

PRODUCT MARKET STUDY: MARKETING OF HALAL PRODUCTS IN SAUDI ARABIA

Date : August 2005

1.0 Introduction

Halal generally means permissible under the Islamic law. A product which is halal is considered allowable for Muslims to eat and it must not contain haram or forbidden contents like pork and its by-products, alcohol and animals not slaughtered in accordance to Quranic procedures.

The concept of halal has traditionally been applied to food. But it now appears to expand to the extent that virtually all goods and services including cosmetics, clothings, pharmaceuticals, financial services and even tour packages can be certified halal.

This study aims at providing information regarding the market potential of halal products in Saudi Arabia with a view to encourage Malaysian manufacturers and exporters to capture bigger export share in the Saudi Halal market.

2.0 Overview Of Saudi Halal Market

The Halal market is growing relatively to the expansion of Muslim population all over the world. Two huge halal food markets are Southeast Asia and the Middle East which represent more than 400 million Muslim consumers. Worldwide, the Muslim consumer base is estimated to be 1.8 billion and is spread over 112 countries.

Saudi Arabia has a 100% Muslim population of which, 90% are Arabs, and remaining 10% are Afro-Asians. Its population is 22.7 million, grows on average of nearly 3% annually.

Furthermore, Saudi Arabia continues to be the single largest market for food and beverage products in the Gulf, accounting for 63 percent of all of the region's imports. Saudi Halal food market is estimated to value at US\$5 billion annually.

The word Halal is not a major concern to Saudi consumers as they are assured by the authority that all products entering Saudi Arabia are Halal. The fact that Saudi Arabia is the homeland of Islam and the two Holy cities for Muslims i.e. Makkah and Madinah are within its territory, makes Islamic laws are highly observed. This fact also flings a perception that all foods available in the market are Halal.

Nonetheless, the halal application in Saudi Arabia is still limited to food and particularly to which referred as meat and meat based products.

Availability of Halal Food Products

Halal food supply for Saudi Arabia comes from both local production and import. Its local production is supported well by its developed agricultural sector which has made the kingdom self-sufficient in several food items. Agriculture (including forestry and fishing) is a fundamental part of the national economy of Saudi Arabia with GDP contribution valued at US\$9.8 billion in 2003.

The current policy of the Saudi Government reflects its heightened concern to encourage local farmers to diversify their production away from water-intensive crops, and into the cultivation of alfalfa, dates, corn, rice, millet, fruit, and vegetables.

a. Vegetables

Local farmers are increasingly diversifying their production to take advantage of modern methods of irrigation which has successfully been used in the production of vegetables such as potatoes, zucchini, and onions.

The Kingdom produced 2.2 million metric tons of fresh vegetables (particularly tomatoes and potatoes) in 2003. Grain production (wheat, sorghum, millet, corn, barley and sesame) was 2.9 million metric tons, of which wheat accounted for 85 percent. The kingdom is a large producer of wheat and barley.

b. Fruits

Fruit production remained mostly steady with production at 1.3 million metric tons in 2003, increased from 1.2 million metric tons in 2002. With more than 18 million date palms under cultivation, Saudi Arabia is the world's largest date producer.

In 2003, the Kingdom produced 1,331,127 metric tons of dates, up from 1,240,812 metric tons in 2002. There are currently about 400 varieties of dates being produced in the Kingdom, about 60 of which have built a significant niche in international markets.

c. Meat

The government of Saudi Arabia is also encouraging local farmers to diversify into livestock (sheep and camels), poultry, and dairy production. In the past decade, total meat production (red meat, chickens, and fish) has risen almost 45 percent. In 2003, total meat production increased slightly to 700,000 metric tons from 686,000 metric tons in 2002.

Red meat production reached 165,000 metric tons in 2003, from 162,000 metric tons in 2002. Poultry production was 468,000 metric tons in 2003, rose slightly from 467,000 metric tons in 2002.

According to Saudi Ministry of Agriculture (MOA), total poultry meat production is forecast to reach 530,000 tons by the end of 2004, up about 4 percent compared to the 2002 level of 510,000 tons.

