



Guide for Brazilian Companies Exporting to the Saudi Market

Regulatory and Customs Requirements and Product
Registration Pathways



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From Brazil to the Saudi Market

Saudi Arabia is one of the key destinations for Brazilian exports in the Middle East, particularly for agricultural and food products. In 2025, Saudi Arabia imported more than USD 2.8 billion worth of Brazilian agricultural products, with meat, corn, sugar and ethanol products, and soy products among the leading areas of agricultural trade.

Brazil also benefits from a broad agricultural, industrial, and manufacturing base, integrated supply chains, and significant export capabilities, creating opportunities for Brazilian companies across multiple sectors in the Saudi market.

Key Brazilian products currently exported to, or offering strong potential in, the Saudi market include:

- Beef and its products.
- Poultry and its products.
- Corn and grains.
- Sugar and sugar-and-ethanol complex products.
- Soy products.
- Animal feed.
- Coffee.
- Agricultural and food products.
- Fruits and plant products.
- Wood products.
- Pulp and paper.
- Iron and metal products.
- Industrial machinery and equipment.
- Chemical products.
- Plastic products.
- Rubber and rubber products.
- Automobiles and automotive parts.
- Transportation and aerospace equipment.
- Textiles and leather products.
- Processed food products.

In 2026, Brazil secured approval to export nine new fruit products to Saudi Arabia: avocados, atemoya, guava, starfruit, citrus fruits, ginger, papaya, passion fruit, and watermelon.

Brazil also gained access to new markets for other agricultural and health-related products in 2026, highlighting the continued expansion of opportunities for Brazilian exports to the Kingdom.

Despite these diverse export opportunities, Brazilian products entering the Saudi market must comply with applicable Saudi regulations and technical requirements, which vary according to the product and the competent regulatory authority.

A product may require:



- Registration on the SABER platform.
- Obtaining a Product Conformity Certificate.
- Issuing a Shipment Conformity Certificate.
- Registration with the Saudi Food and Drug Authority (SFDA).
- Obtaining the Saudi Quality Mark.
- Obtaining the Gulf Conformity Mark (G-Mark) for products covered by the relevant Gulf technical regulations.
- Meeting additional regulatory require

SASO's conformity framework includes pathways involving Product Conformity Certificates and Shipment Conformity Certificates, depending on the nature of the product and applicable requirements.

Early planning and completion of compliance requirements before export are therefore essential to successfully entering the Saudi market.

Why the Saudi Market?

The Saudi market represents a strategic destination for Brazilian companies seeking to expand across the Middle East, particularly given the diversity of demand and the continued growth of key economic sectors.

Key advantages that make Saudi Arabia a strategic destination for Brazilian exports include:

- The largest economy in the Arab region.

- A large consumer market.

- High purchasing power.

- Major projects under Saudi Vision 2030.

- Continued expansion of industrial and commercial sectors.

- Growth in infrastructure and energy.

- Strong demand for food and agricultural products.

- Expansion of the construction sector.

- Growth of the food and beverage industry.

- Development of the tourism and hospitality sector.

- Growth of logistics and supply chain services.

Saudi Arabia's strategic position as a regional trade and logistics hub.

Official Brazilian data indicates that Saudi Arabia is one of the key Middle Eastern markets for Brazilian agricultural products, with Saudi imports of these products exceeding USD 2.8 billion in 2025.



Tabseer... Your Partner for Compliance and Market Access

Tabseer provides integrated conformity assessment and technical compliance solutions to help Brazilian companies meet Saudi and Gulf regulatory requirements and manage conformity procedures before their products enter the market.

Kingdom of Saudi Arabia

- Product registration on the SABER platform.
- Issuance of Product Conformity Certificates (PCoC).
- Issuance of Shipment Conformity Certificates (SCoC).
- Obtaining the Saudi Quality Mark (SQM).
- Issuance of Saudi Food and Drug Authority (SFDA) certificates.
- Registration of food and cosmetic products through the Ghad platform.
- Certification of lifting equipment.
- Obtaining the Oxo-Biodegradable Plastics Logo.

Gulf Cooperation Council

- Issuance of the Gulf Conformity Mark (G-Mark).

Sultanate of Oman

- Obtaining the Omani Quality Mark.

Arab Republic of Egypt

- Issuance of inspection and testing certificates.
- Carbon footprint calculation services.

Key Authorities in the Export Journey

First: Brazilian Authorities

Ministry of Agriculture, Livestock and Food Supply (MAPA)

MAPA is one of the key Brazilian government authorities involved in the export of agricultural, animal, and food products.

Depending on the product, the Ministry is responsible for procedures related to health, veterinary, and phytosanitary certificates and export requirements. It also participates in negotiations to open international markets to Brazilian products.

For animal products, Saudi Arabia maintains lists of Brazilian establishments authorized to export according to product and activity. Brazil is currently among the countries listed by the SFDA with approved establishments for products including meat, poultry, fish, honey, and other products.

Ministry of Development, Industry, Foreign Trade and Services (MDIC)

The Ministry of Development, Industry, Foreign Trade and Services plays a key role in Brazil's foreign trade policies through the Secretariat of Foreign Trade (SECEX) and systems related to international trade, certificates of origin, and the administrative processing of exports.

