



Guide for Italian Companies Exporting to the Saudi Market

Regulatory and Customs Requirements and Product
Registration Pathways



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From Italy to the Saudi Market

Italy and the Kingdom of Saudi Arabia have growing economic and trade relations, and the Saudi market is considered one of the important markets for Italian exports in the Middle East and North Africa region. According to the Italian Ministry of Foreign Affairs and International Cooperation, trade between the two countries exceeded EUR 10 billion in 2024. Italian exports to Saudi Arabia also increased by 27.9% during 2024, making the Kingdom Italy's second-largest export market in the Middle East and North Africa. Italian exports to the Kingdom amounted to approximately EUR 6.32 billion in 2025, according to data from the Italian Trade Agency updated in February 2026. Italian exports to the Saudi market are diversified and cover multiple sectors and products, most notably:

- Industrial machinery and equipment.
- Engineering products.
- Electrical appliances and equipment.
- Food products and beverages.
- Agricultural and agri-food products.
- Pharmaceuticals and healthcare products.
- Cosmetics and personal care products.
- Furniture and interior design.
- Ceramic products and tiles.
- Building materials.
- Iron, steel, and metal products.
- Vehicles and spare parts.
- Textiles and clothing; Leather products; Luxury products and Made in Italy products; Energy and water technologies; Chemical products.

The furniture and interior design sector represents an important area of opportunity for Italian companies in the Kingdom. Italian furniture exports to Saudi Arabia exceeded EUR 163 million in 2024, compared with approximately EUR 137.5 million in 2023. Despite the strength of the trade relationship between the two countries, the entry of Italian products into 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:

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

Therefore, advance planning and completion of compliance requirements before export are the most important factors for the successful entry of Italian 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 and offers extensive opportunities for Italian companies across various sectors.

- Key advantages that make the Saudi market a strategic destination for Italian 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 high-quality products.
- Extensive opportunities in infrastructure and urban development projects.
- Growth in the tourism, hospitality, and entertainment sectors.
- Growing opportunities in energy, water, and advanced technologies; Increasing demand for design solutions, furniture, and luxury products.

The Italian Ministry of Foreign Affairs confirms that the partnership with Saudi Arabia is particularly connected to economic transformation projects under Saudi Vision 2030, with opportunities in energy, infrastructure, agri-industry, water technologies, life sciences, pharmaceuticals, new technologies, and high-quality goods.



Tabseer... Your Compliance and Market Entry Partner

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

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 through the Ghad Platform.
- Issuance of lifting equipment certificates.
- Obtaining the Oxo-Biodegradable Plastic 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 verification certificates.
- Carbon footprint calculation services.

Key Authorities in the Export Journey

First: Italian Authorities

Italian Customs and Monopolies Agency

Agenzia delle Dogane e dei Monopoli (ADM) manages customs procedures, including export procedures to countries outside the European Union. The exporter must complete the customs export declaration electronically, together with the commercial documents and any licenses or permits required where applicable to the product. Economic operators in the European Union involved in import and export operations require an EORI number in accordance with the applicable European customs rules.

| Italian Trade Agency (ICE)

The Italian Trade Agency supports Italian companies in international trade activities and expansion into international markets, including the Saudi market. It provides information and opportunities related to international sectors and markets.

| Italian Chambers of Commerce

The Chambers of Commerce provide companies with a range of services, including certain services related to certificates of origin, commercial documents, and support for companies engaged in international trade activities.

| EORI Number

Economic operators in the European Union involved in import and export operations require an EORI number in accordance with the applicable European customs rules. The Italian Customs Agency explains that economic operators established in Italy are registered in accordance with the applicable customs procedures.

| Certificate of Origin

A certificate of origin or proof of origin may be required depending on the nature of the product and the requirements of the destination country. The Italian Customs Agency explains that non-preferential rules of origin are based, among other factors, on the concept of the last substantial transformation when determining the origin of products. Eligible exporters may also use approved origin-proving systems and procedures where applicable, including the Registered Exporter (REX) system in cases where its rules apply.

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 Italy to the Kingdom of Saudi Arabia are subject to technical regulations issued by the Saudi Standards, Metrology and Quality Organization (SASO) and are processed through the SABER electronic platform.

The compliance process 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 conformity 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 that the product complies with the relevant Saudi technical regulation through an accredited conformity assessment body.

| Shipment Conformity Certificate (SCoC)

Following the issuance of the Product Conformity Certificate, 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 Shipment, Make Sure That:

- The product is registered on the SABER Platform.
- The Product Conformity Certificate has been issued where required.
- The Shipment Conformity Certificate has been issued for each shipment where applicable.
- The HS Code is correct.
- Product information is consistent across all documents.
- 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), and compliance procedures vary according to the type of product.

Before Export

The Italian manufacturer or exporter should coordinate with a licensed Saudi importer registered with the Saudi Food and Drug Authority. The importer is responsible for registration procedures and regulatory notifications according to the type of product.

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, while unauthorized therapeutic or medical claims must be avoided.

Medical Devices and Medical Supplies

Medical devices and medical 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.

Food Labeling

Food labels must comply with Saudi and GCC requirements and must 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.

Clearance

Electronic clearance procedures are completed after confirming:

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

Note

The requirements of the Saudi Food and Drug Authority and the necessary regulatory documentation must be fulfilled before placing the medical device on the Saudi market.

Pathways for Selected Key Sectors

Electrical and electronic appliances	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.
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, and transportation, storage, and specific permitting requirements for hazardous or restricted substances.



Why Do We Use the Phrase “May Require”?

Compliance requirements are not determined solely by the sector. They are based on several factors, the most important of which are:

- 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 Italy 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) 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 That Italian Products Do Not Require Conformity

The fact that a product is manufactured in Italy or carries an Italian or European certificate of origin does not exempt it from Saudi conformity requirements or registration on the SABER Platform or with the Saudi Food and Drug Authority, where applicable.

4) Inconsistencies Across Documents

Common causes of delays include:

- Differences in the product name.
- Differences in the model number.
- Differences in the manufacturer name.
- Differences in the country of origin.
- Differences in the brand name between the invoice, conformity certificates, labels, and technical file.

5) Using Non-Compliant Labels

Failure to provide the mandatory information in Arabic on the label, or the inclusion 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 Solely 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.



Before You Start Exporting

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?
- Are the test reports issued by accredited bodies?
- Does the label information 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?
- Have the packing list and bill of lading been prepared? Have the customs export procedures in Italy been completed?

Export procedures from Italy to countries outside the European Union require the electronic submission of the customs export declaration, together with the commercial documents and licenses or permits required according to the nature of the goods.



Legal Disclaimer

This guide has been prepared for general awareness and guidance purposes 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.

Applicable technical regulations.

Country of manufacture.

Updates issued by Saudi regulatory authorities.

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



Contact Information

We help Italian 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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