



Guide for Japanese Companies Exporting to the Saudi Market

Regulatory and Customs Requirements and Product
Registration Pathways



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From Japan to the Saudi Market

Japan and the Kingdom of Saudi Arabia have a long-standing history of economic and trade relations spanning multiple sectors, from energy and industry to automotive, machinery, and advanced technologies. Diplomatic relations between the two countries were established in 1955, and their economic ties have continued to develop over the decades.

Japan has a highly advanced industrial and technological base, and Japanese products have a strong global presence across the automotive, electronics, machinery, equipment, industrial, and technology sectors.

According to data from the Japanese Ministry of Foreign Affairs, Japan's imports from Saudi Arabia were valued at approximately JPY 4,515.7 billion in 2023, while Japanese exports to Saudi Arabia amounted to approximately JPY 917.8 billion, with automobiles, machinery, equipment, and steel among the main Japanese exports.

Key Japanese products that may find opportunities in the Saudi market include:

- Food products and beverages.
- Cosmetics and personal care products.
- Perfumes and beauty products.
- Electrical and electronic equipment.
- Smart devices and technologies.
- Automobiles and vehicles.
- Automotive spare parts and tires.
- Industrial machinery and equipment.
- Mechanical equipment.
- Iron and steel products.
- Plastic products and packaging materials.
- Chemical products.
- Furniture and furnishings.
- Textiles and ready-made garments.
- Medical equipment and healthcare devices.
- Paper and cardboard products.
- High-tech products and technologies.

Despite the strength and high manufacturing standards of Japanese 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.

A product may require:

- Be registered on the SABER Platform.
- Obtain a Product Conformity Certificate (PCoC).
- Obtain a Shipment Conformity Certificate (SCoC).
- Be registered with the Saudi Food and Drug Authority (SFDA).
- Obtain the Saudi Quality Mark (SQM).
- Fulfill additional regulatory requirements depending on the product.

According to information from the Japan External Trade Organization (JETRO), products exported to Saudi Arabia may require conformity certificates issued by recognized bodies, in addition to registration of certain products with the competent authorities, such as food products, cosmetics, and medical devices.

Therefore, advance planning and completing compliance requirements before export are key to successfully introducing Japanese 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 extensive opportunities for Japanese companies across a wide range of sectors.

Key factors that make Saudi Arabia a strategic destination for Japanese 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.
- Growth in the automotive, manufacturing, and technology sectors.
- Increasing demand for high-quality products and advanced technologies.
- Expanding infrastructure, energy, and smart-city projects.
- Growing opportunities for Japanese companies in industrial and technology sectors.

The economic relationship between Japan and Saudi Arabia further highlights the importance of the Saudi market for Japanese companies, with Japanese exports to Saudi Arabia including major sectors such as automobiles, machinery, equipment, and steel.



Tabseer — Your Compliance Partner for Entering the Saudi Market

Tabseer provides integrated conformity assessment and technical compliance solutions, helping Japanese companies meet 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 products and cosmetics through the Ghad Platform.
- Issuance of lifting equipment certificates.
- Obtaining the Oxo-biodegradable plastics 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: Japanese Authorities Ministry of Finance – Japan Customs

Japan Customs is responsible for customs clearance procedures and the regulation of import and export operations. Export procedures include submitting an export declaration to Customs and obtaining export permission.

Depending on the nature of the transaction and product, export procedures may require the submission of the necessary data and documents to Customs, as well as verification of the product's tariff classification, value, and destination.

Japan Customs also provides various services and systems to facilitate international trade procedures, including Authorized Economic Operator (AEO) programs.

Japan External Trade Organization (JETRO)

The Japan External Trade Organization (JETRO) is a government-related organization that supports trade and investment and provides information and services to Japanese companies seeking to expand into international markets.

JETRO also operates an office in Riyadh to support business, trade, and investment activities related to the Saudi market.

Relevant Japanese Regulatory Authorities

Depending on the nature of the product, certain Japanese products may be subject to additional requirements or permits from the relevant government authorities, particularly food, agricultural, animal, pharmaceutical, and controlled products.

