
RAQAM
Regulatory Affairs & Quality Assurance Management

Explore our history and discover our approach, strength, and the motivation behind everything we have achieved

Established in 2011

• Foundation of RAQAM, setting the cornerstone for excellence.

Expansion in 2014

• Initiation in the MENA region, marking the start of our specialization in F&B.

Diversification in 2018

• Broadening our expertise to include cosmetics & personal care.

Strategic Shift in 2020

• Becoming a Strategic Regulatory Partner for leading global brands in the MENAT region.

At RAQAM, prudence and strategic foresight are the hallmarks of our operations. We are revered internationally for our trusted guidance in public safety and consumer health within the FMCG industry. Our commitment to excellence ensures we consistently devise and implement solutions that benefit all stakeholders and maintain our reputation for quality.

What do we do?

We bridge the gap between FMCG companies and authorities to maintain compliant products and responsible regulations while guaranteeing public safety.



Thought Leader



Dr. Hassan Bayrakdar

Founder and Managing Director

GSO Committee Member • 30 Years of Experience

Dr. Hassan Bayrakdar extensive career, spanning three decades, demonstrates a deep commitment to excellence in the food and beverage industry. His academic background is anchored by a Ph.D. in Chemistry from Université Henri Poincaré Nancy, France, which has provided a solid foundation for his subsequent work in food quality and safety.

As a recognized leader and the Managing Director of our firm, he has significantly contributed to the development of food quality standards and regulatory policies. His broad expertise encompasses regulatory compliance, scientific research, and quality system management. Dr. Bayrakdar's proficiency in crisis management and industry advocacy has established him as a benchmark for strategic negotiation and policy shaping.

His role extends beyond corporate leadership to influential positions in standard-setting bodies, including serving as a technical member with GSO T05 for the Food and Beverage Sector. This role leverages his extensive knowledge to influence standards that resonate throughout the industry

Our Values



Strategic Thinking

Our work is almost invariably facing unprecedented challenges due to new scientific findings, products, on-going innovations, and regulations. We aim to always think of sensible and sustainable solutions beneficial for all parties.



Integrity

Our work is tightly interconnected with public health; thus,we are responsible and only advocate cases that are indeed healthful.



Proactivity

We are regularly on the lookout for new regulations, scientific findings, products, and on-going innovations. That gives us predictability ; hence we act proactively to prevent any possible difficulties.



Empowering People

Public health is society’s responsibility; this is why we empower our team and share our experience with everyone to ensure a healthier future.

How do we do it?

Our work is built on four pillars:

Knowledge In Legislations

understanding of current legislations and instant awareness of new amendments, drafts, and updates regarding FMCG regulations.

Scientific Research

We conduct meticulous research to acquire an absolute comprehension of individual cases.

Trusted Relations

We are deeply rooted in the industry and continuously connected with its key players and legislators.

Technical Reasoning

We reconcile the ever-changing regulations with the FMCG companies' cases using science-based arguments.

Endless Possibilities



Our profound erudition in regulations and related scientific reasoning widens our perspective to see numerous possibilities to resolve even the most intractable quandaries.”

Regulatory Excellence Across Industries

We have deep regulatory expertise and tailored solutions across a wide range of industries and product categories.

Food & Beverages

- Dairy & Analogues
- Fats & Oils
- Frozen Desserts
- Fruits and vegetables
- Confectionery
- Cereal Products
- Baked Goods
- Seasonings & Sauces
- Meat & Poultry
- Fish Products
- Egg Products
- Beverages
- Ready-to-eat Savouries
- Novel Foods

Supplements

- Vitamins & Minerals
- Herbal & Botanical
- Protein & Amino Acids
- Specialty Supplements
- Beauty Supplements
- Sports Nutrition
- Health Supplements

Cosmetics

- Skin Care
- Oral Hygiene
- Baby Products
- Hair Care
- Professional Use
- Hotel Amenities
- B2B Products

Medical

- Pharmaceuticals
- Medical Devices
- Disposables
- Home Healthcare
- Diagnostic Products
- Surgical Instruments
- Hygiene Products

Our Technical Expertise



Product Compliance:

- Formula validation
- Label validation
- Technical translation
- Registration Support



Quality Assurance:

- QA general consultancy
- Global & local certification support
- Investigating & Auditing



Regulatory Intelligence:

- Research & analysis
- Horizon scanning
- Early updates & warning
- Tailor-made training programs



Advocacy:

- Crisis management
- Special approvals
- Problem solving



Product Compliance

Formula Validation

Formula validation is vital for products' compliance and safety. Our expert staff validates the core formula within the framework of the target country's regulations and technical requirements.



We Review the product's data and Advise on the below based on the applicable Standards and Regulations:

- Permissibility of ingredients and additives along with their permitted limits and functions
- Physical and chemical properties relevant to the product
- Microbiological parameters
- Shelf life
- Contaminants including heavy metals and pesticides

Label Validation

Exponential awareness on labelling compliance across the region is paving the way for continuous regulatory improvements and more stringent regulations.