Fish production in 2003 increased to 67,000 metric tons from 57,000 metric tons in 2002. Table eggs production in 2003 was at 137,000 metric tons, a slight decrease over 138,000 metric tons in 2002.

d. Dairy Products

Milk production increased by 5.4 percent in 2003 to 1.2 million metric tons from 1.1 million metric tons recorded in 2002. *Al Safi Dairy Farm*, the largest integrated dairy farm in the world, has more than 24,000 head of cattle and produces 125 million liters of high-quality milk annually. Two modern dairy-processing plants began operation in 1998, and are exporting significant quantities of milk to the Gulf Cooperation Council (GCC), making Saudi Arabia the largest dairy products supplier in the region.

Major Suppliers of Halal Foods to Saudi Arabia

USA, France, Germany, Switzerland, New Zealand and the Netherlands are major food-producing countries which are active in Saudi Arabia.

The U.S.A remains a leading agriculture exporter to Saudi Arabia, although U.S. agricultural exports to the Kingdom have declined slightly in 2003 to US\$331 million, a decrease from US\$343 million in 2002 and \$429 million in 2001. Leading U.S. agricultural exports to Saudi Arabia are coarse grains, rice, sugars and vegetable oil (soy oil). Saudi Arabia is also a leading market for U.S. exports of honey, canned vegetables, corn chips, and soups.

Brazil is Saudi Arabia's largest broiler meat supplier. In 2004, Brazil exported 333,000 tons of broiler meat to Saudi Arabia, a 15-percent increase from the previous year, a surge after an import ban was placed on Chinese poultry meat.

France, the second largest broiler meat supplier; however, experienced a 26-percent decline in its poultry meat exports to Saudi Arabia due in part to declines in French broiler production and the continued appreciation of the Euro compared to the Saudi Riyal, which is tied to the U.S. Dollar.

Meanwhile amongst ASEAN, Thailand is the largest processed food exporter to Saudi Arabia followed by Malaysia, Indonesia, Philippines and Singapore.

Thailand has made a good presence in products like canned fruits and tuna preparations. Indonesia is popular with products such as soya sauce and instant noodles. Meanwhile, Malaysia has made presence in products such as palm cooking oil, confectionery and coconut milk powder.

Market Characteristics and Import Trends

Even though Saudi Arabia continues its strife to be self-sufficient for Halal foods, its population growth is outpacing its food supply, making it to rely on import of Halal

food products from countries including Australia, the United States, Brazil, France, and Thailand.

Increasing demand from hotel and restaurant trade and import ban instituted by many countries on European beef also contributed to Saudi import increase for Halal food products.

a. Vegetables and Fruits

Saudi Arabia imported 7.6 million metric tons vegetables and vegetable products, valued at SR7.7 billion (US\$2.1 billion) in 2003, an increase of 12.6% over the previous year.

Saudi Arabia has become a leading market in the Middle East for rice imports, with weight over 663,000 metric tons and also the world's largest importer of barley with import about 4 million metric tons.

b. Meat and meat based products

Saudi Arabia imported 942,000 metric tons of meat and meat based products (including prepared foods of meat) in 2003. Value of that import was SR5.9 billion (US\$1.6 billion).

Chicken meat continues to be the most competitive source of animal protein in Saudi Arabia. Per capita consumption of poultry meat is estimated at about 40 kg. Saudi Arabia is forecast to import 443,000 metric tons of broiler meat in 2005, a 2-percent increase from 2004. Saudi Arabia primarily imports whole frozen broilers and relies on imports to satisfy half of its broiler meat consumption. Besides, Saudi Arabia is the largest importer of frozen poultry meat in the Middle East.

Despite the various government subsidies provided to the local poultry industry, producers claim to have difficulty in competing with imports due to the prices of locally produced frozen chickens are usually higher than those imported by at least 20 percent per kilogram.

Even if locally produced chickens could match prices offered by those imported, many Saudi customers would keep on buying imported chickens particularly Brazilian broilers as locally produced frozen broilers and French broilers contain a high fat and moisture content.

Consumption of meat and meat based products usually decreases significantly during Ramadan due to fasting and during summer which starts from the second week of June up to the first week of September when millions of Saudi and expatriates depart Kingdom for vacation.

However, the demand would strengthen during the Hajj season as the hotel and retail industry stock up their meat supplies in anticipation of over 2.5 million Muslim pilgrims who travel to Mecca every year. Foreign pilgrims, who account for 50 percent of total pilgrims, will spend an average of 2 weeks in Mecca, Jeddah and Madina before and after the Hajj rituals.

