



FOR IMMEDIATE RELEASE

SAFE Organizes One Day Training Seminar on Investor Relations



Islamabad (Pakistan), August 05, 2010: South Asian Federation of Exchanges (SAFE) held the first of its new series of training seminars on the subject of “Investor Relations” under the title of “The Role and Value of Investor Relations”. The program has been designed specifically for the top line managers of the listed sectors so as to

create awareness about the most important function of such companies with regards to investor's communication and relations.

The purpose behind the start of this series of programs is to first create an assimilation of the listed corporate sector with the role and the responsibilities of the Investor Relations professionals and departments, and then during the second stage to encourage the whole of the listed sector to create special purpose departments within these companies so as to not only meet the informational needs of the shareholders, but to also work on proactive basis to provide basic shareholder services. SAFE is of the belief that the deployment of Investor Relations professionals in the listed sector would greatly help the cause of investors protection as the timely and regular relay of price sensitive developments within the companies shall be communicated to the investors in a standardized format.

The program was well attended with the representation of Islamabad based corporate sector such as OGDC, MCB, PTCL, Fauji Fertilizers, Mari Gas, Askari Bank, Fauji Fertilizers Bin Qasim, Uch Power and National Savings Directorate. The participants termed the program as very useful as it highlighted the importance and the benefits of having dedicated Investor Relations professionals in their companies. The participants also appreciated the fact that the Investor Relations subject is not being paid enough attention in Pakistan, whereas the standardized practices associated with this function are almost assuming the requirements for stricter compliance in many other parts of the world. It was also discovered that in Pakistan, the training opportunities or capacity building initiatives related to the subject of Investor Relations were next to none and the subject needed to be covered in great length by the professional as well as the educational training institutions. The participants were also apprised about the key differences between investor relations and some other public relations functions and that the corporations could not afford to view investor relations as an auxiliary function, but rather a key business process of acquiring capital at the lowest cost possible. The rapid evolutions in the field of Investor Relations has quickly done away with simpler definitions for the concept and now include a broad spectrum of finance, communications and law to the mix of investor relations activities.

The resource persons for the training seminar included Mr. Ahmad Hassan, Partner of one of the leading corporate law firms of Islamabad, Ms. Ayla Majid, CEO CAMCO Pakistan and Director of Khalid Majid Rehman Chartered Accountants and Mr. Aftab Ahmad Ch., Secretary General SAFE. The three resource persons provided a great mix of legal, practical and professional knowledge on the subject.

SAFE is an initiative towards regional and global integration of the domestic capital markets of the region. It's a SAARC recognized nonprofit association and an affiliate of the World Federation of Exchanges with an objective to promote the growth of the

securities market in the region. SAFE comprises of 18 stock & commodity exchanges, five depository & clearing institutions and three affiliate members from eight South Asian countries Bahrain, Mauritius and UAE. The permanent Secretariat of SAFE is located at Islamabad, Pakistan, and works as an independent Secretariat of the Federation. The Secretariat activities are being handled and managed by Mr. Aftab Ahmad Chaudhry, the Secretary General SAFE and Ms. Farzin Khan, the Deputy Secretary General.

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