

Vision 2030



Our Contribution

Vision 2030 is a bold and ambitious plan to diversify the Saudi Arabian economy to deliver prosperity and improved quality of life for everyone who lives and works in the Kingdom.

As a significant contributor to the Saudi Arabian financial sector, Bank Albilad has an important role to play across the three themes of the Vision: a vibrant society, a thriving economy, and an ambitious nation.

Our journey is fully aligned with Vision 2030. The Strategy team ensures that every strategic objective aligns seamlessly with the national vision, incorporating new initiatives and conducting thorough research to spearhead innovation within the bank.

Our Islamic banking services and products are providing support for individuals and businesses across the Kingdom. In particular, by focusing on the provision of leading-edge digital solutions we are engaging with younger people to give them access to banking products that meet modern needs.

Bank Albilad's range of Shariah-compliant savings products is also contributing to the overarching Vision objective to increase household savings from 6% to 10% of total household income whilst our homeownership solutions are helping to meet the Kingdom's target to increase homeownership to 70% by 2030 from 60% in 2020.

At the same time, our focused activities supporting the SME sector will strengthen a key engine of economic growth. The Kingdom's smaller businesses are a critical building block for the future economy of the nation. Supporting those businesses has been a major element of our strategy, working closely alongside MSMEs to ensure we are providing products and services that meet their changing needs.

Our future as a Bank is closely tied to the future success of the Kingdom as a whole. We continued to deliver a robust strategy that is entirely aligned with the mission, aims, and objectives of Vision 2030.

VISION رؤية 2030

Bank Albilad & Vision 2030 Alignment

Vision 2030 Program

Program Objectives

BAB Strategic Objectives



Financial Sector Development Program

Enable Financial Institutions
to Support Private Sector
Growth.
Promote and Enable
Financial Planning.
FinTech Strategy.

Sustainable Growth.
Innovative Islamic
Banking for SME's.
Digital Leadership.



National Transformation Program

Grow SME Contribution
to the Economy.
Sustainable Growth.

Innovative Islamic
Banking for SME's.



Quality of Life Program

Enable the Development of
the Tourism Sector.

Innovative Islamic Banking
for SME's.



Housing Program

Enable Suitable Home
Ownership Among Saudi
Families.

Sustainable Growth.



Human Capability Development Program

Enhance Family Involvement
in Preparing for their
Children's Future.
Build a life-long
Learning Journey.

Sustainable Growth.