Noncompliance with the targeted market can lead to determinantal consequences on both the product and the business. This is where we come in ensuring products' labels are in line with the regulations and standards of the targeted countries to ensure highest mitigation of possible risks.

Our Label Validation Services:



Label review

Full label review and validation to ensure compliance with technical regulations and standards

Text scrutinizing

Thoroughword for word assessment, scrutinizing all marketing texts, logos, etc. Creating a compliant nutritional facts table

Reviewing claims

Reviewing and validating claims

Arabic text

Providing Arabic text for labels

Technical Translation

We provide technical translations from English to Arabic or vice versa



Our Technical Translation Service covers the below:

- Translation of labels from English to Arabic by using technical terms in line with the local regulations and common practices
- Translation of technical regulations and standards
- Translation of news, laws and decrees
- Translation of leaets, presentations and brochures

Registration

We provide support in registration of food, health supplements, cosmetics, personal care products, disinfectants, and detergents.



Company Registration:
Recommendation of classifications, researching designated authorities and identification of registration requirements.

Product Registration:
Assistance in declarations typing, fulfilling forms and compiling dossiers.

Submitting applications (where applicable) and following up with officials to expedite processes.



Quality Assurance

Quality Assurance Consultancy

Ensuring that your products meet regulatory requirements is crucial for market entry and consumer trust. Certifications serve as proof of compliance with essential technical and regulatory standards.

However, obtaining the necessary certifications can be a complex, time- intensive, and costly process. Without these certifications, companies may face barriers to market access, and are at risk of shipment delays and product recalls.

We specialize in streamlining the certification process, safeguarding your company's interests and investments. Our expertise and support are designed to efficiently navigate the complexities of certification, ensuring your products achieve compliance with minimal hassle. Our goal is to keep your business moving forward, with every certification managed effectively and every requirement met with precision.





Our consultancy excels in providing system and product certification services tailored for the FMCG sector. We bring a wealth of experience to the table, streamlining certification processes to ensure compliance with industry standards at a cost that respects your bottom line.

In the journey from selecting the appropriate notified bodies to the triumphant moment of certificate issuance, we manage every step with meticulous attention. Our role extends beyond mere management; we advocate for your needs, smooth out complexities, and maintain a clear channel of communication, thereby instilling confidence and assurance in our partnership.

Recognizing the importance of integrity and trust in your operations, we integrate auditing services as a fundamental component of our certification support. This critical service provides an additional assurance layer, ensuring that every box is ticked, every standard is met, and your company is positioned as a beacon of quality and reliability. As your ally, we're committed to facilitating an expedited and comprehensive certification and auditing process, empowering your business to meet market demands with the highest credentials

Global & Local Certification Support

Our consultancy services extend across a broad spectrum of international standards and certifications. We have the expertise to guide your products through the certification process for various recognitions, such as ISO 22000, HACCP, GMP, FSSC 22000, BRCGS, and FDA's Food Safety Modernization Act, to name a few. Additionally, we can support your company in achieving certifications for GLOBALG.A.P., USDA Organic, Non-GMO Project, Vegan, Rainforest Alliance, Fairtrade, and various Halal and quality marks, including those recognized in Singapore, Emirates, and the Gulf region. These certifications attest to our commitment to quality, safety, sustainability, and ethical standards globally.



Halal



Halal Certification is a product- based certification system. Unlike International Standard Organization (ISO) there is no unified, international organization for Halal Standard. Hence, there are multiple Halal Standards & Regulations followed by different national authorities and certification bodies throughout the world.

Our team of experts includes lead auditors and technical experts from Halal Certification bodies and has a combined experience of assessing more than 500 companies. We are well connected with over 133 Halal Certification bodies around the globe. We provide support for all International and National standards and guidelines.

Utilizing our experience and expertise we have devised an effective & efficient process for Halal Certification that reduces cost & time for our clients.

Irrespective of the target countries or products, we can help get your product & company certified from an approved certification body relevant to your target market requirements.

ECAS



Emirates Conformity Assessment Scheme (ECAS) is the UAE's mandatory certification for ensuring product compliance with the national standards of safety and quality. It applies to a wide range of categories for the UAE market.

At RAQAM, we specialize in guiding companies through the ECAS certification process. Our expertise ensures that your products meet all the requirements mandated by the UAE's Ministry of Industry and Advanced Technology (MoIAT), the federal authority overseeing ECAS. Trust in our proven experience to seamlessly handle your certification needs, maintaining the highest standards of conformity and facilitating smooth market access.

Categories

- **Honey**
- **Energy Drinks**
- **Cosmetics & Perfumes**
- **Food Contact Materials**
- **Other products**

علامة الجودة الإماراتية
Emirates Quality Mark

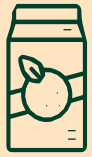
EQM

Emirates Quality Mark (EQM) represents the pinnacle of quality assurance in the United Arab Emirates (UAE). Governed by the Ministry of Industry and Advanced Technology (MoIAT), this mark signifies compliance with the highest standards set by the UAE.

