



25 November 2021

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

Weekend reading list

- > How companies can find 'best fit' ESG investment. *IR Magazine* [Read more](#)
- > Communications is a two-way dialogue. *Emperor* [Read more](#)
- > The ESG Corporate Guide - Economies in transition. *Investor Update* [Read more](#)

Publications



Senior executives and IR teams tend to believe that their companies are undervalued and mispriced. What this typically means is that the business value they create has not yet been translated into shareholder value.

deconstruct valuation drivers and then use these insights to unlock shareholder value in three steps:

- Use machine learning to quantify what drives your valuation.
- Translate these valuation insights into better management decision-making and a more powerful investment thesis.
- Reduce the gap between management's view of its business value and the price that investors are willing to pay for it.

[Download the report here](#)



The next generation of IROs: a leap into the future of IR (by Julie Omri)

As my experience at MEIRA was drawing to a close, I thought it was a great opportunity to reflect on it by writing down my own thoughts about the future of IR.

The opportunity to support MEIRA has opened my eyes about the investment universe and its current trends. The entire world is indeed now at a crossroads. Game-changing innovations and global events are impacting our day-to-day lives. Globalisation and technological progress are enabling us to create a better place to live together. However, they also force us to rethink how we

operate and need to constantly adapt to new market requirements. So, it is high time to sketch out a portrait of the IR world to come and the major trends which will reshape IR.

[Download the paper here](#)

MEIRA Updates

from
the
GM



Dear MEIRA members and partners, short and sweet this week, just how we like it!

Our highlight was definitely our first ESG/sustainability training course with SRI-Connect/SITA - open, instructive and so down-to-earth, odyssey or not(!) - at which we talked about the needs of the investment community, both buy- and sell-side, and how best to navigate and manage the process of integrating complex, material extra-financial factors into corporate reporting for our target audience.

Increasingly, this is not just needed by our stakeholders - most timely as we approach the beginning of another annual reporting cycle - but a potential competitive advantage to differentiate your sustainable business plans. We get that it takes time to embed successfully, but where better to begin, than with discussing your own business issues with experts and peers in a risk-free training environment before making that all-important next step. Remember, you know your business better than anyone else, so start right there. Let's do this, join us!

Talking of which, you will know that at this time of the year, we need to collect all outstanding membership/partnership subscription dues. Your professional body needs you, so help us by getting this sorted please by year-end.

Thank you for your continued support, it's going to be a busy last lap to year-end with Chapter meetings and more training but we'll get there with you, as we always do.

Happy Thanksgiving and stay well.

Best wishes,

Team MEIRA

Events

Calendar of events



- > **MEIRA & Bahrain Bourse:** Evolving Bahrain ESG Landscape & Sustainable Financing - 6 December (Online)
- > **MEIRA UAE Chapter Meeting** - 8 December (Hybrid)
- > **MEIRA & Saudi Exchange IR Essentials Webinar** - December (Online)
- > **MEIRA Saudi Chapter Meeting** - 14 December (In-person)



IR Essentials – Unpacking the 2021 Middle East IR Practitioners Survey



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Turki A. AL Ashaikh
Investor Relations GM
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John Gollifer
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Yesterday took place the latest IR Essentials webinar to discuss the findings from the recent 2021 Middle East Investor Relations Practitioners Survey.

A very insightful session with best practice examples from our distinguished speakers who also discussed the most prominent trends in the world of IR.

[To access the recording click here.](#)



EVOLVING BAHRAIN'S ESG LANDSCAPE & SUSTAINABLE FINANCING

MEIRA Bahrain Chapter, HSBC and Bahrain Bourse are delighted to invite you to an online event where we will discuss thought leadership and insights on ESG objectives, trends, approaches, and solutions.

The session aims to support issuers' needs on the journey of sustainable financing and investing, through exchanging knowledge with key stakeholders across leading institutions.

The agenda will cover:

- Introduction and overview on 'Guide to Sustainable Finance'
- Panel Discussion between Bahrain Bourse, HSBC, Sustainability Excellence, and Deloitte
- Q&A

For more information and registration, contact events@meira.me



MEIRA UAE CHAPTER MEETING

Given all the changes in capital markets this year, notably to market structure: foreign limit revisions; IPO pipeline initiatives, including State privatisation/sell-offs and private sector inducements; product development, including derivatives; and the introduction of new guidelines, notably, ESG and D&I-related, including women on boards, we have much to discuss with our members, who, undoubtedly, will have questions at this pivotal time for all of us at MEIRA.

Join us for this 2021-ending MEIRA Chapter meeting, hosted by MEIRA Chair, Andrew Tarbuck and Chapter Heads, Sofia El Boury and Redwan Ahmed.

Event Details

Date: 8 December

Format: Hybrid

[To register, click here.](#)

Careers



Yahsat is looking for an **IR Manager** and an **IR Analyst** to be based in Abu Dhabi.

To check the JDs and apply, please visit our careers site: meira.me/careers

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



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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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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