



Guide for Malaysian Companies Exporting to the Saudi Market

Regulatory and Customs Requirements and Product
Registration Pathways



Content Review Date:
August 2026



Edition:
2026

From Malaysia to the Saudi Market

The Kingdom of Saudi Arabia represents an important market for Malaysian exports in the Middle East, amid growing trade and investment relations between the two countries and the diversity of Malaysian products that can be exported to the Saudi market.

Malaysia has an advanced industrial base and developed supply chains, along with extensive expertise in sectors such as electronics, food products, palm-oil-based products, machinery, chemicals, appliances, and equipment.

Despite the diversity and competitiveness of Malaysian 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.

Malaysian exports to the Kingdom have a presence across several sectors. Key Malaysian products exported to Saudi Arabia include:

- Electrical and electronic products.
- Vegetable oils and fats and palm-oil products.
- Industrial machinery and equipment.
- Chemical and organic products.
- Food products and beverages.
- Meat, fish, seafood, and related products.
- Grains, flour, and processed food products.
- Furniture and furnishings.
- Rubber and plastic products.
- Iron and metal products.
- Medical and optical equipment.
- Cosmetics and personal care products.
- Textiles and ready-made garments.
- Paper products and packaging materials.
- Mechanical and industrial equipment.

Trade data indicates that Malaysia's exports to Saudi Arabia reached approximately USD 1.26 billion in 2025, with copper, vegetable oils and fats, electrical and electronic equipment, and machinery among the leading export categories. In 2025, Malaysia also recorded a record export value of approximately MYR 1.607 trillion, driven by strong performance in the electronics, machinery and equipment, food, chemical, and other sectors.

A product may require:

- Registration on the SABER Platform.
- Obtaining a Product Certificate of Conformity.
- Issuance of a Shipment Certificate of Conformity.
- 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.

Therefore, advance planning and completion of compliance requirements before export are key factors in the successful entry of Malaysian 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 Malaysian companies across various sectors. Key advantages that make the Saudi market a strategic destination for Malaysian exports include:

- One of the largest economies in the Middle East.
- A large consumer base of more than 36 million people.
- High purchasing power.
- Major projects under Saudi Vision 2030.
- Continued expansion across industrial, commercial, and service sectors.
- Growing demand for food, industrial, and technology products.
- Expanding opportunities in infrastructure, construction, and manufacturing.
- A developed market for high-quality and value-added products.



Tabseer... Your Compliance Partner for Entering the Saudi Market

Tabseer provides integrated solutions in conformity assessment and technical compliance, helping Malaysian 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 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: Malaysian Authorities Ministry of Investment, Trade and Industry (MITI)

The Malaysian Ministry of Investment, Trade and Industry (MITI) is one of the key authorities responsible for regulating and supporting international trade. It also issues and endorses preferential Certificates of Origin under relevant trade agreements.

Malaysian exporters may apply for preferential Certificates of Origin through the Ministry's systems, in accordance with the applicable rules of origin and requirements of the relevant agreement.

Malaysia External Trade Development Corporation (MATRADE)

MATRADE is responsible for supporting and developing Malaysian exports and opening international markets to Malaysian companies.

It provides exporters with services including:

- Supporting companies seeking to enter international markets.
- Assessing companies' export readiness.
- Providing international market information.
- Assisting in identifying HS Codes.
- Supporting international trade activities and exhibitions.

MATRADE encourages Malaysian companies seeking to export to register with the organization and benefit from its export support services.

Royal Malaysian Customs Department

The Royal Malaysian Customs Department is responsible for customs procedures related to exports and imports, product classification, HS Codes, and customs declarations.

Correct identification of the HS Code is one of the key steps before beginning export procedures, as customs classification affects the requirements and procedures applicable to the product.

Malaysian Chambers of Commerce and Trade Associations

Accredited chambers of commerce and trade associations contribute to providing services to exporters, including the issuance of certain non-preferential Certificates of Origin in accordance with their authorized powers.

Malaysian Customs explains that Certificates of Origin may be preferential (PCO) or non-preferential (NPCO) depending on the nature of the trade and the applicable agreement.

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 Malaysia to the Kingdom of Saudi Arabia are subject to technical regulations issued by the Saudi Standards, Metrology and Quality Organization (SASO). Products subject to technical regulations are handled 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 Certificate of Conformity 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 fulfilling the Product Certificate of Conformity requirements, a Shipment Certificate of Conformity is issued for each shipment in accordance with the applicable requirements, in order to complete customs clearance procedures.

