



27 May 2021

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

Weekend reading list

- > The changing role of the Investor Relations Officer. *Harvard Business Review* [Read more](#)
- > How to bring ESG into the quarterly earnings call. *MIT Sloan* [Read more](#)
- > Good company, bad investment: The thinking behind investor decisions. *IR Magazine* [Read more](#)

Publications



Practice Guide, which highlights the investor relations function and the effect of its best practices on the valuation and competitiveness of listed companies in the market.

Director of Marketing and Business Development and Board Member of MEIRA, Marwa Al-Maskati said: “The launch of the Investor Relations Best Practice Guide complements Bahrain Bourse’s efforts in relation to promoting investor relations in Bahrain’s capital market in collaboration with Middle East Investor relations Associations (MEIRA).

“The Investor Relations (IR) Best Practice Guide aims to provide a blueprint framework for listed companies to structure an effective IR program and strategy. Investor Relations is the effective two-way communication of the relevant information between an issuer and the financial markets to ensure that the investment community is making an informed judgement about the fair value of an issuer’s securities.”

The Investor Relations Best Practice Guide includes guiding principles of Investor Relations, outlines the operating and regulatory environment, and provides guidance on Investor Relations’ strategies in line with best international practices. The Investor Relations guide also includes case studies from listed companies’ Investor Relations best practices.

[To download the guide click here](#)

MEIRA Updates

from
the
GM



Dear MEIRA members, partners and friends, what happened to May, that was quick but don't forget today's closing highlight, a conversation with the UK Minister responsible for putting the E, S and G into our pensions, now that's what I call financial inclusion - kudos to that policy-maker. Join us today - see registration link in this Newsletter - to hear more!

While EPL/other soccer leagues are just about over - did you see that last-minute goal by LFC goalkeeper, goodness me, who says dreams don't come true - football fans have the Euro 2020 tournament to look forward to this summer?! The French Open tennis starts soon and maybe Wimbledon too. Sorry about the Olympics given the uncertain situation there but we have so much more to look forward to at MEIRA, your regional professional body for IR.

Having completed a successful ESG May to kick-off our own sustainability reporting efforts, strategic IR marches on:

- Annual conference, say no more, say no more, just look at the exciting banner - can't wait, so join us!
- Annual IR Awards - we hear that the recent Institutional Investor EMEA Survey closed with a bigger response than before. Now, we are rolling out the MEIRA IR Awards which continue to focus on the essentials of effective IR:

1. Statutory reporting requirements in public capital markets are the foundation of all IR;
2. Annual Reports remain front and centre of all reporting;
3. Sustainability reporting is here to stay, so let's get cracking, however you choose to start, if not build on:

- Marshal all your resources - who's in charge and what are the next steps for your business reporting?
- Remember, there is already much internal data so start with that, while considering your reporting requirements;
- What about asking key stakeholders, from the internal ones, like the Board and business lines, to all the external ones, not least the investment community, what would they like to see in your reporting?
- Your reporting will never be perfect, it has to evolve in response to your operating and regulatory environment but you can always do better.

Ultimately, it's for you to work out, plan, resource and make it work for your business in the competition for capital. Do you wish to be seen as a truly responsible, transparent and sustainable business, one that your stakeholders believe in and support through thick and thin?

In many ways, ESG represents an enormous opportunity for business to step up, given a licence to operate, recognise who and what matters. Now, let's start to integrate more relevant, read material, extra-/non-financial information into your IR narrative. Use it to your advantage in the very visible and tangible world of public capital markets. It's your reputation, after all, so how can we use this opportunity to enhance your IR efforts and engage your target audience by bringing your business and investment story to life for your stakeholders?

Last but not least, the world has changed and so has our way of working and reporting. The digitalisation of business continues apace, so use it. How can you re-present your statutory reporting to reach new audiences by slicing and dicing it, including thinking about the next generation of investors/stakeholders, what they need and how they choose to consume information? We're all online these days, so no excuses, this is IR, a brave new world of digital IR!

Let's do this, IR people, we're behind you every step of the sustainable, digital business way!

Events



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 2.0 – A conversation with Guy Opperman, UK Minister for Work and Pensions:** 27 May. [Registration here](#)

> **Best Practices for IRO's Beginning their ESG Journeys - with IHS Markit:** 10 June. *Registration will open soon*



**ESG 2.0 - A CONVERSATION WITH GUY
OPPERMAN, UK MINISTER FOR WORK
AND PENSIONS**

27 MAY, 2021, FROM 12:30PM TO 1:30PM (UAE TIME)

MEIRA

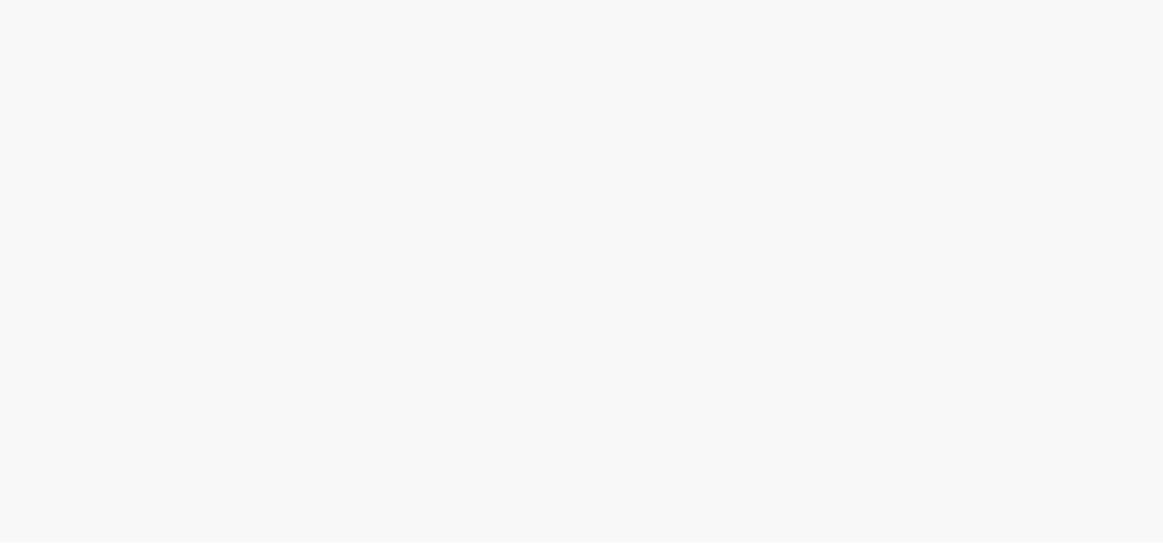
BROOME
YASAR
PARTNERSHIP

Don't forget to register!

Join us later today for a timely conversation with **Guy Opperman, UK Minister for Work and Pensions**, as we hear from a leading policy-maker who introduced new ESG regulations to make pension funds factor in sustainability. We all appreciate that this is truly a topic of our times, and indeed for the next generation, so what does this mean for investment and financial inclusion?

[Click here to register](#)

2021 MEIRA Annual Conference & Awards - Save the Date!





We are very excited to announce that the 2021 MEIRA Annual Conference will take place on **25 October** as a **hybrid** event at the **Address Sky View Dubai**. Delegates will also have the possibility to participate virtually thanks to the support of our technology partner, Lumi.

Stay tuned to know all the details of this journey that we are about to start. Who knows? We might end up reaching the stars! Anything is possible in MEIRA.

Training

MEIRA TRAINING

Visit meira.me/training
to check the 2021
Calendar

[Register now](#)

Are you looking for bespoke or in-house training?

[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!

Share this newsletter with your colleagues and friends



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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