



Guide for German Companies Exporting to the Saudi Market

Regulatory and Customs Requirements and Product
Registration Pathways



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From Germany to the Saudi Market

Germany and the Kingdom of Saudi Arabia have well-established economic and trade relations, and the Saudi market is an important market for German companies in the Arab region. Official data indicate that Saudi Arabia is Germany's second most important trading partner in the Arab world after the United Arab Emirates, while Germany is the fourth-largest supplier of goods to the Kingdom. German exports to Saudi Arabia reached approximately EUR 8.91 billion in 2025, compared with German imports from the Kingdom of approximately EUR 1.14 billion. German exports to the Saudi market are diverse and include key products and sectors such as:

- Industrial machinery and equipment.
- Engineering products.
- Vehicles and automobiles.
- Automotive spare parts.
- Chemical products and materials.
- Electrical appliances and equipment.
- Precision instruments.
- Optical equipment.
- Medical equipment.
- Pharmaceutical products.
- Energy technologies.
- Industrial equipment and technologies.
- Water and environmental treatment solutions.
- Metal products.
- Construction materials and equipment related to the construction sector.

Machinery, vehicles, chemical products, electrical products, and precision and optical engineering products are among the major groups of goods exported by Germany to Saudi Arabia. Saudi Arabia's economic transformation under Saudi Vision 2030 also provides opportunities for German companies, particularly in technology and industrial sectors and projects related to economic diversification and infrastructure. Germany Trade & Invest data indicate continued opportunities for German companies in technology-intensive sectors, despite increasing competition in the Saudi market.

Despite the strong trade relations between the two countries, entering the Saudi market requires compliance with Saudi regulations and technical regulations. Requirements vary depending on the type of product and the competent regulatory authority.

A product may require:

- Be registered on the Saber platform.
- Obtain a Product Conformity Certificate.
- Obtain a Shipment Conformity Certificate.
- Be registered with the Saudi Food and Drug Authority.
- Obtain the Saudi Quality Mark.
- Fulfill additional regulatory requirements depending on the type of product.



Therefore, advance planning and completing compliance requirements before export are the most important factors for the successful entry of German products into the Saudi market.

Why the Saudi Market?

The Saudi market is one of the largest consumer and industrial markets in the Middle East, offering broad opportunities for German companies across various sectors.

Key advantages that make the Saudi market a strategic destination for German exports include:

The largest economy in the Arab region.

More than 36 million consumers.

High purchasing power.

Major projects under Saudi Vision 2030.

Continued expansion across industrial and commercial sectors.

Growing demand for advanced industrial solutions and technologies.

Broad opportunities in infrastructure and construction.

Expansion of the energy, water, and technology sectors.

Growth in healthcare and pharmaceutical industries.

Increasing demand for machinery, equipment, and engineering solutions.

Opportunities for companies specializing in high-quality products and advanced technologies.

German trade data indicate that Saudi Arabia imported goods worth approximately USD 232.8 billion in 2024, with Germany accounting for approximately 4.3% of the Kingdom's imports, reflecting the importance of the market to German companies.



Tabseer Your Partner for Compliance and Market Access in Saudi Arabia

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

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 on the Ghad platform.
- Issuance of lifting equipment certificates.
- Obtaining the Oxo-Biodegradable Plastic Logo.

Gulf Cooperation Council Countries

- GCC Conformity Mark (G-Mark) certification

Sultanate of Oman

- Omani Quality Mark

Arab Republic of Egypt

- Inspection and testing certificates
- Carbon footprint calculation services

Key Authorities in the Export Journey

First: German Authorities German Customs — Zoll

German Customs is responsible for implementing customs procedures related to exports and imports, including procedures for exporting goods from Germany to countries outside the European Union.

Customs declarations for companies are processed electronically in many cases through ATLAS, the electronic customs procedure processing system used by the German customs administration.

| ATLAS System

The ATLAS — Automatisiertes Tarif- und Lokales Zoll-Abwicklungs-System system is used to process a large number of customs procedures electronically. Exporters must ensure that the customs declaration details and documents associated with the shipment are complete before export. German Customs explains that an electronic customs declaration is the standard procedure in cases where another form of declaration is not permitted.

| German Chambers of Industry and Commerce

IHK — Industrie- und Handelskammern
German Chambers of Industry and Commerce provide companies with services and information relating to foreign trade and exports. They may also provide services related to commercial documents and certificates of origin, depending on their area of responsibility and applicable procedures.

| EORI Number

The EORI — Economic Operators Registration and Identification System number is used to identify economic operators in customs procedures within the European Union. The EORI number is a key customs identifier for companies in customs procedures and must be included in a number of customs declarations and related procedures.

| Germany Trade & Invest (GTAI)

Germany Trade & Invest (GTAI) provides information and analysis on foreign markets, including the Kingdom of Saudi Arabia, helping German companies understand opportunities and economic and trade developments in international markets.

