



17 June 2021

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

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## Weekend reading list

- > Bahrain Bourse holds investor relations best practice guide webinar joined by key capital markets and investor relations experts. *Zawya* [Read more](#)
- > Saudi economy set to grow much faster: Goldman Sachs. *Arab News* [Read more](#)
- > Shareholder activism and ESG: What comes next, and how to prepare. *Reuters* [Read more](#)

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## Updates

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from  
the  
GM



Summer greetings, MEIRA people, doesn't it fly by when you are busy?!

We hope you are enjoying our webinars, not least the ongoing ESG-related series with more to come:

- Do you want to hear a story? Join us on 6 July when we will showcase another great regional IR take on what makes for a compelling investment proposition, including all the extra-/non-financial ingredients you need to make a difference to your business in the competition for attention, if not capital. See event registration link.
- What have we already learnt? We have been royally spoilt by the quality of our topical ESG events and a bona fide line-up of international experts, the most recent featuring some important take-aways for you to consider:

1. Start with your own materiality assessment - what makes the business tick/where's the insight the market needs?
2. Actively engage with your stakeholders, both internal and external - see what they say.
3. Build your story around key data points, refine and add to it - keep it alive and relevant to your target audiences.
4. When ready, start testing yourself against the available reporting standards - keep at it and get better!
5. Make a start if you haven't already done so, there is plenty of help in the market - just ask, if you don't know.

I attended a recent Dubai Association Centre workshop that featured resilience and re-invention, a great way to rub shoulders - most COVID-friendly, of course - with our peers

normal work-life balance. Most of all, we need to remain relevant ourselves, particularly to you, our members, partners and stakeholders. Remember that we rely on you, not just in terms of your support, but also to tell us what you think, what you want and how we can continue to deliver this. We are a small team, yet we have managed over and above what sometimes appears a limited bandwidth, but we are only human, after all! How can I possibly scale Alicia and Deborah, everyone's conundrum?!

Talking of which, the biennial IR Practitioners Survey will be wending its way to you very soon, so do look out for this and help us by responding as fully as you can - true IR insights need your input. Thank you.

Stay well, folks, enjoy the upcoming summer breaks - we certainly will - and we'll be all set for a big final flourish to the second half of the year. It's MEIRA annual conference and awards time on 25 October 2021. Got your entries in, registered for the event of the year, if not, hurry?! A hybrid event inevitably means some limitations in terms of physical space/numbers, right, in spite of Dubai being open for business for over a year now? Let's not take anything for granted.

I'll leave you with a famous quote that resonates with ESG reporting, among many other things we hold dear:

'The future belongs to those who can imagine it, design it, and execute it.' Dubai Future Foundation.

Come on, MEIRA!

Best wishes,

Team MEIRA

## on ESG to identify priorities and improve performance



### **ESGOptic (by Instinctif Partners)**

Instinctif Partners is delighted to announce the launch of **ESGOptic**. This is a unique, powerful and fast diagnostic tool which allows organisations to instantly measure how they are performing in relation to the ESG requirements expected from all key stakeholders, including regulators, investors and customers.

The self-assessment tool, which is currently **free to use** for a limited period, is essential for any organisation wanting to identify where to focus their sustainability efforts, providing insight into how they can better integrate ESG into business strategy, risk management and corporate culture.

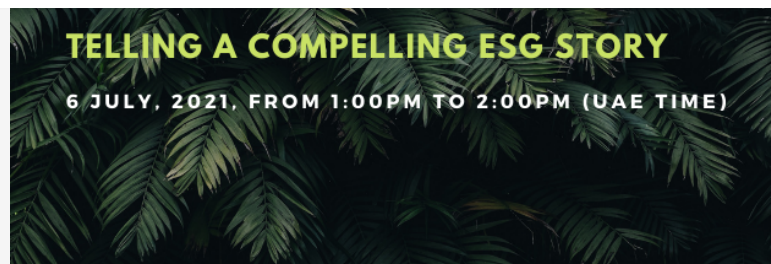
Following completion of the questionnaire, results are immediately available on a secure online platform that clearly signposts your strengths and weaknesses. The Reinventing Responsibility team, Instinctif Partners' ESG experts, can then provide bespoke analysis of your ESGOptic results and make recommendations to help you prioritise and address indicated gaps and areas to improve.