Before Shipping, Make Sure You Have:

- Registered the product on the SABER Platform where applicable.
- Obtained the Product Certificate of Conformity where required.
- Obtained a Shipment Certificate of Conformity for each shipment where required.
- Confirmed the correct HS Code.
- Ensured that product information is consistent across all documents.
- Ensured that labels and product information comply with Saudi requirements.
- Fulfilled the requirements of the relevant technical regulations.



Food, Beverages, Cosmetics and Personal Care Products

Food, beverages, cosmetics, animal feed, and many health-related products are subject to the supervision of the Saudi Food and Drug Authority (SFDA). Compliance procedures vary depending on the type of product.

I Before Export

The Malaysian manufacturer or exporter should coordinate with a qualified and licensed Saudi importer. The importer in the Kingdom is responsible for a number of registration, clearance, and regulatory procedures associated with the product. For food products, the Authority requires the importing establishment to be registered, an electronic account to be opened, and imported food products to be registered in advance, in addition to ensuring that products comply with the applicable regulations, technical regulations, and approved standards in the Kingdom.

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.
- Nutritional information where applicable.
- 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 depending on:

Medical device classification. -Risk level.

Intended use.- Country of manufacture.

Available international certificates.

Presence of an authorized representative in the Kingdom where required.

I Cosmetics

Imported cosmetics entering the Kingdom are subject to the requirements and controls established by the Saudi Food and Drug Authority. The product must be correctly classified as a cosmetic product or as a product subject to another regulatory pathway, according to its nature and claims.

All marketing claims must comply with applicable regulations, while unauthorized therapeutic or medical claims must be avoided. Import procedures may include requirements relating to the licensed importer, Certificates of Conformity, Certificate of Origin, invoice, bill of lading, and product listing procedures according to the applicable system.

I Customs Clearance

Electronic customs clearance procedures are completed after confirming:

Completion of the required registrations.

Conformity of the product with the registered information.

Compliance of the labels.

Completion of the required documents.

Fulfillment of the product-specific regulatory and technical requirements.

Important Note

The requirements of the Saudi Food and Drug Authority for the registration and licensing of medical devices must be completed before the devices are placed or circulated in the Saudi market, according to the applicable category and regulatory pathway.

Pathways for Key Sectors

Electrical and electronic equipment

Registration on the SABER Platform, Product Certificate of Conformity, 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 and relevant technical regulations.

Building materials

Registration on the SABER Platform, Certificates of Conformity, 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 substances.

Food and beverages

Registration of the establishment and products with the relevant Saudi authorities, fulfillment of food and labeling requirements, and documents required for customs clearance.

Cosmetics

Fulfillment of SFDA requirements, importer and establishment requirements, product and labeling information, and Certificates of Conformity and required documents as applicable.

Medical devices

Device classification, registration and licensing with SFDA, technical file, assessment and conformity requirements, and an authorized representative where applicable.



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.
- Specific requirements applicable to the product or competent regulatory authority.

Therefore, each product must be assessed independently.

Most Common Mistakes When Exporting from Malaysia to Saudi Arabia

1) Shipping Before Completing Compliance Procedures

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

2) Selecting the Wrong HS Code

Using an inaccurate HS Code may result in the application of regulatory requirements that are not appropriate for the product. Therefore, the product's customs classification should be confirmed before beginning registration and export procedures.

3) Assuming That Malaysian Products Do Not Require Conformity

The fact that a product is manufactured in Malaysia or carries a Malaysian 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:

- Differences in the product name.
- Differences in the model number.
- Differences in the manufacturer's name.
- Differences in the country of origin.
- Differences in the brand name between the invoice, Certificates of Conformity, labels, and technical file.

5) Using Non-Compliant Labels

Failure to include mandatory information on the label, or including incorrect information that does not comply with Saudi requirements, may result in observations, delays, 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, dealing with electronic systems, and coordinating with regulatory authorities.

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.



- Has the correct HS Code been identified?
- 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 acceptable or accredited bodies as required?
- Does the product label comply with Saudi requirements?
- Has a qualified Saudi importer been selected?
- Do the Certificate of Origin and commercial documents meet the applicable requirements?
- Have the customs clearance requirements been verified before shipping?

Before You Start Exporting

Make sure you can answer the following questions:



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.

Product regulatory category.

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 Malaysian companies reach the Saudi market quickly and efficiently through integrated technical compliance solutions, conformity certification management, and support in meeting relevant regulatory requirements.

Support@tabseergroup.com

+966920010756

www.tabseer.co