Federal Revenue Service of Brazil

Receita Federal do Brasil

Receita Federal is responsible for various customs and foreign trade functions and participates in the customs clearance and authorization processes for exports.

Electronic export procedures are processed through Siscomex and the Single Foreign Trade Portal (Portal Único Siscomex), depending on the nature of the transaction.

Brazilian Foreign Trade System (Siscomex)

Siscomex is an integrated electronic system used to manage and monitor Brazil's foreign trade operations, bringing together procedures and data related to import and export activities.

The modern export framework includes the DU-E (Declaração Única de Exportação), an electronic document that provides the framework for an export transaction and supports customs clearance procedures.

Ministry of Foreign Affairs (MRE)

The Brazilian Ministry of Foreign Affairs supports Brazil's commercial and economic relations with international markets and participates, together with MAPA, in negotiations to open agricultural markets to Brazilian products.

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I Certificates of Origin and Authorized Issuing Bodies

Brazilian exporters may obtain certificates of origin from authorized entities in accordance with SECEX rules and applicable trade agreements.

MDIC identifies the entities authorized by the Brazilian government to issue certificates of origin under the applicable regulatory framework.

I Brazilian Ports and Export Gateways

Brazil's export infrastructure includes several major ports, including:

- Port of Santos
- Port of Paranaguá
- Port of Rio Grande
- Port of Itajaí
- Port of Suape

Customs and port authorities are responsible for the procedures governing the departure of shipments from Brazil in accordance with applicable laws and procedures.

Second: Saudi Authorities

- Saudi Standards, Metrology and Quality Organization (SASO)
- SABER Electronic Platform
- Saudi Food and Drug Authority (SFDA)
- Zakat, Tax and Customs Authority (ZATCA)



Industrial and Consumer Products The SASO and SABER Pathway

Many industrial and consumer products exported from Brazil to Saudi Arabia are subject to technical regulations issued by the Saudi Standards, Metrology and Quality Organization (SASO).

Products falling within the scope of the SABER system are processed through the electronic platform. The compliance pathway begins by determining whether the product is:

- Subject to a Saudi technical regulation.
- Not subject to a technical regulation.
- Subject to self-declaration.
- Required to undergo assessment by an approved conformity assessment body.

Product Conformity Certificate (PCoC)

A Product Conformity Certificate is issued for products subject to technical regulations after reviewing the technical file and demonstrating compliance with the relevant Saudi technical regulation through an approved conformity assessment body.

Shipment Conformity Certificate (SCoC)

Once the applicable PCoC requirements have been fulfilled, a Shipment Conformity Certificate is issued for each shipment imported into the Kingdom in accordance with the applicable procedures.

Before Shipment, Make Sure You Have:

- Registered the product on the SABER platform.
- Obtained the Product Conformity Certificate where required.
- Obtained the Shipment Conformity Certificate where applicable.
- Verified the correct HS Code.
- Ensured consistency of product information across all documents.
- Confirmed that labels and product information comply with Saudi requirements.
- Ensured that the manufacturer and country of origin registered in the product file match the shipment documents.



I Before Export

The Brazilian manufacturer or exporter should coordinate with a qualified Saudi importer and ensure that all registrations, notifications, and regulatory requirements applicable to the product have been completed before shipment.

I Food Labeling

Food labels must comply with applicable Saudi and Gulf requirements and include mandatory information in Arabic, such as:

- Product name.
- List of ingredients.
- Country of origin.
- Net weight or volume.
- Production and expiry dates.
- Manufacturer and importer details.
- Storage and usage instructions, where applicable.

The SFDA identifies registration of the importer and food products, as well as compliance with applicable regulations, standards, and requirements, among the general requirements for food imports. Brazilian manufacturers should review the final packaging and label design with the Saudi importer before beginning commercial production to avoid costly repackaging, reprinting, or shipment corrections.



Food, Beverages, Cosmetics, and Personal Care Products

Food, beverages, cosmetics, animal feed, and health-related products are subject to the oversight of the Saudi Food and Drug Authority (SFDA), with compliance procedures varying according to the type of product.

The SFDA is responsible for registering foreign food establishments exporting to Saudi Arabia, registering imported food products, and inspecting shipments at ports of entry.

I Cosmetics

Cosmetic and personal care products are registered through the electronic systems approved by the SFDA.

Before export, companies should verify the product classification, ingredients, and marketing claims.

All marketing claims must comply with applicable regulations, and unauthorized therapeutic or medical claims should be avoided.

I Customs Clearance

Electronic customs clearance procedures are completed after verifying:

- Registration is complete.
- The actual product matches the registered product information.
- Labels comply with applicable requirements.
- All required documentation is complete.

The SFDA indicates that food shipment inspection procedures may include document verification, visual inspection, and laboratory sampling where required.

I Medical Devices and Supplies

Medical devices and medical supplies are regulated by the Saudi Food and Drug Authority (SFDA).

