



Process and Procedures of exporting drinking water to United Arab Emirates

Presented by: Msc. Pharm. Beti Pavleska



GTTP FOODSTUFF TRADING LLC



Presentation Contents:

1. Introduction
2. Regulations for use of drinking water set by the Government Authorities to be eligible for the UAE Market
3. Emirates Quality Mark (EQM) – meaning and importance
4. Process of drinking water registration (application, assessment and labeling) in UAE
5. Import fees
6. Regulative requirements and warehouse approved by Dubai Food Authority for imported water requirements
7. Process of Entering UAE Market Fees
8. Competitors and UAE market capacity and growth

1. Introduction



- About Msc. Pharm. Beti Pavleska
- About GTTP Foodstuff Trading - UAE

2. Regulations for use of drinking water set by the Government Authorities to be eligible for the UAE Market



- Regulation of the sale of drinking water in UAE since 2013 onwards
- Ministry of Industry and Advanced Technology MoIAT
 - Competent authority that regulates the import, manufacture and sale of drinking water products in UAE
 - Merged with ESMA
 - MoIAT (merged with ESMA) -MoIAT/ESMA work description
- Emirates Authority for Standardization & Metrology (ESMA)
- Dubai Municipality (DM)

3. Emirates Quality Mark (EQM) – meaning and importance



- Emirates Quality Mark (EQM) - mark of conformity granted to products that comply with relevant UAE national standards, regional standards and international standards.
- EQM – proof that drinking water is safe in UAE
- EQM – proof for clearing the goods from UAE Customs and ports in order to enter the UAE Market



علامة الجودة الإماراتية
Emirates Quality Mark

3.1 Products that require Emirates Quality Mark (EQM)



- Bottled drinking water
- Juices and other beverages
- Milk and dairy products
- Any other product that you voluntarily want to add to the EQM



3.2 Products without EQM



- Fake products
- Rejected during Import
- Penalties



4. Process of drinking water registration (application, assessment and labeling) in UAE



- Valid UAE Industry/ Trade License
- Test Report from Accredited and Recognized Laboratory (ISO 17025). Chemical and microbiological analyses are done to insure no contamination is present in the drinking water.
- Description of Manufacturing Process and all Certificates related to the industrial facility, Quality Control Plan and Food Safety Standards (ISO 22000/FSMS, HACCP, GMP)
- Electronic Declaration of Conformity
- Copy of Product certification certificate/document (if available)
- Fees

4.1 UAE Government Service Procedure



- Registration in the digital platform for MoIAT
- Apply for License the Use of Emirates Quality Mark
- Upload the Required Documents
- Fees
- If the product fulfils all the requirements, system will notify the clients to pay the fees for audit and schedule an assessment (On-Site Inspection on the Factory)
- Obtain EQM Certificate

4.2 Government Service Limitation



- Applications will be canceled after 6 months if the requirements are not completed by the Applicant.
- Inspections and oversight of the facility will be carried out on an annual basis
- Only one brand allowed per application



4.3 Application Fees & Certificate Validity



Application Fees

- 1000 AED Application Fees
- 2500 AED Document Review Fees
- 2500 AED (per man/day) the number of man and days depends on the size of the factory

Validity of Certificate

- 3 Years
 - Fees: 5000 AED First Year License of Emirates Quality Mark
 - 5000 AED Second Year License of Emirates Quality Mark
 - 5000 AED Third Year License of Emirates Quality Mark

4.4 Bottled Drinking Water Label Requirements:



All labels must be approved by UAE authorities (Dubai Municipality) prior to import and should be included during the label assessment process. Stickers on imported items must be performed prior to export and can not be completed upon entry.

- Imported needs a UAE based Trading license
- Register the Company with DM Portal and Food Watch Platform
- Create application for food product registration and label assessment

Fees:

- 15000 AED for Company DM Registration
- 1500 AED For Food watch registration
- 7 AED per Product DM Registration

4.5 Label Legal requirements (English and Arabic):



- Brand Name
- Product Name
- Nutritional information/ Ingredients/Composition (Approx.) mg/L
- Country of origin
- Storage conditions
- Declaring if any ingredients that may cause hypersensitivity or require special instructions for use
- Instruction for product usage (if needed)
- Production and Expiration dates (dd/mm/yy)
- Manufacturer/Importer details
- Product Bar Code
- Batch Number
- Net Weight or Volume

5. Import Fees



- Customs Fees
- Tax
- Other Import Fees



جمارك دبي
Dubai Customs



6. Regulative requirement for warehouse approved by Dubai Food Authority for imported bottled water



The Warehouse in which bottled water is stored has to be approved for food and water storage by Dubai Municipality.

The facility has to be:

- Temperature controlled
- Dust free environment
- Away from direct sunlight and potential sources of contamination such as strong-smelling chemicals (detergents) or diesel fumes

7. Process of entering and UAE Market



Process of entering UAE Market

- Your own Company
- Exclusive Distributor

Distribution Channels:

- Supermarkets
- Online Platforms
- HORECA (Hotel, Restaurants & Catering)



8. Competitors and Market Capacity and growth



8.1 Domestic Water producing Companies

- Mai Dubai
- Masafi
- Oasis
- Al Ain

8.2 International Water producing Companies

- Sirma
- San Pelegrino
- Perrier
- Evian



9. Questions



QUESTIONS?



shutterstock.com - 1916794646



Thank you for your attention



GTPP FOODSTUFF TRADING LLC