



Guide for Indonesian Companies Exporting to the Saudi Market

Regulatory and Customs Requirements and Product
Registration Pathways



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From Indonesia to the Saudi Market

Indonesia has a diversified economy and a broad industrial and agricultural base. It is one of the major economies in Southeast Asia, and Indonesian products have an increasingly strong presence in global markets.

Indonesia's exports cover a wide range of products and commodities, from agricultural and food products to industrial products, raw materials, and manufactured goods.

The Saudi market also offers important opportunities for Indonesian companies seeking to expand into the Middle East, particularly in view of the continued growth of the food and beverage, consumer products, construction materials, and industrial products sectors.

Some of the key Indonesian products that may find opportunities in the Saudi market include:

- Food products and beverages.
- Coffee, tea, and agricultural products.
- Palm oil and its derivatives.
- Spices and processed food products.
- Cosmetics and personal care products.
- Perfumes and beauty products.
- Plastic products and packaging materials.
- Furniture and wooden products.
- Textiles and ready-made garments.
- Footwear and leather products.
- Stone and construction materials.
- Rubber and their products.
- Chemical products.
- Electrical and electronic products.
- Industrial machinery and equipment.
- Automotive spare parts.
- Paper and cardboard products.
- Medical and healthcare products.
- Handicrafts and consumer products.

Despite the diversity and competitiveness of Indonesian products, 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. Therefore, advance planning and completion of compliance requirements before export are key factors in successfully entering the Saudi market with Indonesian products.

A product may require:

- Registration on the Saber Platform.
- Obtaining a Product Conformity Certificate.
- Issuance of a Shipment Conformity Certificate.
- Registration with the Saudi Food and Drug Authority (SFDA).
- Obtaining the Saudi Quality Mark.
- Or fulfilling additional regulatory requirements depending on the type of product.

Advance planning and completion of compliance requirements before export are key factors in successfully entering the Saudi market with Indonesian products.



Why the Saudi Market?

The Saudi market is one of the largest consumer and industrial markets in the Middle East and offers extensive opportunities for Indonesian companies across various sectors.

Key advantages that make the Saudi market a strategic destination for Indonesian 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 in the industrial and commercial sectors.
- Growth in the food and beverage sector.
- Expansion of the tourism, hospitality, and entertainment sectors.
- Growth in infrastructure and construction projects.
- Increasing demand for consumer products.
- Growing opportunities for Asian companies in the Saudi market.
- Developing infrastructure, supply chains, and logistics services.

These factors provide opportunities for Indonesian companies seeking to enter or expand their business in the Saudi market, particularly in sectors where Indonesia has strong production capabilities and competitive advantages.



Tabseer... Your Partner for Compliance and Market Entry

Tabseer provides integrated solutions in conformity assessment and technical compliance, helping Indonesian companies fulfill Saudi and GCC regulatory requirements and accelerate the process of bringing their products to 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 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 examination certificates.
- Carbon footprint calculation services.

Key Authorities in the Export Journey

First: Indonesian Authorities Directorate General of Customs and Excise (DGCE)

The Directorate General of Customs and Excise is responsible for regulating customs procedures related to exports and imports and overseeing the movement of goods through Indonesian customs ports.

Export procedures in Indonesia include submission of an Export Declaration (PEB) and completion of the required procedures and documents before goods leave the customs territory.

The exporter must ensure the accuracy of goods information, including customs classification, value, quantity, and shipment details.

OSS System and Business Identification Number

Exporters and businesses in Indonesia are required to complete the relevant business registrations and licenses through the Online Single Submission (OSS) system.

They must obtain a Business Identification Number (Nomor Induk Berusaha, or NIB) according to the nature of their activities and applicable regulatory requirements. The company must ensure that its business activities and licenses allow it to export the relevant products.

Ministry of Trade – Republic of Indonesia

The Indonesian Ministry of Trade plays a key role in regulating foreign trade, including certain export requirements, certificates of origin, and regulations concerning exported goods and products.

The Ministry oversees the Certificate of Origin (COO/SKA) system for goods of Indonesian origin in accordance with applicable rules and procedures.

Exporters should verify the type of Certificate of Origin required according to the export destination and applicable rules of origin.