To register, please visit [Instinctif Partners' Optic platform](#) or email [esgoptic@instinctif.com](mailto:esgoptic@instinctif.com).

[Download the ESGOptic Flyer here](#) or watch the short [video here](#)

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## Events



Sustainability has been a hot topic of conversation for many years, but recent focus on global issues such as climate change and social injustice, set against the backdrop of the pandemic, has only heightened awareness of the link between society and the corporate world, placing even greater scrutiny on companies' societal and environmental impact.

As traditional business and sustainability issues coalesce, businesses must truly embrace ESG issues and put them at the heart of their strategy and communications. Rather than viewing sustainability reporting as a compliance exercise, we believe this offers a great opportunity for companies to engage stakeholders and build trust and reputation by telling an authentic and compelling story.

In this session, we'll share recent trends in reporting and offer some practical tips about what to consider when setting out on your sustainability reporting journey.

The webinar will take place at **1pm UAE time**.

**Speakers:**

- Jo Wade, Communications Consultant & Partner, Emperor
- Moderator: John Gollifer, General Manager, MEIRA

[Click here to register](#)

## MEIRA Recordings



Did you miss any of the latest webinars? You can access the recordings by selecting each event on our website.

Some of our latest recordings include:

> IR essentials with Dr Sulaiman Al Habib Medical Group: company results reporting in action ([Recording](#))

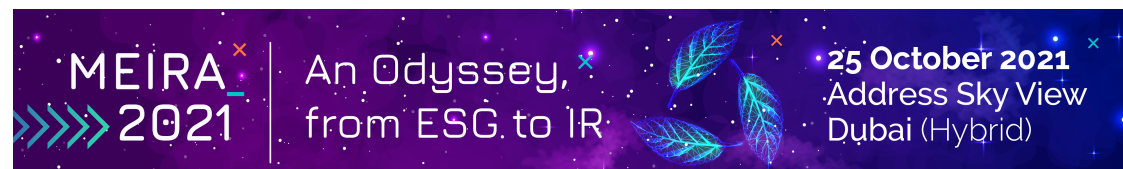
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> Best Practices for IROs Beginning their ESG Journeys ([Recording](#))

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> ESG 2.0 – A conversation with Guy Opperman, UK Minister for Work and Pensions ([Recording](#))

To check the full calendar, [click here](#).



### Sponsorship opportunities

Maximise your visibility, share your expertise and send a strong signal to the investment community that your company is committed to the implementation of Investor Relations best practices, greater transparency and improved market communications.

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### **Awards Submission is Open for the Best IR Reporting Category!**

The entry process for the MEIRA self-entry award categories will run until **15 July 2021**, so hurry!

As in the previous editions, companies can submit their annual reports for the print and or digital category.

**Download the entry form and send it to [awards@meira.me](mailto:awards@meira.me) with a soft copy of your 2020 Annual Report.**

The winners for each category will be announced on 25 October.

[> Download the 2021 Methodology here](#)

[> Download the 2021 Entry form here](#)

*\*Kindly note that a submission fee of USD100 applies to non-members*

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## **Careers**

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of the positions is for Jeddah while the second one is for a candidate based in Riyadh.

[Download the job description here](#)

## Training



The banner features a purple background. On the left is the MEIRA logo, which consists of a stylized white bird icon followed by the word "meira" in lowercase. In the center, there is a white rectangular box with an orange border. Inside this box, the words "MEIRA TRAINING" are written in large, bold, purple capital letters. Below this, in a smaller, blue, italicized font, it says "Visit [meira.me/training](https://meira.me/training) to check the 2021 Calendar". Below the banner, centered, is a purple button with the text "Register now" in white.

**MEIRA TRAINING**

*Visit [meira.me/training](https://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?**





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!

[Membership form](#)

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*With the support of our annual strategic partners*

### Strategic Partners



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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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