

Having good investor relations benefits firms: Singapore survey

By Rachel Scully

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Communicating with institutional shareholders is the greatest challenge faced by investor relations officers here. This includes dealing with managers of mutual funds and pension funds, which listed firms tap on for investments.

This was one of the key findings of a survey conducted by the Investor Relations Professionals Association (Singapore) (IRPAS) and the Singapore Management University.

IRPAS president Harold Woo said: "Effective and timely communication is crucial to an organisation's reputation and valuation.

"(More so), in an increasingly competitive business environment where investors are face with multiple investment options."

Investor relations officers said one of the most important performance indicators for them is the ability to retain and attract institutional investors.

91 listed companies participated to the online questionnaire survey. The survey also found that most mid and large listed firms here have a dedicated investor relations officer or team.

This signifies the importance these firms place in liaising with analysts and investors.

In his address on Tuesday, Singapore Exchange chief executive Magnus Bocker said good investor relations helps build and gain trust from investors.