



بورصة مسقط
MUSCAT STOCK EXCHANGE



Agenda

2025 | MEIRA ANNUAL CONFERENCE

Elevating Impact: The New Era of IR in the Middle East

Guest of honour

H.E.Ahmed bin Jaafar Al Musalmi
Governor of the Central Bank of Oman

Corporate access partners



SEPT.24-25

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DAY 1 – 24 September

Ballroom		Workshop	Corporate Access
8:30 – 9:00	Registration, Welcome Breakfast & Networking		
9:00 – 9:30			Meeting Session 1 9:00 – 10:00
9:30 – 10:00			
10:00 – 10:05	Conference Opening		
10:05 – 10:10	Keynote speech 1: Haitham Al Salmi, Chief Executive Officer at Muscat Stock Exchange		
10:10 – 10:15	Keynote speech 2: Andrew Tarbuck, Chairman at Middle East Investor Relations Association		
10:15 – 10:20	Keynote speech 3: Paolo Casamassima, Chief Executive Officer at Middle East Investor Relations Association		
10:20 – 11:00	Panel 1: GCC Exchange CEOs Plenary Sponsored by Dentons -Opportunities for the GCC in a less globalised world – location, regulation and connectivity -The GCC’s role in shaping future trade flows – positioning for opportunities in Central Asia, Africa and beyond -The role of GCC Exchanges in promoting IR through cross-border initiatives Moderator: Andrew Tarbuck , Chairman at Middle East Investor Relations Association Speakers: Haitham Al Salmi , Chief Executive Officer at Muscat Stock Exchange Sheikh Khalifa bin Ebrahim Al Khalifa , Chief Executive Officer at Bahrain Bourse Abdalla Al Nuaimi , Chief Executive Officer at ADX Speaker TBC Speaker TBC		
11:00 – 11:10	Iraq Chapter Launch – Official Ceremony		
11:10 – 11:30	Fireside Chat: Oman Vision 2040 and Investment Opportunities -How investor relations can effectively communicate Oman's diversification strategy -The rise of omani capital markets -Oman role in attracting foreign investment Moderator: Mrs. Azza Al Habsi , AVP Economic Research & Emerging Trends at Ominvest Speaker: H.E. Mahmood Alowaini , Ministry of Finance (Oman)		

11:30 – 12:00	Break/ Networking	OQ Roundtable: Capitalizing on Energy: Oman’s Next Decade Moderator: Ali Al Macki, Head of Planning & Economics at OQEP Speakers: Murshid Al Yarubi, Chief Executive Officer at MPC Jaber Al Noumani, Chief Financial Officer at OQEP Mansoor Al Abdali, Chief Executive Officer at OQGN Khalid Al Asmi, Chief Executive Officer at QQBI Sadiq Al Lawati, Acting Chief Financial Officer at Abraj		
12:00 – 12:30	Panel 2: The Future of Investor Relations: Human Expertise vs. AI Automation -Debating the balance between AI-driven efficiency and the need for human oversight in investor communications -How generative AI is reshaping financial reporting, targeting, and investor engagement strategies -Preserving trust and emotional intelligence in IR while adopting scalable automation tools Moderator: Andreas Posavac, Chief Executive Officer at Embera Partners Speakers: Akshay Coppa, VP Products at Euroland Youssef Salem, Chief Financial Officer at Adnoc Drilling Aisha Habib Murad Al balushi, Strategic Finance and Investor Relations Officer at Omantel Sofia El Boury, Head of Investor Relations at First Abu Dhabi Bank			
12:30 – 13:00	Panel 3: Capital Market Development. Trading Oman and the GCC Region -The evolution of trading infrastructure and regulatory frameworks in the GCC -Enhancing market liquidity and depth to attract global investors -The role of technology and digital platforms in advancing regional market access -Opportunities for cross-border collaboration and integration of GCC exchanges -Positioning Oman as a growing hub for capital market activity Moderator: Rana Abu Elgassim, Head of Global Investor Access, MENA at HSBC Speakers: Abbas Hassan Al Lawati, Senior Executive VP and Head, Investment Banking at Sohar International Bader Al Hinai, Chief Operating Officer at MSX Tariq A. Razeq, Deputy General Manager at United Securities Ahmed Al Mameri, Vice President at Financial Services Authority	IR Workshop 1 Delivered by: Malshini Silva, Chief Operating Officer at Smart Media, the Annual Report Company	IR Workshop 2: Climate change and the new era of corporate disclosure: Navigating investor and regulatory expectations Delivered by: Rach Golli, Senior ESG and Sustainability Advisor at Sustainable Square	
13:00 – 13:30	Lunch/Networking	13:15 - Buy-side Private Lunch Discovering Tabadul cross-border trading opportunities Delivered by: Rodha Alhaj, Lead at Tabadul (Investor-only session)		Private Lunch Meeting Session 2 13:00 – 14:00
13:30 – 14:00				
14:00 – 14:30		IR Workshop 3: Narrative, numbers & impact: Measuring sustainability success Delivered by: Alaa Badawi, Sustainability Lead at IP Excellera	IR Workshop 4: Beyond disclosure: Engaging institutional investors in Oman’s evolving capital market Delivered by: Simon Hailes, Managing Director and Head of Middle East at Edelman Smithfield	Meeting Session 3 14:00 – 15:00

