



20 January 2022

*Don't miss anything!*  
Weekend News List



- > **Larry Fink's Annual 2022 Letter to CEOs** (BlackRock) [Read it here](#)
- > **Gulf IPO boom to continue as governments bring prized assets to market** (Zawya) [Read it here](#)
- > **Khatija Haque: What will higher rates mean for the UAE** (Emirates NBD) [Play it here](#)
- > **Global IR Pulse 2021** (Nasdaq) [Read it here](#)

*What's New at MEIRA?*  
MEIRA Updates



## Saudi Capital Market Awards (SCMA)

Dear Saudi members/KSA-listed companies,

Saudi Exchange, in collaboration with MEIRA, has launched the second edition of the SCMA with the winners to be announced in March 2022.

We would like to encourage you all to submit your entries at the earliest as participation will close on 31 January.

The awards are a unique way to recognise your IR efforts and to benchmark yourself against your peers. Among the 11 categories, MEIRA, with the help of a public investor survey and judging panel, will be evaluating the entries for "Best Investor Relations Program Award" and "Best ESG Award".

**Sign up now**

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## MEIRA Team Talk

Greetings, IR people, how good to be back in action and doesn't the year start briskly? Let us know what we can do for you.

Top of the agenda this month is the second iteration of the **Saudi Capital Market Awards (SCMA)** which feature the Best IR Programme and Best integration of ESG in your investment story in 2021. For our Saudi Chapter members, this is surely a must as you test your efforts in 2021 against your peers in the Kingdom. When better given it was another tough year? Let's highlight what you did well in response to the difficult operating environment, while considering the awards' criteria that outline a useful scorecard for you to address. For example, to kickstart your own SCMA entries:

1. IR activities - over and above statutory reporting requirements, such as your quarterly reporting and AGM, share your annual IR objectives, strategy and supporting programme - how well did it work in 2021?
2. What difference did you/your team make to your IR - did it change what you/your leadership did in response to key stakeholders, both internally and in

how and what difference did this make?

4. Share your KPIs - these may be the same or they may have changed given the adverse operating environment;

5. What other key success factors made the difference to your IR in 2021 - did you begin the journey of addressing ESG, internally/externally in your reporting and or integrate extra-financial ESG factors into your IR story and if so, how?

We all know from our efforts last year, it takes time but have you started? If so, show us, how ever early your efforts may be.

6. Last but not least, in your own words, summarise what worked in 2021 (500 words) - make it easy for the judges.

KPIs for IR can be very straightforward, perhaps from how many analysts cover you to how well you onboard a new analyst, for example. And what about the number of IR meetings you aimed for or the media coverage you sought in 2021? What difference did effective IR make to your messaging in 2021? Did external reports hit the mark, from the media to sell-side research reports? Did you try a stakeholder perception study or investor audit to gauge what the market perceptions are of the company? Did you manage to keep your largest shareholders and or change the share register in line with what management and the Board see as the core shareholders, key supporters of your investment story through thick and thin, including foreign investors? Share your IR experience through the timely SCMA, including both IR and a new ESG award.

If you haven't already submitted your entry to the Saudi Exchange, please do this by **31 January 2022**. As you know, MEIRA is a big fan of awards in that they raise your IR/company profile, internally as well as in the market. Awards can certainly serve to benchmark your internal processes and if you don't enter, how do you know if your IR is really working in the eyes of your target audiences? Interestingly, once reviewed, your entries will be assessed by a who's who panel of judges from the buy-side, independent C-suite/Board members and other important IR stakeholders who care about your IR.

Just do it, rally your IR team today - ultimately, it's all about you, your IR and level of engagement and your reputation!

Stay well, we'll stay in touch and do let us know what you wish for (other than an award) this year from MEIRA, your professional body for IR, we remain all ears. Cheers!

Best wishes,

Team MEIRA

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## Events



The AFCM annual conference plays an important role in uniting the leaders of the Arab financial markets with regional and international experts. AFCM conferences usually attract over 350 qualified professionals from the Financial Markets and Equities communities.

The Arab Federation of Capital Markets (AFCM) is having its virtual annual conference, supported by MEIRA, on the **29th and 30th of March 2022** due to the worldwide pandemic. The AFCM Annual Conference Bahrain 2022, the largest event for exchanges and financial markets in the Arab world, is hosted by **Bahrain Bourse**.

For more information and registration, [click here](#).

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*Always Learning*

## Integrating ESG/Sustainability into IR



Register now for the upcoming training course "**Integrating ESG/Sustainability into IR**" which is taking place on **24 January**.

The course, which is delivered with SRI-Connect, is offered exclusively and virtually through the MEIRA online platform and, upon completion, delegates will receive a certificate of attendance.



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[Download the course flyer](#)

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