Relevant Indonesian Regulatory Authorities

Depending on the nature of the product, certain Indonesian products may be subject to additional requirements or permits from relevant government and regulatory authorities, particularly:

Food products. Agricultural products. Animal products. Pharmaceutical products. Cosmetics. Halal products. Controlled products. Hazardous or restricted products.

Exporters should identify the specific requirements applicable to their products before beginning export procedures.

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 Indonesia 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)

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

| Shipment Conformity Certificate (SCoC)

After the Product Conformity Certificate has been issued, a Shipment Conformity Certificate is issued for each shipment exported to the Kingdom, in accordance with the requirements applicable to the product.

Before Shipment, Make Sure To:

- Register the product on the Saber Platform.
- Obtain the Product Conformity Certificate when required.
- Issue a Shipment Conformity Certificate for each shipment.
- 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 the required Indonesian export documentation.
- Prepare the Certificate of Origin when required.
- Complete any product-specific certificates or permits.



Food and Beverages, Cosmetics and Personal Care Products

Food and 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.

Before Export

The Indonesian manufacturer or exporter should coordinate with a licensed Saudi importer registered with the Saudi Food and Drug Authority, as the importer is responsible for completing the required registration and regulatory notification procedures according to the nature of the product.

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.

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.

Whether an authorized representative is required in the Kingdom.

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 applicable regulations, and unauthorized therapeutic or medical claims must be avoided.

Clearance

Electronic customs clearance procedures are completed after ensuring:

Registration is complete.

The product matches the registered information.

Labels are compliant.

Required documents are complete.

Important Note

The marketing authorization issued by the Saudi Food and Drug Authority is the key document allowing a medical device to be placed on the market in the Kingdom of Saudi Arabia. The regulatory pathway varies according to the device classification and the Authority's requirements.

Pathways for Selected 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 where applicable.

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 solely by the sector. They depend on several factors, most importantly:

- 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 Indonesia 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 clearance delays or shipment rejection.

2) Selecting an Incorrect HS Code

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

3) Assuming Indonesian Products Do Not Require Conformity

The fact that a product is manufactured in Indonesia or carries an Indonesian Certificate of Origin does not exempt it from Saudi conformity requirements, Saber registration, or SFDA requirements where applicable.

4) Inconsistent Information Across 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 provide mandatory information in Arabic or the inclusion of incorrect information may result in observations or shipment rejection.

6) Failure to Complete Indonesian Export Procedures

The exporter must ensure that Indonesian customs export procedures are completed, including submission of the export declaration and the required documents before the goods leave the customs territory. Indonesia regulates export procedures through its customs legislation, including PMK 155/PMK.04/2022 concerning customs procedures for exports, in addition to the rules governing export declarations.

7) Relying Solely on Foreign Certificates

Certificates such as:

- CE
- UL
- FDA
- ISO
- Indonesian product-specific certificates
- may support the technical file, but they do not replace Saudi requirements where a technical regulation or specific regulatory requirements apply.



Before You Start Exporting

Make sure you can answer the following questions:

- Has the correct HS Code been identified?
- Have the export procedures in Indonesia been completed?
- Is the product subject to a Saudi technical regulation?
- Does it require registration on the Saber Platform?
- Does it require registration 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?
- Have the Certificate of Origin and required commercial documents been prepared?
- Has the Business Identification Number and the licenses required for export in Indonesia been verified?
- Do the details on the invoice, Certificate of Origin, label, and conformity certificates match?
- Have all product-specific requirements been verified before shipment?

Indonesian Customs confirms that export procedures include the submission of the customs declaration and completion of requirements applicable to exported goods, while the Ministry of Trade regulates the issuance of Certificates of Origin for goods of Indonesian origin.

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 depending on:

Nature of the product.

HS Code.

Intended use.

Applicable technical regulations.

Product components.

Country of manufacture.

Regulatory category.

Indonesian export requirements.

Updates issued by Saudi regulatory authorities.

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



Contact Information

We help Indonesian companies and manufacturers understand Saudi regulatory requirements, prepare conformity files, manage conformity certificates, and coordinate with regulatory authorities, supporting the efficient entry of products into the Saudi market.

Support@tabseergroup.com

+966920010756

www.tabseer.co