



# NEWSLETTER

Your weekly IR publication

22 May, 2025

## WEEKEND READING LIST

- **MEIRA on the news:** MEIRA partners with Iridium to offer centralised investor events platform ([Zawya](#))
- Avoiding the fool's game ([Mark Mobius](#))
- Climate tech and ESG: Shaping the Middle East's sustainable future ([PwC](#))

## ASK THE EXPERTS



We are excited to unveil the next question and response in our Ask the Experts initiative. This week, **Monaem Ben Lellahom**, Group CEO of **Sustainable Square**, addresses the query:

### What Should be Included in a Compelling ESG Narrative for an IR Deck?

*A compelling ESG narrative in an IR deck should go beyond surface-level statements. It must be business-critical, investor-relevant, and unapologetically honest. Start by articulating what ESG really means for your business model and long-term value creation. Demonstrate how it mitigates key risks — regulatory, reputational, and operational, also supports resilience.*

*Then ground your story in measurable progress: emissions, diversity, supply chain ethics. Show alignment with global frameworks like IFRS, TCFD, or SDGs — not just for compliance, but credibility. Link ESG to your innovation strategy, investment potential, and cost of capital. And above all, make accountability visible, from board oversight to incentive structures.*

*When done right, ESG becomes a strategic lever, not a communications add-on. Investors are not looking for perfection; they're looking for integrity, transparency, and a clear line between purpose and performance.*

the Experts. Whether it's about Investor Relations, market trends, or corporate governance, share your queries and we'll feature them in upcoming newsletters.

Help shape the topics that matter most to our community by sending us your questions today.

[Ask the experts](#)

## EVENTS



### MEIRA ANNUAL CONFERENCE 2025

The 2025 MEIRA Annual Conference, ***Elevating Impact: The New Era of IR in the Middle East*** will be on the 24th and 25th September, in Muscat (Oman).

**Some sponsorship options have already been taken** due to high demand. We encourage you to review the remaining packages at your earliest convenience to ensure you do not miss out on this exceptional opportunity to showcase your organisation and connect with key industry figures.

Secure your sponsorship today and be part of one of the most impactful event in the Middle East.

[Download the Brochure](#)

### MEIRA CHAPTER EVENTS

There are still a few Chapter Meetings taking place in the upcoming weeks. With a range of discussions and networking sessions planned, we encourage all members to participate and make the most of these gatherings.

[\(Info\)](#)Thursday, May 29 | Oman [\(Info\)](#)

## CAREERS



### CEO Position at MEIRA

MEIRA is seeking an exceptional individual to join our association as Chief Executive Officer. This is a unique opportunity to lead a dynamic organisation and play a pivotal role in advancing investor relations across the Middle East.

If you are a visionary leader with a passion for driving positive change and fostering industry excellence, we would love to hear from you.

For further details about the role and how to apply, please click on the job description below.

[Job Description](#)

## PROFESSIONAL DEVELOPMENT

MEIRA offers a comprehensive calendar of professional development courses and webinars throughout the year.

Take a look at our upcoming courses and check our full-year calendar on our website.

**Wednesday, May 28** | Want to hear a good story? 85% of your investors do [\(Link\)](#)

**Tuesday, June 17** | Unleashing Telco Value [\(Link\)](#)

**Monday, June 2** | Integrating sustainability/ ESG into IR [\(Link\)](#)

**Wednesday, June 18** | Communicating ESG Value [\(Link\)](#)

**Wednesday, June 11** | If you were to set up an IR function from scratch: how would you do it? - What is a must have vs. Nice to have? [\(Link\)](#)

**Wednesday, June 25** | Holistic Investor Engagement with Strategic Corporate Access [\(Link\)](#)

## NEW MEMBERS



**Asyad Shipping:** The maritime arm of ASYAD Group, operates one of the world's largest and most diversified fleets, serving over 60 countries. Recognized for its long standing partnerships with premier international customers,

Asyad Shipping drives trade across high-growth markets in Asia, the Middle East, and North Africa, cementing its position as a trusted global leader in deep-sea transportation. With active operations in over 40 countries, spanning key trade routes from China and India to the US and the Middle East. Operates a diversified fleet of over 90+ vessels with a total deadweight capacity (DWT) of 11.4 million tons, strategically designed to meet the varied needs of our global customers. Asyad Shipping's fleet includes a range of vessel types such as Ultra-Max Bulk Carriers, Very Large Crude Carriers (VLCCs), Very Large Gas Carriers (VLGCs), Product Tankers, LNG Carriers, Chemical Carriers, Very Large Ore Carriers (VLOCs), and Dry Bulk Carriers, along with various regional container line services.

For more information, please visit [asyad.om](http://asyad.om)

## Quick links



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