

For workshop details and program syllabus, visit www.mira.com.my/CIR.html



The Investor Relations Society (UK) Intensive course for the CIR examination

The intensive course for the CIR examination is part of MIRA's efforts to help Malaysian public listed companies meet global standards of Investor Relations (IR) best practices.

This course is based on the Certificate in Investor Relations of the IR Society (UK).

Now regarded as an essential requirement for IR professionals, the Certificate in Investor Relations is the UK's foundation level professional qualification for IR practitioners. The aim of the qualification is to ensure an appropriate level of factual knowledge of regulatory requirements and of the financial and market environments, enabling the practitioner to operate competently and effectively.

Course Benefits

Participants in the course will be able to:

- Demonstrate competence
- Enhance career development
- Gain professional recognition with the IR community

Who should attend?

This workshop is of interest to the candidates of the CIR examination, CFOs, IR managers and company executives who are involved in the preparation and day to day application of investor relations.

Workshop Details

Date: 2 (Wed) & 3 (Thur) Jun 2010
Time: 9am to 5pm
Venue: Theatre Room
Lower Ground Floor
Bursa Malaysia
Bukit Kewangan
50200 Kuala Lumpur

Workshop Facilitator

Erik Wallace (Senior IR specialist, AWR Lloyd)

To register or for more information, contact:
Ms. Azlina Md. Uthong
✉ azlina_mduthong@bursamalaysia.com
☎ 03-20347677
MIRA member: RM 550.00
Non-member: RM 750.00
(includes coffee breaks and lunch)

Malaysian Investor Relations Association (MIRA) is Malaysia's first and only professional association committed to developing and advancing the status and integrity of IR Professional and the proficiency of its members in the field of IR. It is the only professional association that promotes the views of PLCs on IR and Malaysian IR Professionals to the investment community, regulatory bodies and government.

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Erik Wallace, CIR
Senior IR analyst

With long experience in IR and finance from Europe and Asia, Erik works closely with client companies to craft corporate identities and create content for their investor relations programs. He specializes in drawing on thorough research and market background to create unique investment cases that appeal to investors globally and in communicating them to the markets.

Erik has worked on creating content for events held with IR associations in Australia, Singapore, Malaysia and Hong Kong among others, and has worked with stock exchanges and media companies such as the South China Morning Post. Prior to joining the AWR Lloyd-PYI Group, he consulted numerous companies in China and South East Asia. Additionally, he has revamped the IR processes of several SET listed companies and created a new corporate identity for a leading Chinese property developer.

Notably, his work with a leading Thai energy company lead to their website being awarded Best IR Website in Thailand 2007. He has also conducted several investor relations workshops at stock exchanges around the ASEAN region. Erik was recently at the Bursa Malaysia as a guest speaker in a workshop entitled "IR Policy; Best Practices in Corporate Disclosure" in partnership with the Malaysian Investor Relations Association (MIRA).

Erik holds a BA in Communications and an MBA, and is CIR accredited.

What others have said about the CIR

"My role in Investor Relations requires me to benchmark against international best practices. The CIR did exactly that - broaden my knowledge of the profession and enhance my IR capabilities. It also gave me the chance to meet peers and build an invaluable network. I would recommend the CIR to anyone entering IR or those needing to have an understanding of IR in a broader term"
Koay Lean Lee, Head IR, Bursa Malaysia.

"One thing is for sure, CIR enables me to have a better understanding of the importance of investor relations and how IR helps to improve the profile of my company in the eyes of the investor. It does give me more confidence in doing my job after obtaining the CIR." Teoh Teik Kean, Executive Director, Scanwolf Corporation Berhad

"I found the Certificate in Investor Relations (CIR) extremely useful as the syllabus is comprehensive in identifying the technical knowledge required of an IR practitioner and providing a guideline for best practices in IR."
Tan May Yee, IR Manager, Genting Berhad

"I am pleased to note that MIRA is placing great emphasis in elevating the standards of IR practitioners in Malaysia. It was truly beneficial for me, not just in theories but more importantly in practice, as we have an associate company, Aseana Properties Limited, which is listed on the London Stock Exchange (LSE). The CIR has further deepened my understanding on the LSE rules and regulations, as well as my role and responsibilities within the IR profession."

Tan May Lee, Senior Manager - Corporate Communications & IR, Ireka Corporation Berhad

Course Program

Day 1 (9am-5pm)

- Registration
- Section 1: Introduction to IR
- Section 2: Companies and regulation
- Section 3: Financial markets
- Open discussion / Questions

Day 2 (9am-5pm)

- Registration
- Section 4: Regulatory environment
- Section 5: Accounting valuation and investment principles
- Section 6: Practical experience
- Open discussion / Questions