14:30 – 15:00		<p>IR Workshop 5: Turn unpredictability into opportunity: Leverage AI to elevate IR</p> <p>Delivered by: James Tickner, Head of Product & IR intelligence at Nasdaq</p>	<p>IR Workshop 6: Reporting fundamentals: Pains & gains</p> <p>Delivered by: Andrey Kozhevnikov, Founder and Chief Executive Officer at Fanda</p>	<p>Meeting Session 3 14:00 – 15:00</p>
15:00 – 15:30		<p>IR Workshop 7: Next-Gen IR: Training AI to communicate, analyze, and engage</p> <p>Delivered by: Akshay Coppa, VP Products at Euroland</p>	<p>IR Workshop 8: Navigating governance and Investor Relations: Insights and strategies in the competition for capital</p> <p>Delivered by: John Gollifer, Chief Executive Officer at GCC Board of Directors Institute</p>	<p>Meeting Session 4 15:00 – 16:00</p>
15:30 – 16:00	Break/ Networking			
16:00 – 16:15	<p>The future of ESG and IR collaboration: Redefining roles, skills, and structures</p> <p>Delivered by: Svenja Weber, Senior Sustainability Advisor at Sustainable Square</p>			
16:15 – 16:45	<p>Panel 4: Sustainability & Capital Markets: The Expanding Role of IR in Driving ESG Investment</p> <ul style="list-style-type: none"> -How IR teams can translate sustainability strategy into credible, investment-grade ESG narratives -Meeting investor expectations on climate risk, disclosure standards, and impact measurement -Engaging with ESG ratings agencies, funds, and analysts to improve visibility and access to capital <p>Moderator: David Haglund former Senior Executive Director Franklin Templeton, Fund Manager MENA and Frontier Markets</p> <p>Speakers:</p> <p>Monaem Ben Lellahom, Group Chief Executive Officer at Sustainable Square</p> <p>Mohab Ali Al-Hinai, VP Sustainability & Circular Economy at Be’ah</p> <p>Wisam Al Said, Chief Marketing, Communications and Sustainability at National Finance</p> <p>Mohammad Al Naabi, Green Finance Leader and Sustainability Ambassador at Financial Service Authority of Oman</p>			
16:45 – 17:15	Break / Networking	<p>IR Workshop 9: Investor Room 2.0: Building an integrated IR strategy across earnings calls, capital market days, and beyond</p> <p>Delivered by: Marc Harper, Chief Technology Officer at LUMI Global and Zeina Khashashneh, Sales and Business Development Manager at LUMI Global</p>		<p>Meeting Session 5 16:45 – 17:15</p>
17:45 – 18:45				<p>Meeting Session 6 17:45 – 18:45</p>

DAY 2 – 25 September

Ballroom		Workshop		Corporate Access
8:30 – 9:00	Registration, Welcome Breakfast & Networking			
9:00 – 9:05	Conference Opening			
9:05 – 9:10	Keynote speech 1			
9:10 – 9:30	Keynote speech 2: The Global IR Revolution Speaker: Oskar Yasar			
9:30 – 10:00	Panel 1: The Role of Investor Relations (IR) in Attracting Sovereign Wealth Funds -Understanding what SWFs look for: long-term value creation, governance, and alignment with national priorities -How tailored IR strategies can position issuers for SWF interest and sustained engagement -Building trust through transparency: reporting, access, and narrative consistency that resonate with sovereign investors Moderator: Sam Ryan , Head of Investor Relations at IP Excellera Speakers: Tatiana Sergeevna Volochkovich , Senior Group Strategic Investments Manager, Group Strategic Investments (Investor Relations) at ADNOC Group Thuraya Al Balushi , Senior Manager at OIA Salwa Gradl , Director of Investor Relations (Financing & Treasury) at DU			
10:00 – 10:30	Panel 2: DCM & IR: Bridging Funding Needs and Investor Engagement -How IR teams can support successful DCM transactions from pre-roadshow to post-issuance. -Navigating investor expectations in a high-rate environment: transparency, timing, and trust. -Enhancing issuer visibility and access: DCM strategies aligned with long-term capital market narratives. Moderator: James Sadler , Head of DCM & Structured Finance at Oman Investment Bank Speakers: Eoin Finn , Head of Balance Sheet and Asset Management at Ajman Bank Omar Musharraf , Managing Director, Debt Solutions and DCM at Arqaam Capital Asjad Yahya , Vice President Investor Relations at TAQA Saad Ashraf Niyaz , General Manager at NAMA Holdings			
10:30 – 11:00	Break/ Networking	IR Workshop 1: How to enhance your investment case by elevating your non-financial performance Delivered by: Leon Milligan , Managing Partner (Middle East) at Emperor MENA	IR Workshop 2: Capital as a strategic partner: What long-term north-american investors really want Delivered by: Monique Skruzny , Chief Executive Officer at InspIR Connect	Meeting Session 1 10:30 – 11:30