Therefore, exporters should identify the product-specific requirements before beginning export procedures.

Japanese Chambers of Commerce and Industry

Japanese chambers of commerce and industry provide various services related to international trade, including the issuance of certificates of origin and commercial documents, depending on the requirements of the transaction and importing country.

Japanese chambers of commerce may issue certificates of origin for exported goods in accordance with applicable laws and 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).



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 exported from Japan 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 process begins by determining whether the product is:

- Subject to a Saudi technical regulation.
- 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 (PCoC) is issued for products subject to technical regulations after reviewing the technical file and demonstrating the product's conformity with the applicable Saudi technical regulation through an approved conformity assessment body.

| Shipment Conformity Certificate (SCoC)

Following the issuance of the Product Conformity Certificate, a Shipment Conformity Certificate (SCoC) is issued for each shipment exported to the Kingdom, in accordance with the requirements applicable to the product.

Export procedures to Saudi Arabia require the applicable conformity certification and SABER requirements to be completed, in addition to shipping and customs clearance documentation.

Before Shipping, Make Sure You Have:

- Registered the product on the SABER Platform.
- Obtained the Product Conformity Certificate where required.
- Obtained a Shipment Conformity Certificate for each shipment.
- Verified the correct HS Code.
- Ensured that product information is consistent across all documents.
- Ensured that labels and product information comply with Saudi requirements.
- Completed the relevant Japanese export documentation.
- Prepared the Certificate of Origin where required.
- Completed any product-specific certificates or permits.



I Before Export

The Japanese manufacturer or exporter should coordinate with a licensed Saudi importer registered with the Saudi Food and Drug Authority. The importer is responsible for completing the required registration and regulatory notification procedures according to the nature of the 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 applicable regulations, and unauthorized therapeutic or medical claims should be avoided.

I Medical Devices and Supplies

Medical devices and supplies are subject to the supervision of 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 certificates.
- The presence of an authorized representative in Saudi Arabia where required.

I Food Labeling

Food labels must comply with applicable 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.

I Customs Clearance

Electronic customs clearance procedures are completed after verifying:

Completion of registration.

Consistency between the product and its registered information.

Compliance of labels.

Completion of the required documentation.

Documents that exporters may need for the Saudi market include the commercial invoice, packing list, Certificate of Origin, transport documents, and other documents depending on the product.

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 Saudi market. The applicable regulatory pathway varies according to the device classification and SFDA requirements.

Pathways for Key Sectors

Electrical and electronic equipment	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 SABER requirements where applicable.
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, 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 materials.



Why Do We Use the Phrase “May Require”?

Compliance requirements are not determined solely by the product 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 classification.

Therefore, each product must be assessed independently before export.

Common Mistakes When Exporting from Japan 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 rejection.

2. Selecting the Wrong HS Code

Using an inaccurate HS Code may result in different regulatory requirements being applied that are not appropriate for the product.

3. Assuming Japanese Products Do Not Require Conformity

The fact that a product is manufactured in Japan or carries a Japanese 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 inaccurate information may result in regulatory observations or shipment rejection.

Depending on the product, Saudi Arabia also requires country-of-origin information and may require Arabic-language instructions for consumer products.

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 Saudi 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?
- 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 product labeling comply with Saudi requirements?
- Has a qualified Saudi importer been selected?
- Have Japanese Customs export procedures been completed?
- Have the Certificate of Origin and required commercial documents been prepared?
- Do the invoice, Certificate of Origin, label, and conformity certificates contain consistent information?
- Have all product-specific requirements been verified before shipment?

Japan Customs confirms that export procedures require the submission of an export declaration and obtaining export permission, and provides specific forms and requirements for export declarations.



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.

Applicable technical regulations.

Product components.

Country of manufacture.

Regulatory classification.

Japanese export requirements.

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 Japanese companies and manufacturers understand Saudi regulatory requirements, prepare conformity files, manage conformity certificates, and coordinate with relevant regulatory authorities, supporting a more efficient route to the Saudi market.

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