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## Mira to reward Malaysian IR professionals

**KUALALUMPUR:** The Malaysian Investor Relations Association (Mira), Malaysia's first professional association committed to developing and advancing the status and integrity of Investor Relations (IR) professionals, will be hosting the inaugural Malaysia Investor Relations Awards luncheon on May 26, 2011 in recognition of good practice in IR by public listed companies and individual IR practitioners.

For the purpose of furthering the development of IR professionalism in Malaysia and in line with its mission and objectives, Mira engaged Thomson Reuters Extel Surveys to commission the first IR survey, which was undertaken between Dec 6, 2010 and Jan 28, 2011.

The survey report which was finalised in April 2011

was a compilation of votes by over 700 fund managers and research analysts globally, who were invited to participate in the study.

The executive director of Mira, Ma Kin Hoong said, "Through such an initiative, Mira aims to see more PLCs and IR professionals help raise the level of IR professionalism in corporate Malaysia."

Ma added, "The results of the survey provide a clear indication that the investment communities recognise companies which adopts best practices in IR. This, in return, elevates a company's visibility within the investment sphere.

"Organising an awards event to honour the companies that lead the way in the practice of IR is indeed timely to position Malaysia as an attractive investment destination by showcasing



Ma Kin Hoong

Malaysia's best corporate practices."

The Awards Luncheon would see the presentation of six categories of awards to potential winners, including public listed companies and leading banks from a list of 75 firms polled in Large, Mid and Small

Caps.

The award categories included 'Best Company For Investor Relations Award', 'Best Investor Relations for an IPO Company 2010 Award', 'Best CEO for Investor Relations Award', 'Best CFO for Investor Relations Award', 'Best Investor Relations Professional Award' and 'Best Investor Relations Website Award'.

The companies polled in Large, Mid and Small Caps were based on the company size (market capitalisation) referenced against the basket of companies under the FTSE Bursa Index series.

With the possible participation and nomination of leading firms in various industries, Mira's Investor Relations Awards Luncheon 2011 is set to be one of this year's most anticipated Award Ceremony of the year.