

Dated - 07/02/11

Business Recorder

Safe to organise seminar on 'Role and Value of Investor Relations'

RECORDER REPORT

ISLAMABAD: In order to promote the spirit of responsiveness of the listed sector to their shareholders, South Asian Federation of Exchanges (Safe) will hold one day seminar titled "Role and Value of Investor Relations" to guide the listed companies on better investors relations within the companies.

Aftab Ahmad Chaudhry Secretary General South Asian Federation of Exchanges (SAFE) told Business Recorder here on Sunday that the seminar would be attended by the professionals from many of the top listed companies at Lahore on Feb 7, 2011.

The seminar has been designed to apprise the professionals of the listed companies about the responsibilities of having better "Investor Relations" departments within the companies so as to regularly engage the investors about the affairs of the companies. The seminar will also aim at informing the companies that in an age when instant corporate informa-

tion can be transmitted to an international audience via the internet, sms or mobile technology; the reliance of such companies only on the Annual Report and AGM may result in the loss of visibility and investors

Furthermore, non-engagement of the investors by the companies may also lead in the liquidity of the stock, poor valuation and unhappy shareholders.

Accordingly, the purpose of the seminar is to highlight to the listed companies that the challenge for them during the internet age is to secure investors interest by delivering regular information in a clear and timely manner, he said.

Top legal expert Ahmad Hassan would deliver a lecture on interaction of companies with global investors with particular focus on IT tools available for encouraging investment. His presentation would contain data about international practices to encourage investment using IT techniques particularly in South Asia. The

Islamabad-based lawyer, having vast global experience on corporate issues, would share profiles of companies, which have made remarkable achievements by focusing on investors relations.

It may be mentioned that globally the shareholders have become more aware of their rights and more assertive in their attitudes, and shareholders activism would become increasingly common in Pakistan. It is because of this reason that the companies need to be more aware of this and treat their investors fairly and manage their expectations through the development of effective IR programs.

The seminar shall be addressed by Ahmad Hassan, the managing partner of a leading law firm Hassan-Kaunain-Nafees, Ayla Majid, the director of business advisory services at Chartered Accountancy firm M/s KMR, and Aftab Ahmad Ch, the MD/CEO of Lahore Stock Exchange and the Secretary General of South Asian Federation of Exchanges.