The registration pathway varies according to:

- Medical device classification.
- Risk level.
- Intended use.
- Country of manufacture.
- Available international certifications.
- Whether an authorized representative in Saudi Arabia is required.

Important Note

International certificates or approvals issued by Brazilian or other regulatory authorities and assessment bodies may support the technical file, but they do not necessarily demonstrate compliance with Saudi requirements.

The applicable Saudi requirements should therefore be identified and fulfilled before the device is exported.

Key Sector-Specific Pathways

Brazil has a broad industrial base covering sectors such as food processing, chemicals, machinery and equipment, metals, pulp and paper, rubber, and plastics. These sectors represent significant areas of Brazilian industrial activity.

However, the final compliance requirements are determined by the specific product, rather than simply by the fact that the product is manufactured in Brazil.

Electrical and Electronic Products	SABER registration, Product Conformity Certificate, electrical safety test reports, energy-efficiency requirements, and IECEE requirements where applicable.
Children Toys and Low-Voltage Products	Gulf Conformity Mark (G-Mark), in addition to applicable SABER requirements.
Building Materials	SABER registration, conformity certificates, test reports, Saudi Quality Mark for certain products, and Saudi Building Code requirements where applicable.
Plastic Products	SABER requirements, the Oxo-Biodegradable Plastics Logo for certain products, and food-contact material requirements where applicable.
Industrial Machinery and Equipment	Risk assessment, technical file, operating manual, test reports, and technical inspection for certain products.
Chemical Products	Safety Data Sheet (SDS), chemical classification, transportation and storage requirements, and permits for hazardous or restricted substances.



Why Do We Use the Phrase “May Require”?

Compliance requirements are not determined solely by the sector. They depend on several factors, including:

- HS Code.
- Nature of the product.
- Intended use.
- Applicable technical regulation.
- Product composition and components.
- Country of manufacture.
- Regulatory classification.

For this reason, each product must be assessed individually.

Common Export Mistakes When Shipping from Brazil to Saudi Arabia

1. Shipping Before Completing Conformity Procedures

Some exporters begin shipping products before completing registration or obtaining the required conformity certificates, which may result in customs clearance delays or shipment holds.

2. Using an Incorrect HS Code

Selecting an inaccurate HS Code may result in different regulatory requirements being applied to the product, including requirements that may not be appropriate for its actual classification.

3. Assuming Brazilian Products Do Not Require Conformity Assessment

The fact that a product is manufactured in Brazil or carries a Brazilian certificate of origin does not exempt it from Saudi conformity requirements, SABER registration, or SFDA requirements where applicable.

4. Inconsistent Information Across Documents

Common causes of delays include differences in:

- Product name.
- Model number.
- Manufacturer name.
- Country of origin.
- Brand name between the commercial invoice, conformity certificates, labels, and technical file.

Manufacturer information and country of origin should be consistent across the product file, certificates, and commercial documentation.

5. Using Non-Compliant Labels

Failure to include mandatory information or providing inaccurate information on the label may result in observations, shipment holds, or delays in customs clearance.

Brazilian companies should also consider applicable Saudi language and labeling requirements when designing packaging intended for the Saudi market.

6. Working with an Unqualified Importer

Successful registration and customs clearance depend significantly on the Saudi importer's ability to manage technical files and navigate the relevant electronic systems.

7. Relying Solely on Foreign Certificates

Certificates such as:

- CE
- UL
- FDA
- ISO

Brazilian certificates or test reports may support the technical file, but they do not automatically replace Saudi requirements where a Saudi technical regulation or specific regulatory requirement applies.



Before You Start Exporting from Brazil to Saudi Arabia

Make sure you can answer the following questions:

- Has the correct HS Code been identified?
- Is the product subject to a Saudi technical regulation?
- Does the product require registration on the SABER platform?
- Does the product require registration with the Saudi Food and Drug Authority?
- Is the technical file complete?
- Were the required test reports issued by appropriate bodies recognized for the applicable pathway?
- Does the product label comply with Saudi requirements?
- Has a qualified Saudi importer been selected?
- Is the Brazilian certificate of origin ready where required?
- Do the manufacturer details and country of origin match across all documentation?
- Have the shipment-specific requirements been verified before the shipment leaves Brazil?

For certain products, additional health, phytosanitary, or veterinary documents and certificates may be required.

Brazil's foreign trade framework provides for certain goods to require international health or phytosanitary certificates issued by MAPA or ANVISA, depending on the nature of the product and the requirements of the importing country.

Legal Disclaimer

This guide has been prepared for general awareness and informational purposes only and does not constitute prior approval of any product or shipment. Regulatory requirements may vary depending on:

- The nature of the product.
- The HS Code.
- The intended use.
- Applicable technical regulations.
- Product composition.
- Country of manufacture.
- Regulatory classification.
- Updates issued by Saudi regulatory authorities.

Accordingly, each product should be assessed independently, and the latest applicable requirements should be verified before manufacturing, contracting, or shipment.



Contact Information

We help Brazilian companies and manufacturers understand Saudi regulatory requirements, prepare conformity files, manage conformity certificates, and coordinate with relevant regulatory authorities to support efficient market entry into Saudi Arabia.

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