

INTERVIEW WITH BAHER JABER

Chief Executive Officer ASTRA CONSTRUCTION

Baher Jaber joined ASTRA Construction in 2019, bringing his extensive experience in the construction and engineering fields. After earning his engineering degree in Jordan, he built a distinguished career in Saudi Arabia's construction sector. His leadership has been instrumental in the company's expansion and its active role in delivering vision 2030 projects. His expertise, strategic vision, and dedication continue to drive ASTRA Construction's success in an increasingly dynamic



Vision 2030 has been the perfect vehicle for Astra Construction as it has deep experience from more than 50 years across an extensive range of projects from infrastructure to hospitality to mixed-use residential and commercial buildings.

Previously concentrated in the north of the Kingdom, with Vision 2030 the company is now active across the country and with Saudi Arabia's construction boom looking to continue for quite some time, CEO Baher Jaber says he is bullish on the firm's immediate future.

"Over the years, we have delivered numerous remarkable projects, especially in the north, However, in 2015, we decided to leverage our extensive expertise to serve the entire kingdom," he says.

Right Timing

Jaber joined Astra Construction in 2019 following a long career as an engineer in Saudi Arabia after earning an engineering degree in Jordan. And with his new company expanding its activities, it was just the right time for the executive.

"Before Vision 2030, we primarily operated in the public sector because that was where the opportunities existed in Saudi Arabia," he recalls.

"However, with the introduction of Vision 2030 and the establishment of the Public Investment Fund (PIF) a new wave of opportunities emerged from the government, the semi-public sector, and private investments, driving a surge in construction activity."

And that surge in activity helped Astra Construction post around \$265 million in revenue in 2024 as its participation in projects proliferated in cities across Saudi Arabia not only in northern cities like Tabuk but also in Riyadh, Jeddah and the country's newest tourism developments.

"We did remarkable work with the Royal Commission in ALULA, the ancient Arabian oasis city situated in the province of Medina which is becoming one of the Kingdom's prime tourism destinations," the CEO explains.

"We have been engaged with the Royal Commission for ALULA since the very early sta-

ges of development. Our first project involved constructing the main facility and office infrastructure that marked the beginning of our journey in ALULA, and we continue to undertake multiple projects for the RCU."

The company has also worked with the ROSHN Group, Saudi Arabia's leading multi-asset class real estate developer under the auspices of the PIF and Vision 2030, in the capital and in Jeddah.

Over the past several years, Astra Construction has also worked on one of the Vision's premier projects, Amaala, the luxury tourism destination being developed along the Red Sea coast in northwestern Saudi Arabia.

Covering 4,000 square kilometers the destination will eventually offer 3,000 hotel rooms, almost 1,000 luxury villas, a yacht club and many more amenities.

Amaala is part of the even larger Red Sea Global development where Astra Construction has been involved in what will by 2030 encompass 50 resorts with the entire projects adhering to strict environmental regulations to protect the fragile ecosystem.

Growth Strategy

"Our Business strategy revolves around partnering with clients who have continuous development plans. Our credibility and ability to deliver high quality projects on schedule ensure repeat engagements," Jaber says.

"This strategy has proven highly successful. For example, we have completed over five projects for ROSHN and more than 20 projects for the Royal Commission at ALULA, with many more in the pipeline. We are deeply involved in numerous projects aligned with Vision 2030."

The CEO praises the Saudi authorities running the Vision for implementing regulations, rules and laws which have helped developers, both public and private, to keep up with the amazing number of projects while growing their own businesses.

"We have always been proactive in our recruitment strategy, including hiring from outside Saudi Arabia when necessary. The government has also played a key role in simplifying these processes," notes Jaber.



Future Confidence

Jaber sees all the Vision 2030 schemes as on target and on schedule with the market full of opportunities but says that the return of geopolitical stability in the region could provide for further benefits for Saudi Arabia and the whole Middle East.

Import bottlenecks caused by the situation in the Red Sea, for example, is one critical issue, he says, along with a possible downturn in the global economic environment.

"However, I am confident that vision 2030 will have a profound and positive impact across the Middle East. Saudi Arabia is setting an example for other nations, delivering both direct and indirect benefits to the entire region," he argues.

"The Crown Prince not only conceived Vision 2030 but has also overseen its meticulous execution. His hands-on approach, clear objectives, and relentless drive are evident in every aspect of the vision's implementation.

"I see the Crown prince involvement in everything. He's a hard worker, he knows what he wants, he is choosing his targets and achieving each and every one. We're all working to achieve these targets and I'm proud to be part of the entire crew striving for those goals."

On a more personal note, Jaber says the sector he's chosen for his career also fills him with pride.

"Developing places like ALULA provides me with personal satisfaction. There is the human aspect and the values that make you feel human, what you are doing to complete these achievements so important for Saudi Arabia."