



Guide for Canadian Companies Exporting to the Saudi Market

Regulatory and Customs Requirements and Product
Registration Pathways



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From Canada to the Saudi Market

The Kingdom of Saudi Arabia is an important market for Canadian companies in the Gulf region, with growing trade and investment opportunities between the two countries across a number of sectors.

In 2025, bilateral merchandise trade between Canada and Saudi Arabia reached approximately **CAD 3.5 billion, including around CAD 1.3 billion in Canadian exports to the Kingdom.**

Canadian companies have opportunities across several sectors aligned with the objectives of Saudi Vision 2030, including agriculture, infrastructure, artificial intelligence and advanced technologies, life sciences, education, and mining.

Key Canadian exports to the Kingdom also include vehicles and automotive parts, industrial machinery, pharmaceuticals, and scientific and precision measuring instruments.

Some of the main Canadian products and sectors with opportunities in the Saudi market include:

- Food products and beverages.
- Agricultural products, grains, and pulses.
- Meat, poultry, and related products.
- Dairy products.
- Fish and seafood.
- Pharmaceuticals and health products.
- Medical devices and supplies.
- Scientific and measuring instruments.
- Industrial machinery and equipment.
- Advanced equipment and technologies.
- Vehicles and automotive spare parts.
- Wood and paper products.
- Metals and metal products.
- Plastic products and packaging materials.
- Cosmetics and personal care products.
- Artificial intelligence and technology products and solutions.

It is important to note that although Canada and Saudi Arabia maintain bilateral trade relations, Canadian origin does not exempt a product from Saudi conformity and regulatory requirements. Exporters must verify the requirements applicable to each product before shipment.

A product may require:

- Registration on the SABER Platform.
- Obtaining a Product Conformity Certificate.
- Issuing a Shipment Conformity Certificate.
- Registration or approval from the Saudi Food and Drug Authority (SFDA).
- Obtaining the Saudi Quality Mark for certain products.
- Fulfilling additional technical or regulatory requirements depending on the nature of the product.

The Saudi Standards, Metrology and Quality Organization states that conformity and shipment certificates apply to products subject to the relevant requirements, while the exact requirements for each product are determined according to applicable technical regulations and customs classification.

Therefore, advance planning and completion of compliance requirements before export are essential for successful entry into the Saudi market.



Why the Saudi Market?

The Saudi market is one of the largest consumer and industrial markets in the region, offering broad opportunities for Canadian companies across industrial, technology, food, healthcare, and other sectors.

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

- The largest economy in the Arab region.
- A large and growing consumer base.
- High purchasing power.
- Major projects under Saudi Vision 2030.
- Continued expansion across industrial and commercial sectors.
- Growth in technology and innovation.
- Increasing opportunities in infrastructure, energy, and mining.
- Demand for high-quality and value-added products and technologies.
- Opportunities in agriculture, food, life sciences, education, and advanced technology sectors.



Tabseer... Your Partner for Compliance and Market Access

Tabseer provides integrated solutions in conformity assessment and technical compliance, helping Canadian companies fulfill Saudi and GCC regulatory requirements and accelerate the process of bringing their products to market.

Tabseer Services Include: 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 products and cosmetics on the Ghad Platform.
- Issuance of lifting equipment certificates.
- Obtaining the Oxo-Biodegradable Plastic Logo.

Gulf Cooperation Council Countries

- 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: Canadian Authorities Trade Commissioner Service

The Canadian Trade Commissioner Service supports Canadian companies seeking to expand into international markets by providing market information, business opportunities, and international business support services.

The Trade Commissioner Service is also present in Riyadh through the Embassy of Canada and provides trade and investment services to Canadian companies operating in or targeting the Kingdom.

Canadian Food Inspection Agency (CFIA)

The Canadian Food Inspection Agency regulates a range of food, agricultural, and animal products and provides export requirements and certifications for different markets.

Certain food-related activities in Canada are subject to the **Safe Food for Canadians Regulations (SFCR)**, and the export of some products may require a licence or export certificate depending on the nature of the product and the requirements of the importing country.

