



1 July 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

- > Inflation a worry for global investors CFA survey finds. *Arab News* [Read more](#)
- > **Podcast!** The shipping episode - with Redwan Ahmed. *Emirates NBD* [Listen to it](#)
- > Bridging the gender equality gap. *IR Magazine* [Read more](#)

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## MEIRA Updates

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Come on, whichever national team you support, if you are following the Euro 2020 footie, already at knock-out stage!

On our side, that is, Team MEIRA, summer is most definitely upon us. I think we need it, so bear with us if we go a bit quieter. While we may not have quite covered everything we planned, we will be back in action soon, if not, all set and firing on all cylinders again by September for what we are billing as the best and most exciting annual conference yet, **MEIRA 2021: An Odyssey, from ESG to IR** on 25 October in Dubai, a hybrid affair!

We have already said that you had better register quickly if you haven't already done so. Remember, it will have to be a fixed number of delegates if you are joining us in-person. In any case, do not despair, thanks to Lumi Global, our trusty tech platform partner, it will all be online too, just like last year's great virtual conference. That said, I for one can't wait to see some familiar faces in-person after so long, too long, when we plan to celebrate IR and ESG big time at the panoramic, downtown Address Skyview!

The **MEIRA IR Awards** are an essential part of the annual MEIRA bonanza. Accordingly, we are delighted with the response to date, but if you haven't submitted your latest annual report yet, print and or digital, please do this now - you have **until 15 July**, then we're closed, so don't miss out, particularly after a year like 2020. Testing, if not, taking the opportunity to benchmark your statutory reporting against peers, in accordance with market cap size, is always a useful and timely way to start the planning process all over again, in my experience. We are always happy to share our feedback with you, regardless of where your entry comes. It's not just about winning, it's all about your reporting process and getting better. We're here to help you in that, okay, and you will get better every year.

timely regional snapshot of all we have learnt in the past year in a tough, maybe the toughest, operating environment we have experienced and lived through, right? Well, we do need your feedback and insights by **25 July** please - fill in the survey, it only takes minutes - and remember, you are the IR professionals doing it at the sharp end every day, we want to hear from you. We will, of course, share all the key IR findings with you at the MEIRA annual conference.

It just remains for us to thank all of you on behalf of Team MEIRA. We truly appreciate all the belief and support you instil/entrust in us as your professional body. You do make a difference, members, partners and sponsors. Continue to really rock, IR and ESG, we will too, okay!

Stay well, enjoy your summer holidays and we'll see you all soon.

Best wishes,

Team MEIRA



As part of the Institutional Investor Research Interview Series with Amani Korayeim: IR Professionals in the Spotlight, Eline Hilal, IR Director & Insurance and Corporate Secretary and founding member of the MEIRA Bahrain Chapter, has recently been interviewed as a top-performing IR Professional in the II 2020 Emerging EMEA Executive Team Survey and the 2020 MEIRA IR Awards.

Eline comments: "[II Research's] Emerging EMEA survey results keep us on check-in Investor Relations as we know our ground with respect to other IR teams. Institutional Investor definition of Alba IR will help us position ourselves.'

In this video, find out why Eline believes it is important to lose one's ego when doing IR and how a 'comfort letter' sent to all their stakeholders as an update on the impact of the crisis reassured the market. She further explains that 'you are never fully dressed without a smile' as she encourages her IR team to be pro-active and engaging. She believes that focusing on the 'S' in ESG will empower people to make the right decisions to achieve all other sustainability goals.



The "2021 IR Practitioners Survey" will run until **Sunday, 25 July**.

The Survey, launched by **MEIRA in collaboration with DNA**, is designed to assess key career-related aspects of the IR role, including compensation, team structure, reporting

The results of this fourth edition will be compiled into a comprehensive report which will be available at the **2021 MEIRA Annual Conference on 25 October**. The 2021 report will include a comparative analysis of the results extracted from the previous surveys and new matters related to the IR profession in the Middle East, especially in the context of COVID-19.

In order for the Survey to be a success, we need a minimum participation, therefore we highly encourage you to take 5 minutes of your time and complete it.

[To participate, please click here](#)

## 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.

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 **on 6 July at 1pm UAE time.**

**Speakers:**

- Jo Wade, Communications Consultant & Partner, Emperor
- Lina Ruiz, Head of Sustainability, WeTrasfer
- Jennifer Suleiman, Chief Sustainability Officer, Zain
- Moderator: John Gollifer, General Manager, MEIRA

[Click here to register](#)





### 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.

[Download the sponsorship brochure here](#)



### Awards Submission - 15 days left!

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**

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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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## Training



[Register now](#)

Are you looking for bespoke or in-house training?

[Contact us](#)

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### 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](mailto:info@meira.me) in order to finalise the process.

We are looking forward to welcoming you!

[Membership form](#)

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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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