11:00 – 11:30	Break/ Networking	IR Workshop 3: IR in motion: Telling your story and building investor confidence through video Delivered by: Julian Smith , Managing Director at BRR Media	IR Workshop 4: Golden rules of crisis management in investor relations Delivered by: Elisabetta Cugnasca , Head of Investor Relations at B1	Meeting Session 1 10:30 – 11:30
11:30 – 12:00		IR Workshop 5: Sharpening the focus: How IR teams can improve investor targeting with data & tech Delivered by: Kevin Roy , Global Head of Issuer Solutions at S&P Global Market Intelligence	IR Workshop 6: What the world thinks of you: Harnessing AI to identify risks, measure communication and shape reputation Delivered by: Andreas Posavac , Chief Executive Officer at Embera Partners	
12:00 – 12:30		IR Workshop 7: The IR clinic: Strategy in real time Delivered by: Anne Guimard , PhD, Founder and President at FINEO Investor Relations Advisors	IR Workshop 8: Investor relations for a connected world Delivered by: James Devon , Director and Patrick Corcoran, Senior Associate at The London Stock Exchange	Meeting Session 2 11:30 – 12:30
12:30 – 13:00		Workshop 9: Elevating small & mid-cap issuers: Sell-side research, liquidity and visibility Delivered by: Jaap Meijer , Head of Research at Arqaam Capital		
13:00 – 13:30	Panel 3: Strengthening Corporate Governance through Effective IR -What global investors look for in board structure, independence, and oversight in emerging markets -The rising importance of ESG-linked governance disclosures in investment decisions -Aligning local practices with international frameworks: from transparency to accountability Moderator: Syeda Tabinda , Strategies & Development Department at Muscat Stock Exchange Speakers: Richard Taylor , Chief Executive Officer at LUMI Global Sarah Lashkoo , Chief Legal, Compliance and Governance Officer at Ominvest Eline Hilal , Director – Investor Relations & Insurance at Aluminium Bahrain Bushra Al-Balushi , Senior Manager Strategy Execution & Investment Management at Omantel			
13:30 – 14:00	Lunch/ Networking	Private lunch (Omani Issuers Focused): Dividend policy disclosures awareness session Delivered by: Syeda Tabinda , Strategies & Development Department at Muscat Stock Exchange		Private Lunch Meeting Session 3 13:30 – 14:30
14:00 – 14:30				



14:30 – 15:00		IR Workshop 10: Introduction and overview of depositary receipts & corporate trust. Why foreign private issuers list their equities / debt on international markets? Delivered by: Tony Tooma , SVP Middle East & Africa Sales / Relationship Mgmt. at BNY Issuer Services	IR Workshop 11: AI in financial comms: Smarter strategies, stronger stories Delivered by: Miranda Smith , VP Sales Europe and Emerging Markets at Notified	Meeting Session 4 14:30 – 15:30
15:00 – 15:30		IR Workshop 12: How your company’s story shows up online – From websites to answer engines Delivered by: James Taylor , Director, Business Development at IDX	IR Workshop 13: Insights into the MEIRA & Extel IR Awards Delivered by: Amani Korayeim , Director Corporate Product & Partnerships Europe/EMEA at Extel	
15:30 – 16:00	Wrap up TED Talk: Charting Your IR Career: Professional Development for the Next-Gen IROs Delivered by: Oskar Yasar, Broome Yasar , Author of the Global IR Revolution			Meeting Session 5 15:30 – 16:30
16:00 – 16:30				
16:30 – 17:00				Meeting Session 6 16:30 – 17:30
17:00 – 17:30				
19:30 – 22:00	Gala Dinner & Awards			