The following table summarizes Saudi Arabia's import of food products in year 2003, 2002 and 2001.

| No. | Description | 2003 | | 2002 | | 2001 |
|-----|--------------------------------------|-------------------------------|---------------|-------------------------------|---------------|-------------------------------|
| | | Value SR mil (US\$ mil) | Growth (%) | Value SR mil (US\$ mil) | Growth (%) | Value SR mil (US\$ mil) |
| 1. | Food products of animal origin | 5,704 (1,521) | 23.1 | 4,634 (1,236) | 2.5 | 4,521 (1,206) |
| 2. | Vegetables & vegetable products | 7,733 (2,062) | 12.6 | 6,867 (1,831) | 5.5 | 6,511 (1,736) |
| 3. | Prepared/processed foods & beverages | 4,662 (1,243) | 20.9 | 3,856 (1,028) | -7.4 | 4,164 (1,110) |
| 4. | Animal & vegetable edible oil | 789 (210) | 56.9 | 503 (134) | -16.3 | 601 (160) |
| | Total | 18,888 (5,036) | 15.9 | 15,860 (4,229) | 0.1 | 15,797 (4,212) |

Source: Central Department of Statistics, Ministry of Economy and Planning, Saudi Arabia

3.0 Saudi Halal Food Standards And Import Regulation

Saudi Arabian Standards Organization (SASO) is the authority which determines standards and labelling requirement for all types of food and food products imported into Saudi Arabia.

The requirements are different from one type of food to another, like beef and buffalo (fresh, chilled and frozen), luncheon meat, canned corned beef and mutton, canned sausage etc. Each product has its own specification issued by SASO.

Export and Shipping Documentation

All food and food products imported to Saudi Arabia must have the following documents:

- Certificate of origin.
- Commercial invoice stating the country of origin, name of the carrier, brand/trademark and number of goods, along with a description including HS code, weight and value.
- Packing list.
- Bill of lading (for sea freight) or Airway bill (for air freight).
- Steamship certificate (a document appended to bill of lading or airway bill)
- Insurance documents (if shipments are sent CIF or insured by exporter).
- Special documents (if applicable).

Some special documents which usually are required for food products include:

1. *Ingredients Certificate*: This certificate should include a comprehensive description of the exported food products (contents inclusive of animal fats and percentage of each ingredient), chemical data, microbiological standards, storage, and life of product (date of manufacture and date of expiry). This certificate must be obtained from a local health department and must be signed by the authority.

2. *Consumer Protection Certificate*: This certificate confirms the healthiness of the various ingredients of the exported food products to Saudi Arabia, and their safety and fitness for human consumption. This certificate is similar to HACCP certificate and can be obtainable from the Ministry of Agriculture.

3. *"Halal" Certificate*: This certificate indicates that slaughtering has taken place in an officially licensed slaughterhouse according to Islamic procedures. The "Halal" meat certificate should be legalized by a recognized Islamic Center (for Malaysia is JAKIM) in the exporting country.

4. *Health Certificate for Meat*: This certificate should indicate the date of slaughter, kind of animal and average age, in each shipment. The Health Certificate is required for all exports to Saudi Arabia of all kinds of meats, (including poultry and seafood), meat products, livestock, vegetables, fruits, and human blood, attesting to the fact that they are free from pests and/or disease.

5. *Health Certificate for Vegetable and Fruit*: This certificate must accompany all shipments of vegetables and fruits to Saudi Arabia certifying that such exports are free from pests, insects, and other agricultural diseases, and that they have not been exposed to ionizing radiation (but can be treated with aluminum phosphide). This certificate usually can be obtained from the Ministry of Agriculture.

6. *Phytosanitary Certificate*: This certificate verifies that the seeds or grains to be exported to the Kingdom of Saudi Arabia are free from agricultural diseases. It is also obtainable from the Ministry of Agriculture. This certificate is required to accompany all shipments of flour, rice, grains, agricultural seeds, lumber, plants, and plant material.

Food Import Inspection

Although Malaysian exporters are able to submit all the required documents as in order, Saudi Arabia will still impose food sampling and lab testing on every shipment arrives at their Quality Control Department to ensure that the foods are fit for human consumption. Those documents serve mainly to ease the inspection by the Department.

Usually, all meat and poultry products entering Saudi Arabia are examined for Salmonellae for poultry, volatile nitrogen which should be less 20mg/100gm for beef and less than 50% gm/100gm for poultry.

