ceremony.

Both buy-side and sell-side can give their views on the IR performance of corporates and individual IR professionals based in the Middle East. Corporate rankings for MENA are based on votes from firms and individuals on the buy-side investing in MENA, and sell-side covering MENA.

Don't forget to ask your buy & sell-side contacts to take part in order to get independent and actionable feedback on your IR programme and IR/Executive Management Teams.

For more information, contact IJET@iirgs.com or awards@meira.me

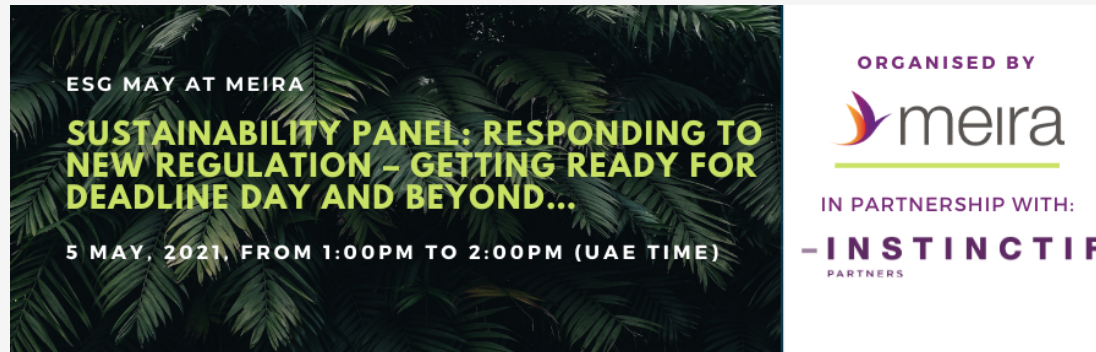


Join us for a month of ESG at MEIRA, a new series of events and thought leadership initiatives to bring you the latest trends in partnership with our regional and international experts!

> **ESG framework and sustainability reporting webinars:** *Details and registration will be available soon.*

> **A conversation with Guy Opperman, UK Minister for Work and Pensions:** 27 May. *Registration will open soon.*

> **MEIRA D&I Working Group Roundtable:** *Details and registration will be available soon.*



MEIRA, in partnership with Instinctif Partners, will host a panel of specialists looking at the UAE Securities & Commodity Authority's latest regulations on Sustainability Reporting, and what it means for issuers who are embarking on or progressing their ESG journey. The session will take place on **5 May at 1pm UAE timing**.

Join us for a free-flowing conversation on how your company can make itself ready in a rapidly changing landscape, and the opportunities that exist for standing out from the crowd.

- A look at the latest regulations
- How does the Sustainability journey start, and where will it take us?
- Top tips for issuers grappling with new and emerging reporting obligations
- The opportunities for differentiating your ESG story

Training



The graphic features a dark purple background. In the top left corner is the Meira logo, which consists of a white bird-like icon followed by the word "meira" in a lowercase, sans-serif font. Centered near the top is an orange rectangular box with the word "TRAINING!" in white, uppercase letters. Below this, a white rectangular area with an orange border contains the main text. The text "NEXT TRAINING:" is in large, bold, purple, uppercase letters, followed by "3 MAY" in the same style. Below this, "CIRO Bootcamp" is written in a smaller, blue, sans-serif font, and "Last few seats available!" is written in an even smaller, blue, sans-serif font. At the bottom center, there is a dark purple rectangular button with the text "Register now" in white, sans-serif font.

meira

TRAINING!

**NEXT
TRAINING:
3 MAY**

CIRO Bootcamp
Last few seats available!

Register now

[Contact us](#)

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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Forward

With the support of our annual 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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