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# MIRA: Time to focus on investor relations

by ANUJA RAVENDRAN

AS THE capital market investment landscape becomes more competitive, there will have to be added focus on strengthening the investor relations function.

Malaysian Investor Relations Association (MIRA) executive director Ma Kin Hoong said investor relations professionals will have to enhance their quality of knowledge on the companies they represent as well as ensure high service and interaction levels with the investment community.

He said with more companies headed towards becoming listed entities, the market will become more competitive.

Investor relations is no longer a one-way traffic, it needs a lot of engagement with the investment community, he told reporters after the inaugural MIRA Award 2011 in Kuala Lumpur yesterday. The MIRA award was to recognise companies and individuals for good investor relations.

CIMB Group Bhd, SP Setia Bhd and Kossan Rubber Industries Bhd won the "Best Company for Investor Relations" award for large-cap, mid-cap and small-cap companies respectively.

CIMB Group Holdings Bhd chief executive officer (CEO) Datuk Seri Nazir Razak, Air

Ho says the awards will help to set the benchmark for the effectiveness and excellence of investor relations

Asia Bhd CEO Datuk Seri Dr Tony Fernandes and CB Industrial Product Holding Bhd managing director Lim Chai Beng won the "Best CEO for Investor Relations" award for the large cap, mid-cap and small cap categories, respectively.

A total of 16 companies bagged awards in six categories for large-cap, mid-cap and small-cap companies at the event. MIRA chairperson Audrey Ho said the awards will help to set the benchmark for the effectiveness and excellence of

investor relations and promote corporate governance, transparency and enhance shareholder value for companies.

She said MIRA also hopes that the award will highlight exemplary practices for others in the market to emulate.



STRENGTHENING INVESTOR RELATIONS: (From left) Malaysian Investor Relations Association (MIRA) chairperson Audrey Ho, MIRA Malaysia Bhd chairman Tan Mohamad Osman Abdullah, CIMB Group chief executive officer (CEO) Datuk Seri Nazir Razak, AirAsia Group CEO Datuk Seri Dr Tony Fernandes and CB Industrial Product Holdings Bhd director Lim Chai Beng at the Inaugural MIRA Award 2011 in Kuala Lumpur. SEE P4