Canada Border Services Agency (CBSA)

The Canada Border Services Agency is responsible for a number of export-related procedures and declarations and provides the **Canadian Export Reporting System (CERS)** for the electronic submission of export declarations and documents.

Exporters must verify whether a shipment requires an export declaration or a permit from another government authority depending on the nature of the product and its destination.

Specialized Canadian Authorities

Depending on the nature of the product, exporters may also need to deal with additional Canadian authorities responsible for areas such as transportation, hazardous materials, telecommunications, controlled exports, and other regulated products.

Therefore, the relevant competent authority should be identified before beginning export procedures.

Health Canada

Health Canada regulates a number of health and consumer products, including cosmetics.

For cosmetic products, **Health Canada provides the Cosmetic Notification Form (CNF)** system, with requirements related to the product, ingredients, manufacturer or importer, and labeling.

Second: Saudi Authorities

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



المواصفات السعودية
Saudi Standards



سابر
saber



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority



هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority

Industrial and Consumer Products

SASO and SABER Pathway

Many industrial and consumer products imported into the Kingdom of Saudi Arabia are subject to Saudi technical regulations, with a large number of these products processed through the SABER Platform.

The compliance pathway begins by determining whether the product is:

- Subject to one of the Saudi technical regulations.
- Not subject to technical regulations.
- Subject to self-declaration.
- Required to undergo assessment by an accredited 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 conformity with the relevant Saudi technical regulation through a conformity assessment body in accordance with the applicable requirements.

Shipment Conformity Certificate (SCoC)

For products requiring a Shipment Conformity Certificate, the certificate is issued for the shipment according to the required information and documentation and is used as part of customs clearance procedures.

The SABER Platform states that applications for Shipment Conformity Certificates for commercial products include product information, invoices, quantities, and country of shipment. Where products are subject to technical regulations, approval from a conformity assessment body may also be required before payment.

Before Shipping, Make Sure To:

- Register the product on the SABER Platform where applicable.
- Obtain the Product Conformity Certificate where required.
- Obtain the Shipment Conformity Certificate where required.
- Verify the correct HS Code.
- Ensure that product information is consistent across all documents.
- Ensure that labels and product information comply with Saudi requirements.
- Complete any product-specific approvals or certificates.



Food, Beverages, Cosmetics, and Personal Care Products

Food, beverages, animal feed, cosmetics, and other products falling under the jurisdiction of the Saudi Food and Drug Authority are subject to requirements that vary according to the type and classification of the product.

I Before Export

Canadian exporters should coordinate with a qualified Saudi importer and verify the product-specific registration and clearance requirements before shipment.

Canadian food exporters must also verify both Canadian export requirements and Saudi import requirements at the same time.

The Canadian Food Inspection Agency states that food products intended for export must comply with Canadian requirements as well as the requirements of the importing country, and that certain products may require specific export certificates or documentation.

I Cosmetics

The product's regulatory classification and applicable Saudi Food and Drug Authority requirements must be verified before it is placed on the market.

Ingredients and marketing claims should also be reviewed to ensure compliance with Saudi requirements, while unauthorized therapeutic or medical claims must be avoided.

I Medical Devices and Supplies

Medical devices and supplies are subject to the supervision of the Saudi Food and Drug Authority.

The registration pathway and requirements vary depending on:

- Medical device classification.
- Risk level.
- Intended use.
- Country of manufacture.
- Available certificates and technical documentation.
- Requirements relating to an authorized representative or establishment in the Kingdom where applicable.

I Food Labeling

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

- Product name.
- List of ingredients.
- Country of origin.
- Weight or volume.
- Production and expiry dates.
- Manufacturer and importer details.
- Storage and usage instructions where required.
- Allergen information where applicable.
- Any other mandatory information or warnings depending on the type of product.

Canadian export requirements applicable to Saudi Arabia also emphasize that exporters are responsible for ensuring compliance with the importing country's labeling, packaging, and marking requirements.

I Clearance

Clearance procedures are completed after verifying, depending on the product:

- Completion of registration.
- Consistency between the product and registered information.
- Compliance of labels.
- Completion of the required documentation.
- Fulfillment of product-specific approvals and certification requirements.