Species identification tests for pork are routinely run on meat-based products. All meat and meat-based that their ingredient contains genetically engineered animal products is banned from entering Saudi Arabia

Import Clearance

Malaysian exporters could advise their importers to provide the Arabic translated documents to customs agent in order to start the clearing process. Containers are normally cleared in few days time provided all documents are in order and imported products meet Saudi standards and specifications.

In the event a food product is rejected by the Quality Control Laboratory at the port of entry, the importer can submit an appeal to call for a re-test. The appeal must be submitted in writing to the Director General of the Quality Control and Inspections Department of the Ministry of Commerce. If an appeal is accepted, the Director General orders a re-test by another laboratory usually King Faisal Specialist Hospital Laboratory. If the second test verifies initial result, the importer is ordered to re-export or destroy the product.

Malaysian exporters could kindly contact the Saudi agencies as shown in [Annex II](#) for further information on food import standards and labeling requirement.

Documents Authentication

Malaysian exporters also need to note that additional documents may be required, depending on the type of goods being shipped, on certain requests from the Saudi importer or specified in the letter of credit (L/C), or a contract.

The exporter is responsible for authenticating the certificate of origin, the commercial invoice, and any special documents. Those documents must be certified in the following sequence:

- (i) Notarized by a Notary Public and certified by a local exporting country Chamber of Commerce.
- (ii) Certified by the Exporting country-Saudi Arabian Business Council (if available). In case of Malaysia, it is certified by the consular office of the Ministry of Foreign Affairs)
- (iii) Legalized by the Saudi Embassy or any Saudi Consulate in the Exporting country. (Saudi Embassy in Kuala Lumpur)

All documents (original or copies) should bear the handwritten signature of the person issuing the document. Facsimile signatures are not accepted.

4.0 Penetrating Saudi Halal Food Market

Malaysian Halal food exporters could promote their products in a variety of ways from informal contractual relationships to forming a joint venture with Saudi Arabian company. The best option will depend on the type of business, the duration of the involvement, and the nature of the transactions.

Distribution Channel

The distribution structure in Saudi Arabia is common and straightforward. The Saudi importers usually purchase from foreign companies and wholesale in traditional markets (known as *souks*) to retailers or direct to consumers. It is essential to make personal visits to the market to fully scope and evaluate opportunities, become known to end users and decision makers, and to initially short-list potential local representatives.

Besides, traditionally, a large proportion of retail sales of food and beverages have been made through a network of thousands of small grocery outlets. These outlets have purchased their requirements through major wholesalers, local manufacturers or importers/distributors. But year on year, new style large supermarkets have grown in popularity in Saudi market. Some of these supermarkets import their requirements direct.

Importers usually have their own storage facilities and handle all distribution, servicing the three major trading and business cities, Riyadh, Jeddah and Dammam. Importers may also have their own retail outlets, showrooms and internal distribution operations in these cities.

Most of Saudi large importers/distributors of food have their headquarters in Jeddah. More than 80 per cent of food imports come through the Jeddah Islamic Port which is also the largest port in the Middle East.

Several ways for Malaysian Halal food companies to distribute their food items in Saudi Arabia are:

a. Commercial Agents

Direct export to Saudi agents who do sale of food products to customers seems to be the simplest way to promote Malaysia Halal food to the Saudi market. Having a local agent to sell the Halal foods makes marketing more effectively and some business transactions require a local presence.

Malaysian Halal food companies may consider this type of distribution due to the reason that all wholesale and retail is reserved exclusively for Saudi nationals and entities wholly owned (100 per cent) by Saudi nationals. Besides, only Saudi companies can obtain an import license. Companies that import goods or practice as commercial agencies must be registered with the Ministry of Commerce (MOC) and one of the Saudi Chambers of Commerce and Industry.

Malaysian companies may consider giving exclusive agency agreement to a Saudi agent. A Saudi agent may only be given right of distributorship to cover certain regions or provinces in Saudi Arabia for instance central (Riyadh), western (Jeddah) and eastern (Dammam).

However, Malaysian companies should be careful when appointing commercial or trading agent in Saudi Arabia as local law provides considerable protection to Saudi

agents in the event of a dispute and the process would be very lengthy. The choice of a local agent should be approached carefully as terminating or changing agents could be a difficult process.

Any termination or change of a commercial agent to a new one must be fair to the old agent. Under some circumstances, the failure to renew an agent may be considered a form of termination. Wrongfully terminating an agent may expose a company to liability and may make it more difficult to obtain Saudi government approval of a replacement agency agreement. As a result, the termination section of any agency agreement must be carefully spelled out and should generally provide for fair treatment of all parties upon termination.

