



EXPORTER GUIDE - SAUDI QUALITY MARK



Saudi Quality Mark (SQM)

The **Saudi Quality Mark (SQM)** is a certification that signifies a product's conformity to the rigorous standards set by the **Saudi Standards, Metrology and Quality Organization (SASO)**. Under the **Saudi Product Safety Program (SALEEM)**, Cotecna is officially approved by SASO to conduct comprehensive reviews and audits for products seeking the SQM certification. As an accredited body with **ISO/IEC 17065** certification, Cotecna is uniquely positioned to ensure products meet the required quality and safety standards.

Obtaining the SQM is crucial for businesses aiming for smooth access to the Saudi market, as it is a testament to their commitment to quality and safety. Cotecna facilitates this process by performing thorough factory audits, testing product samples, and guiding clients through corrective actions when necessary. Each step of the way, Cotecna supports businesses in achieving the SQM, ensuring that products not only comply with SASO standards but also stand out in the competitive Saudi market.

Why you need SQM

The Saudi Quality Mark (SQM) is essential for businesses looking to enter and succeed in the Saudi Arabian market. Here are the key reasons why obtaining the SQM is crucial:

- > **Market Access and Compliance:** The SQM is a mandatory requirement for certain products sold in Saudi Arabia. It verifies that a product complies with the Saudi Standards, Metrology and Quality Organization (SASO) standards and regulations. Without this certification, products may face import restrictions or be denied entry into the market.
- > **Consumer Confidence and Trust:** The SQM is a symbol of quality, safety, and reliability. It reassures consumers that the product they are purchasing meets stringent quality standards and is safe for use. This can increase customer confidence and lead to higher sales and customer loyalty.
- > **Competitive Advantage:** Having the SQM gives products a distinct edge over competitors that lack certification. It serves as a mark of excellence that sets a product apart in a crowded market, often becoming a key differentiator that influences purchasing decisions.
- > **Risk Mitigation:** SQM certification reduces the risk of product recalls, penalties, and legal issues associated with non-compliance with Saudi standards. It ensures that products meet all relevant technical and safety standards, minimizing the risk of potential liability.
- > **Regulatory Alignment and Future-proofing:** With evolving regulations and standards in Saudi Arabia, the SQM ensures that products are up-to-date with current requirements. This helps manufacturers and importers avoid costly re-certifications and adapt to future changes in standards more easily.
- > **Validity and Long-Term Benefits:** The SQM certification is valid for three years, providing companies with sustained benefits, such as uninterrupted market access and continued consumer trust. This period allows businesses to capitalize on their investment in certification while planning for recertification in a structured manner.



Certificate of Conformity Process

By obtaining the SQM, companies demonstrate a commitment to quality and regulatory compliance, paving the way for smooth market entry and sustainable growth in Saudi Arabia.

TECHNICAL REGULATIONS

Regulated Products

SQM Product Scope



Mandatory

- > Additives used for the OXO/Bio-Degradable
- > Plastics Aluminium Composite Panels (Cladding)
- > Cement and Ceramic Tiles
- > Electrical Extension Sets
- > Gas Appliances and Accessories
- > Iron Plates and Steel Rebar
- > Plugs, Switches and sockets
- > Ready-mix concrete



Voluntary

- > Product having SASO standard
- > Product for which granting procedure (SASO guideline) is available
- > Product to be used in a government project

Process of Verification

Verify the conformity of the goods to the applicable SASO standards and Technical Regulation requirements.

- > Perform factory audit and take samples for testing.
- > Non-conformities are communicated to client if any.
- > Cotecna will recommend to SASO for Saudi Quality mark once the required corrective actions taken by the applicant are satisfactory.

Required Documentation

- > Application Form
- > Conformity Certificates (EER, G-Mark), (if applicable)
- > Factory Location Map
- > ISO Certificate (if any)
- > Marking and labelling as per SASO standards
- > Organizational Structure
- > Product list
- > Purchase order is not required (if required in the standard)
- > Quality Control Plan
- > Quality Manual
- > Self-monitoring (internal test) for the last 3 months as per SASO standards
- > Test report issued by ISO 17025 accredited lab as per SASO standards: not older than one year along with lab accreditation certificate and scope
- > Valid Commercial Registration
- > Valid Barcode Registration Certificate
- > Valid Industrial License
- > Valid Trademark Registration Certificate

PRODUCT REGISTRATION FEE

The audit man day calculation and charges for Saudi Quality Mark Audit are fixed by SASO and available as below

No.	Item	Number of Products				
		1 to 5	6 to 10	11 to 15	16 to 20	More than 20
1	Application fees.	3,000 SR				
2	Initial Technical documents study fees	2,500 SR wording day				
		5 days	6 days	7 days	8 days	1 extra day for each extra 5 products
3	Initial Audit/ Renewal fees	3000 SR wording day				
		6 days	8 days	10 days	12 days	1 extra day for each extra 5 products
4	Surveillance audit fees	3000 SR wording day				
		4 days	6 days	8 days	10 days	1 extra day for each extra 5 products
5	Technical comittee fees	2,500 SR wording day				
		3 days	4 days	5 days		1 extra day for each extra 5 products
6	Quality mark license fees (for 3 years)	20,000 SR for each Brand				25,000 SR
7	Travel and accomodation fees	The requesting facility shall provide flying tickets and accommodation for the auditors as the following: 1. Tickets shall be on tourism (economy) class 2. Hotels not less than 4 stars In case the above arrangement has been done by the authority, 20% will be added to the tickets and the accommodation fees will be added:				
8	Testing fees	Required testing charges shall be borne by the requesting facility.				

