

In the Name of Allah, the Most Gracious, the Most Merciful

**Kingdom of Saudi Arabia**

[logo]

**Saudi Food & Drug Authority**

**Circulation**

Subject: Compliance with the Plain Packaging Regulation of Tobacco Products

**General Secretary of Saudi Chamber of Commerce & Industry**

**Copy to the Chairman of the Chamber of Commerce and Industry, Riyadh**

**Copy to the Chairman of the Chamber of Commerce and Industry, Jeddah**

**Copy to the Chairman of the Chamber of Commerce and Industry in Eastern Province**

**May Allah keep him safe**

**May Allah keep him safe**

**May Allah keep him safe**

**May Allah keep him safe**

**Peace and blessings of Allah be upon you,**

In reference to the directive set out in the Royal Decree No. 51691 on 09/11/1438 AH, which mandates that Saudi Food and Drug Authority is the competent body to examine tobacco products; prepare the standardized specifications for tobacco and its products; issue and approve such specifications. Whereas, the Saudi Food & Drug Authority will approve the Technical Regulation Project "Plain Packaging of Tobacco Products" (For mandatory application).

Therefore, the Authority would like to inform the tobacco products importers with the following:

- Take necessary procedures to comply with the aforesaid Regulation.
- Importers will be granted a grace period till 01 May 2019, and the Authority will take the regulatory procedures in the event of non-compliance with this circulation.
- Importing bodies only will be permitted to market the non-compliant products with the aforesaid Technical Regulation (imported prior to the date of obligation) until 01 January 2020.

**Please accept, Your Excellency, our highest regards and appreciation,**