Second: Saudi Authorities

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



Industrial and Consumer Products

| SASO and SABER Pathway

Many industrial and consumer products exported from Germany to the Kingdom of Saudi Arabia are subject to technical regulations issued by the Saudi Standards, Metrology and Quality Organization (SASO), and are handled through the electronic Saber platform.

The compliance pathway begins by determining whether the product:

- Is subject to one of the Saudi technical regulations.
- Is not subject to technical regulations.
- Is subject to self-declaration.
- Requires assessment by an accredited conformity assessment body.

| Product Conformity Certificate (PCoC)

The Product Conformity Certificate is issued for products subject to technical regulations after reviewing the technical file and demonstrating that the product complies with the relevant Saudi technical regulation through an accredited conformity assessment body.

| Shipment Conformity Certificate (SCoC)

After the Product Conformity Certificate is issued, a Shipment Conformity Certificate is issued for each shipment exported to the Kingdom where applicable. It is one of the documents required as part of customs clearance procedures.

Before Shipping, Make Sure To:

- Register the product on the Saber platform.
- Obtain the Product Conformity Certificate where required.
- Obtain a Shipment Conformity Certificate for each shipment where applicable.
- Ensure the accuracy of the HS Code.
- Ensure that product information is consistent across all documents.
- Ensure that labels and product information comply with Saudi requirements.



Food, Beverages, Cosmetics, and Personal Care Products

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

I Before Export

The German manufacturer or exporter should coordinate with a licensed Saudi importer registered with the Saudi Food and Drug Authority, as the importer handles registration and regulatory notification procedures according to the type of product.

I Cosmetics

Cosmetic and personal care products are registered through the unified electronic Ghad system by a licensed Saudi establishment. All marketing claims must comply with the regulations, and unauthorized therapeutic or medical claims must be avoided.

I Customs Clearance

Electronic customs clearance procedures are completed after confirming:

- Registration is complete.
- The product matches the registered information.
- Labels are compliant.
- Required documents are complete.

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.
- Weight or volume.
- Production and expiry dates.
- Manufacturer and importer details.
- Storage and usage instructions where required.

I Medical Devices and Supplies

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

The registration pathway varies according to:

- Medical device classification.
- Risk level.
- Intended use.
- Country of manufacture.
- Available international certificates.
- The presence of an authorized representative in the Kingdom where required.

Pathways for Key Sectors

Electrical and electronic products	Registration on the Saber platform, 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 Saber platform requirements.
Construction 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 requirements for food-contact materials 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.

Therefore, each product must be assessed independently.

Most Common Mistakes When Exporting from Germany to Saudi Arabia

1) Shipping Before Completing Conformity Procedures

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

2) Choosing the Wrong HS Code

Selecting an inaccurate HS Code may result in the application of regulatory requirements that are not appropriate for the product.

3) Assuming German Products Do Not Need Conformity Assessment

The fact that a product is manufactured in Germany or carries a German or European certificate of origin does not exempt it from Saudi conformity requirements, registration on the Saber platform, or SFDA requirements where applicable.

4) Inconsistencies Between Documents

Some of the most common causes of delays include:

Different product names.
Different model numbers.
Different manufacturer names.
Different countries of origin.
Different brand names across the invoice, conformity certificates, labels, and technical file.

5) Using Non-Compliant Labels

Failure to include mandatory information in Arabic or the presence of incorrect information may result in observations or shipment rejection.

6) Working with an Unqualified Importer

The success of registration and customs clearance procedures depends significantly on the Saudi importer's experience in managing technical files and dealing with electronic systems.

7) Relying Only on Foreign Certificates

Certificates such as:

- CE.
- UL.
- FDA.
- ISO.

may support the technical file, but they do not replace Saudi requirements where a technical regulation or specific regulatory requirements apply.



- Has the correct HS Code been identified?
- Is the product subject to a Saudi technical regulation?
- Does it need to be registered on the Saber platform?
- Does it need to be registered with the Saudi Food and Drug Authority?
- Is the technical file complete?
- Are the test reports issued by accredited bodies?
- Does the label comply with Saudi requirements?
- Has a qualified Saudi importer been selected?
- Has the commercial invoice been prepared?
- Has the certificate of origin been prepared where required?
- Has the packing list and bill of lading been prepared?
- Has an EORI number been obtained?
- Have the customs export procedures in Germany been completed through the approved procedures?

Before You Start Exporting

Make sure you can answer the following questions:

German Customs explains that exporting goods from the European Union requires the submission of an export declaration. In Germany, the procedures are carried out electronically through the ATLAS system where applicable. The EORI number is also an essential element for identifying the economic operator within customs procedures.



Legal Disclaimer

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

Regulatory requirements may vary according to:

Nature of the product.

HS Code.

Intended use.

Applicable technical regulations.

Country of manufacture.

Updates issued by Saudi regulatory authorities.

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



Contact Information

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

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