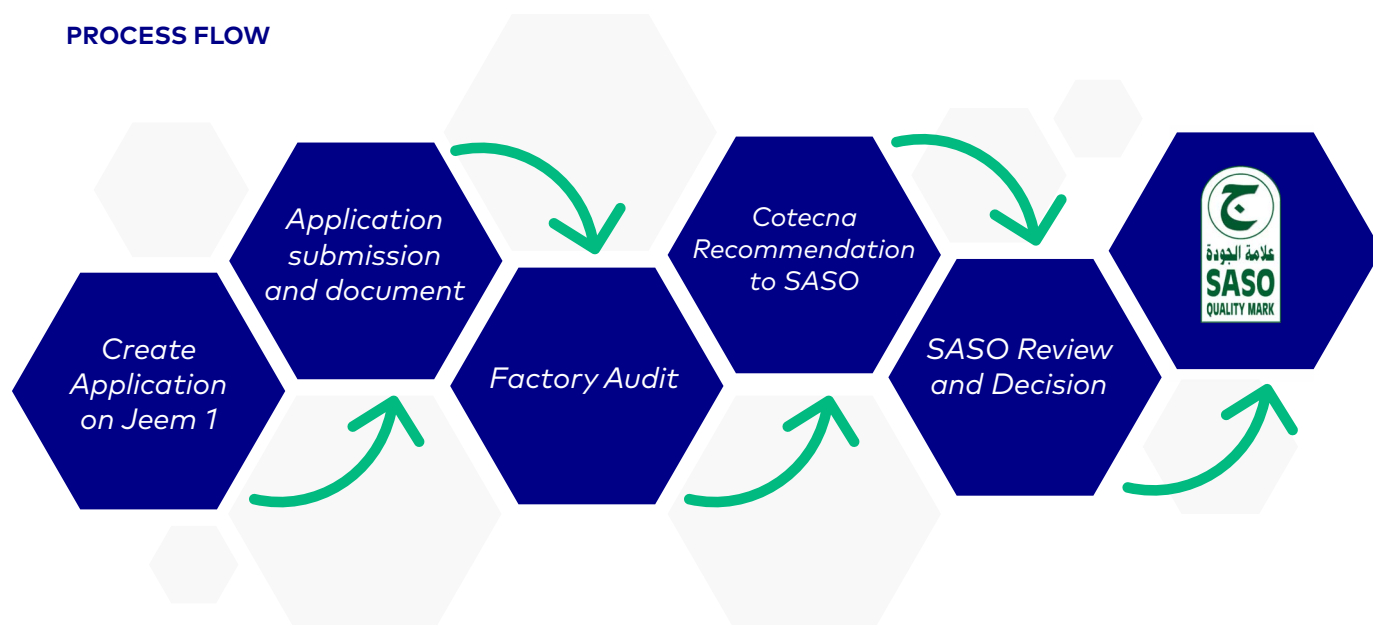
COVERAGE AND CONDITIONS

The above fee is exclusive of VAT (the fees are net of tax).

- > In case of requesting more than copy for the certificate in Arabic or English or in case of asking for "lost" replacement copy, SAR 1000 for each copy/each product.
- > In case the factory is out of GCC an additional 2 transportation days to be added for each assessor. And 1 day in the factory is in GCC and out of Riyadh city.
- > Granting of SQM for mandatory products (5000 SAR for each brand per year X 3 years) = 15,000 SAR for 1 brand
- > Granting of SQM for optional products (20,000 SAR for each brand for 3 years)



PROCESS FLOW



CONTACT INFORMATION & USEFUL DETAILS

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	COTECNA INSPECTION S.A (DUBAI) Office no. 208, Block A, Al Hudaiba Awards Bldg. Opp Etihad Museum, 2nd December Street Dubai - U.A.E Aarti YADAV aarti.yadav@cotecna.ae
Useful Websites	exporting-to-saudi.com www.saso.gov.sa/en/Pages/default.aspx

To learn more about the SQM programme, or to get more information on beginning your review and Audit , [please send us a request](#).

[Other programs in Saudi.](#)

SASO/SALEEM Saudi Product Safety Programme

Cotecna is authorised by the Saudi Standards, Metrology and Quality Organisation (SASO) to issue a Shipment Certificate of Conformity for exports of regulated products to the Kingdom of Saudi Arabia.

To learn more about the SASO/SALEEM Saudi Product Safety [Programme visit our webpage](#) or download the Free [SASO/SALEEM exporter guide](#).

SFDA Cosmetics Conformity Assessment Programme

Cotecna is authorised by the Saudi Food & Drugs Authority (SFDA) to issue a Certificate of Conformity for exports of all regulated cosmetic products to the Kingdom of Saudi Arabia.

To learn more about the SFDA SFDA Cosmetics Conformity Assessment [Programme visit our webpage](#) or download our free [SFDA Cosmetics Exporter Guide](#).

SFDA Food Conformity Assessment Programme

Cotecna is authorised by the Saudi Food & Drugs Authority (SFDA) to issue a Certificate of Conformity for exports of selected regulated food products to the Kingdom of Saudi Arabia. To learn more about the SFDA Food Conformity Assessment Programme [visit our website](#) or download or [free SFDA Food Exporter guide](#).

Additional Certifications

Gulf Conformity Mark (G-Mark) Scheme

Cotecna is also accredited by the Gulf Standardization Organization (GSO) which allows it to test and certify water-conservation products, supporting sustainability efforts in the Gulf region. In addition, Cotecna is approved for the [Gulf Technical Regulation for Low Voltage Electrical Equipment and Appliances and Children's toys](#).

Halal Certification

Cotecna is accredited by GCC Accreditation Center (GAC - HPC 0060), to provide [Halal Certification services globally](#).

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