Note

The regulatory requirements applicable to the device must be identified before export, and international certificates alone should not be relied upon, as Saudi Arabia may require additional procedures or documentation depending on the device classification and applicable Saudi requirements.

Pathways for Key Sectors

Electrical and electronic products	Registration on the SABER Platform, conformity certificates, electrical safety test reports, energy efficiency requirements, and IECEE requirements where applicable.
Children Toys and low-voltage products	Requirements under the relevant technical regulations, which may include the Gulf Conformity Mark (G-Mark) in addition to SABER requirements depending on the product.
Building materials	Registration on the SABER Platform, conformity certificates, test reports, Saudi Quality Mark for certain products, and Saudi Building Code requirements where applicable.
Plastic products	SABER requirements, Oxo-Biodegradable Plastic 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 materials.



Why Do We Use the Phrase “May Require”?

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

- HS Code.
- Nature of the product.
- Intended use.
- Applicable technical regulation.
- Product components.
- Country of manufacture.
- Regulatory category.
- The competent authority responsible for the product.
- Any specific requirements related to the shipment or intended use.

Therefore, each product must be assessed independently before export.

Most Common Mistakes When Exporting from Canada to Saudi Arabia

1) Shipping Before Completing Compliance Procedures

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

2) Selecting the Wrong HS Code

Selecting an inaccurate HS Code may result in regulatory or customs requirements being applied that differ from those appropriate for the product.

Therefore, customs classification should be verified before beginning conformity procedures.

3) Assuming Canadian Products Do Not Require Conformity

The fact that a product is manufactured in Canada or carries a Canadian Certificate of Origin does not exempt it from Saudi conformity requirements, SABER registration, or SFDA requirements where applicable.

4) Inconsistencies Between Documents

Common causes of delays include:

- Different product names.

- Different model numbers.

- Different manufacturer names.

- Different countries of origin.

- Different brand names.

- Differences between the invoice, conformity certificates, labels, and technical file.

5) Using Non-Compliant Labels

Failure to include mandatory information in Arabic, or including incorrect information that does not match the supporting documents, may result in regulatory observations or clearance delays.

6) Working with an Unqualified Importer

The success of registration and clearance procedures depends significantly on the Saudi importer's experience in managing technical files, electronic systems, and regulatory authorities.

7) Relying Solely on Foreign Certificates

Certificates such as:

- CE

- UL

- FDA

- ISO

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



Before You Start Exporting

Make sure you can answer the following questions:

- Has the correct HS Code been identified?
- Have the Saudi requirements linked to the HS Code been verified?
- Is the product subject to a Saudi technical regulation?
- Does it require registration on the SABER Platform?
- Does it require a Product Conformity Certificate?
- Does it require a Shipment Conformity Certificate?
- Does it require registration or approval from the Saudi Food and Drug Authority?
- Is the technical file complete?
- Do the test reports meet the applicable requirements?
- Does the product label comply with Saudi requirements?
- Is product information consistent across all documents?
- Has a qualified Saudi importer been selected?
- Have any product-specific permits or certificates been verified?
- Have all customs requirements been completed before shipment?

As part of the basic import documentation, the Zakat, Tax and Customs Authority requires the commercial invoice, bill of lading, Certificate of Origin where applicable, and any documents required according to the nature of the goods.

Customs clearance procedures must also be completed through the FASAH Platform before the shipment arrives, in accordance with the applicable requirements.

Legal Disclaimer

This guide has been prepared for general awareness and guidance purposes only and does not constitute prior approval of any product or shipment.

Regulatory requirements may vary depending on:

- Nature of the product.
- HS Code.
- Intended use.
- Country of manufacture.
- Applicable technical regulations.
- Competent regulatory authority.
- Updates issued by Saudi and Canadian regulatory authorities.

Therefore, each product must be assessed independently, and the latest applicable requirements should be verified before production, contracting, or shipment.



Contact Information

We help Canadian companies access the Saudi market quickly and efficiently through integrated technical compliance solutions, conformity certificate management, and coordination with relevant regulatory requirements and authorities.

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