

MARKET ALERT 04.2019**Notification on Proof of Halal Certification, Printing of Halal Logo and Printing Bi-Lingual Facts on the Product Packaging as required by the Ministry of Commerce and Textile, Pakistan**

The Ministry of Commerce and Textile has recently announced the latest development on product packaging and bi-lingual requirement for any imported products into Pakistan. The notification **SRO 237 (1)/2019** was released by the Ministry of Commerce and Textile on 19th February 2019 and will be **effective on 1st July 2019**.

The new SRO 237 (1)/2019 which has been included and adopted into the Import Policy Order 2016, requires all **imported food products** to comply

- The ingredients and details of the products including nutritional facts, usage, instructions of the food products **shall be printed** in Urdu and English languages on the consumer packaging,
- The Halal Logo certification body **shall be printed** on the consumer packaging,
- The labeling for Nutritional Facts in Urdu and English and the Halal Logo **shall not be in the form of Sticker, Overprinting, Stamp or Stretched Labeling**,
- All shipment of the imported food products **shall be accompanied by a Halal Certification Body** which is accredited by International Halal Accreditation Forum (IHAF) or Standards Metrology Institute for Islamic Countries (SMIIC).

The **LCCI** said that stakeholders who are affected by SRO 237 should be given at least **two years** for a smooth transition, apprehending that immediately implementation of this directive would have serious negative impact on business and Pakistani businesses would lose credibility in the international market.

The **FMCG** delegation informed that they were being asked to approach Foreign Halal Authorities for certification and that was almost impossible as it would jack up the cost of doing business. They said that Halal Authorities should be established at domestic levels because certification from foreign authorities was practically not possible. In addition to that, they said that the sticker placement on the packaging should be allowed on the packing that were already imported prior to the SRO 237 announcement.

MATRADE Mumbai comment:

The Ministry of Commerce and Textile is currently reviewing the SRO 237 as they have received numerous complaints from Lahore Chambers of Commerce and Industry and FMCG Importers Association especially on the immediate impact on the importers and suppliers including increase in cost of doing business.

MATRADE Mumbai will continue to monitor the progress and update HQ accordingly.

Prepared by

MATRADE Mumbai

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Government of Pakistan
Ministry of Commerce and Textile
(Commerce Division)

Islamabad, the 19th February, 2019.

ORDER

S.R.O. 237 (I)/2019. In exercise of the powers conferred by sub-section (1) of section 3 of the Imports and Exports (Control) Act, 1950 (XXXIX of 1950), the Federal Government is pleased to direct that the following further amendments shall be made in the Import Policy Order, 2016, namely:

In the aforesaid Order, in Appendix B, in the Table under Part-I, in column (1), against Serial No. 13, in column (4),-

- a) in clause (iii) for the expression "50% (fifty per cent) of the shelf life, calculated from the date of filing of Import General Manifest (IGM)", the expression "66% (2/3rd) of the shelf life remaining from the date of manufacturing" shall be substituted; and
- b) after clause (iii), amended as aforesaid, the following clauses shall be inserted, namely:-
 - “(iii a) The ingredients and details of the product (e.g. nutritional facts, usage instructions etc.) of the food products shall be printed in Urdu and English languages on the consumer packaging;
 - (iii b) The logo of the Halal certification body shall be printed on the consumer packaging;
 - (iii c) The labelling under clauses (iii a) and (iii b) above shall not be in the form of a sticker, overprinting, stamp or scratched labelling;
 - (iii d) The shipment shall be accompanied by a ‘Halal Certificate’ issued by a Halal Certification Body, accredited with an Accrediting Body (AB) which is a member of International Halal Accreditation Forum (IHAF) or Standards Metrology Institute for Islamic Countries (SMIIC);”.

[No.1 (3)/2018-AC (TP)]


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