Moreover, Malaysian companies have to note that every Saudi commercial agent is required to register their commercial agency agreements with the MOC, failing which can result in a fine. Saudi Arabia has an extensive set of legislation that governs the terms and conditions of agency agreements. Commercial agents can be an agent and/or distributor or franchisee.

b. Franchises

Malaysian Halal food exporters could also consider engaging Saudi franchisees to promote their halal food products to Saudi Arabia. Franchising has become an increasingly popular form of doing business in Saudi Arabia as it offers greater flexibility than commercial agency agreements and does not require huge resources compared to opening own branch office or making joint venture.

To establish a franchise in Saudi Arabia, Malaysian Halal food franchisor must select a franchisee and register the franchise with the MOC. The franchisor must be the original franchisor and may not be a third-country subfranchise. The parties may negotiate their own franchise agreement.

The franchise law has only been effective since 1992. Because commercial agency law also applies to franchises, many of the same concerns may arise regarding the potential wrongful termination of a franchisee. In order to avoid later difficulties, Malaysian companies should consult an attorney familiar with Saudi franchise law before entering into a franchise agreement or terminating a franchisee.

Issues such as intellectual property registration and protection also need to be addressed by Malaysian Halal food franchisor.

c. Joint Ventures

The least way for Malaysian Halal food companies to consider marketing their products to Saudi Arabia is through joint ventures with Saudi partners in Halal food production. Joint-venture in food production involves larger commitments for Malaysian companies particularly in capital investment, but over the long-term, it qualifies for favorable tax treatment or other economic incentives from the Saudi Government.

Joint ventures may take two forms. Under a contractual joint venture, a Malaysian firm simply signs a contract with a Saudi company and obtain an operating license from the Saudi Government (MOC).

Alternatively, Malaysian company may create a new limited liability company in Saudi Arabia. Most foreign firms prefer to use this form of joint venture to establish a presence in Saudi Arabia as it allows them to engage in business activities.

However, to form a limited liability company, it is essential to involve Saudi citizens. While Saudi participation is not a legal requirement, the government strongly favours a company in which Saudi investors participate. Companies with majority Saudi equity percentage would qualify for certain tax breaks and other investment incentives.

Pricing

Pricing products competitively is of utmost important and it also applies to food items. Saudi agents tend to request for the lowest possible price from their exporters, so they could set for the highest possible profit margin. In the past, Saudi dealers/retailers used to take a very high profit margin when pricing their products, ranging from 120-150%. But now due to stiffer competition in the market especially of competing food products from many other countries, they have lowered their mark up to only 50-80%.

Malaysian Halal food companies may take note that the Saudi government has no control over pricing of products by local supermarket and retailers. Therefore, we could see much difference in prices for one product from one retailer to another in the market.

Obtaining Payment from Saudi Customers

Malaysian exporters are advisable to obtain payment from Saudi customers only by confirmed letter of credit or advance payment. If the agent insists on credit terms, this can be handled through an issuance of up to certain credit term (such as 90 or 180 days) after receipt of the necessary documents. As interest is not enforceable under Islamic Shari'a Law (regardless of the contract document), a Saudi agent has no incentive to pay on time and often worse if they will not. However, generally letter of credit is widely acceptable method of payment by Saudi importers.

Malaysian companies can also consider utilizing trade financing facilities provided by the Islamic Development Bank (IDB) when doing business with Saudi customers. The bank has an established network of banks and business clients within the OIC member countries including Malaysia and Saudi Arabia.

5.0 Recommendations

There are still a lot of undeveloped areas in Saudi Halal food market which Malaysia can capitalize. Malaysia should exploit its ready capacity in the areas of processed foods such as:

- Confectionery: bakery products, chocolate & chocolate products.
- Processed food products:
 - Oriental and Asian Food Products - canned fruits, juices
 - Cereals
 - Prepared chicken products
 - Biscuits
 - Food sauces & spices
 - Fresh vegetables
 - Services - technology and know how in food processing industry

Although stiff competition comes from food products already available in the market and originated from non-Islamic countries like USA, France, Germany and Thailand, Malaysia could still enhance its foothold in Saudi Halal foods market due to first its good image as Islamic country which implement strict Halal certification and has Halal certification standard.

Several strategies for Malaysian exporters to promote Made-in Malaysia Halal food products to Saudi Arabia are:

- (i) Malaysian Halal food exporters must first identify the appropriate type of Halal food that can be marketed in Saudi Arabia. They must study the possibility of producing dishes which suit to local Arabic tastes in order to penetrate the market. This would assure a constant demand for the food which is usually consumed daily by Saudi consumers.
- (i) They have to participate in more promotional activities of Malaysian Halal foods such as participation in specialized food fairs in Saudi Arabia. Highlight in the participation about Malaysian high quality, internationally good taste and reasonable priced Halal food products. List of specialized food exhibitions in Saudi Arabia is shown in Annex I.
- (ii) Malaysian food companies should consider doing franchise or joint-venture with suitable Saudi partners to establish Malaysian restaurants in Saudi Arabia. Malaysian Halal food franchise and restaurant must highlight Malaysian renowned cuisines such as *Satay*, *Roti Canai*, *Teh Tarik*, *Rendang*, *Curry*, etc. These famous Malaysian cuisines will carry more recognition for the overall Malaysian foods to Saudi consumers. Thailand for example, has been successful in promoting its popular cuisine which is *Tom Yam* in Saudi Arabia through its Thai food restaurants located across the Kingdom.
- (iii) They also could appoint exclusive agents to handle selected food items for each region of Saudi Arabia. Exclusive agency is usually preferred by Saudi companies as they are allowed to cover more sales territories. List of Saudi meat and meat products importers is provided in Annex III.

- (iv) Malaysian Halal food companies should enhance branding of Malaysian food products by offering selective brands to Saudi agents. One food product can have a few brands. Therefore, if one agent has been given a brand to sell in one province, another agent should be offered other brand. Ensure that the brand is original Malaysian brand, not private brand of the agent/buyer.
- (v) Malaysian Government can consider having bilateral trade pact with Saudi Arabia to boost sales of Malaysian food products. Mutual recognition of food standards, halal certification and labeling can also be included in the trade pact in order to ease Malaysian exporters to export food products to Saudi Arabia.

6.0 Conclusion

Saudi Arabia's Halal food market is a competitive market, where diverse food products are available, be it either locally produced or imported. The market is a consumer market which reacts mainly to the price offer. Notwithstanding quality, competitive pricing therefore determines maintenance of market share.

However, price competition should not be a disadvantage to Malaysian food exporters to penetrate Saudi food market as long as they can sustain their high quality and "value for money" image on their products.

Malaysian exporters must understand the market characteristics and requirements as well as study about their competitors. Being an active participant to attend specialized food trade fairs held in Saudi Arabia would provide opportunities for Malaysian food companies to market their products more effectively.

Besides, it is advisable for Malaysian food exporters to visit personally the Kingdom in order to establish direct contacts with the Saudi companies. Personal contacts are considered a very important key to access Saudi market.

Prepared by:

MATRADE Jeddah
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SAUDI FOOD EXHIBITIONS

FOOD & HOTEL ARABIA 2005

Status : International
Venue : Jeddah International Exhibition & Convention Centre.
Date : 15-19 May 2005
Organizer : Al-Harithy Company for Exhibition Ltd.
P.O. Box 40740
Jeddah 21511
Kingdom of Saudi Arabia
Tel : 966 2 6546384
Fax : 966 2 6546853
E-mail : ace@acexpos.com
Website : www.acexpos.com
Contact person : Mr. Zahoor Siddique
Exhibition Director

SAUDI FOOD 2005

Status : International
Venue : Riyadh Exhibition Centre
Date : 22-26 May 2005
Organizer : Riyadh Exhibition Company Ltd.
P.O. Box 56010
Riyadh 11554
Kingdom of Saudi Arabia
Tel : 966 1 4541448
Fax : 966 1 4544846
E-mail : food-hotel@recexpo.com
Website : www.recexpo.com
Contact person : Mr. Fadi Kaddoura
Senior Regional Manager

Contact for Food Standards and Labeling Requirement

Malaysian companies are advised to contact the following agencies for further details on Saudi food standards and labeling requirement:

Mr. Mohammed Al-Meshari

Director, Information Center
SASO, P.O. Box 3437
Riyadh 11471, Saudi Arabia
Tel: 966-1-452-0132
Fax: 966-1-452-0196

Dr. Hamad Al-Awfy

Director General, Quality Control and Inspection Department
Ministry of Commerce
Riyadh, Saudi Arabia
Tel: 966-1-401-3265
Fax: 966-1-402-8985