RAQAM aids businesses in achieving EQM, ensuring their products, such as bottled and natural mineral water, various juices, dairy products, and more, meet the stringent criteria. Non-compliance with EQM standards mandates product recall from the UAE market, emphasizing the necessity of this certification for regulated product categories.



Bottled Mineral & Natural Mineral



Fruit Juices and Nectars



Juices with Milk



Flavored Artificial Drink (Non-Carbonated)



Artificial Juice Powder



Fruit Drink (Direct Consumption)



Fresh Fruit Juice



Yogurt



Sweetened Yogurt



Flavored Yogurt



Laban Drink



Flavored Laban



Camel Milk



Goat Milk

Auditing, Inspection & Investigating

Gain the confidence of your customers with our expert food safety auditing services. Our seasoned auditors ensure that your products and processes comply with the highest international standards, building trust through excellence.

Mitigate risks effectively with our comprehensive support across your product development lifecycle. We specialize in minimizing the risk of contamination and food safety hazards, safeguarding your brand's reputation.

Our professional team is well-versed in a myriad of certification bodies, boasting over 300 man-days of auditing and inspection experience. With a deep understanding of regulatory and scientific affairs, we excel in pinpointing and resolving the root causes of complex issues.

We provide thorough audits, inspections, and investigations adhering to standards such as:

- ISO 22000:2018 (Food Safety Management System)
- FSSC 22000 (Food Safety System Certification)
- Global G.A.P. (Good Agricultural Practice)
- BRC (British Retail Consortium)
- GFSI (Global Food Safety Initiative)
- HACCP (Hazard Analysis and Critical Control Points)
- GHP (Good Hygiene Practice)
- GMP (Good Manufacturing Practices)
- TACCP & VACCP (Threat and Vulnerability Assessment Critical Control Points)
- Customized supplier audits and second-party audits
- Non-compliance inspections for imported products

Our dedication extends to any additional standards required to ensure the integrity and safety of your food products.

Enhancing Sustainability in FMCG Farm to Fork

At RAQAM, we are committed to leading the FMCG sector towards a sustainable future. Our team, deeply versed in MENA region specifics, provides a suite of services aimed at infusing sustainability into every step of your food production process—from sourcing to distribution.

Our services include:

- **Life Cycle Assessment:** Evaluating the environmental impact throughout the product's life.
- **Strategy Development:** Crafting farm-to-fork sustainability plans tailored to your operations.
- **Production & Processing:** Enhancing sustainable methods in manufacturing.
- **Distribution & Sourcing:** Ensuring sustainability from the shelf to the consumer.
- **Waste Management:** Cutting down food and resource waste effectively.
- **Innovation in Sustainability:** Pioneering eco-friendly product development.
- **Footprint Assessment:** Measuring and mitigating your carbon and environmental footprint.
- **Research & Regulatory Insight:** Delivering scientific research backed by regulatory knowledge.
- **Stakeholder Engagement:** Navigating government affairs and enhancing stakeholder relations.
- **Optimization:** Refining your processes and products for peak sustainability performance.
- **Education & Training:** Building capacity for ongoing sustainability.
- **Reporting:** Providing transparency through sustainability reporting.

Our goal is to help you enhance your environmental responsibility while maintaining profitability, securing your position as a leader in sustainability."

We utilize our expertise to offer comprehensive inspection and internal auditing services to the industry, including manufacturers, importers, distributors, retailers, warehousing services, catering businesses, restaurants, and more. Here are some specific scenarios where our services can be utilized:

- **Inspection for Exporters/Manufacturers:** Ensuring the quality of products at the port of entry.
- **Second Party Audit for Distributors/Retailers:** Verifying that manufacturers or suppliers meet quality and food safety standards.
- **Inspection for Restaurants/Catering Companies:** Confirming food safety compliance at their outlets.
- **Second Party Audit for Exporters/Manufacturers:** Checking that distributors, retailers, or suppliers adhere to quality and food safety requirements.
- **Internal Audit for Manufacturers:** Assessing that the implemented quality and food safety systems meet all required standards.
- **Pre-Inspection Services:** Conducting preliminary inspections before audits by authorities or certification bodies to identify and close any compliance gaps.
- **Farm Audit Services:** Providing audits for farms to ensure agricultural practices comply with regulatory standards and sustainable agriculture principles.



Regulatory Intelligence

Research & Analysis

Our Research and Analysis service is conducted in three phases:



- Identification and monitoring of relevant issues, trends, developments, and changes accomplished using horizon scanning and other monitoring and market research survey methods.
- Assessing and understanding the resulting policy, standard and legislation challenges to enhance business planning and preparations.
- Envisioning desired future goals and objectives and identifying specific actions for realizing them, based on the development of specific scenarios.

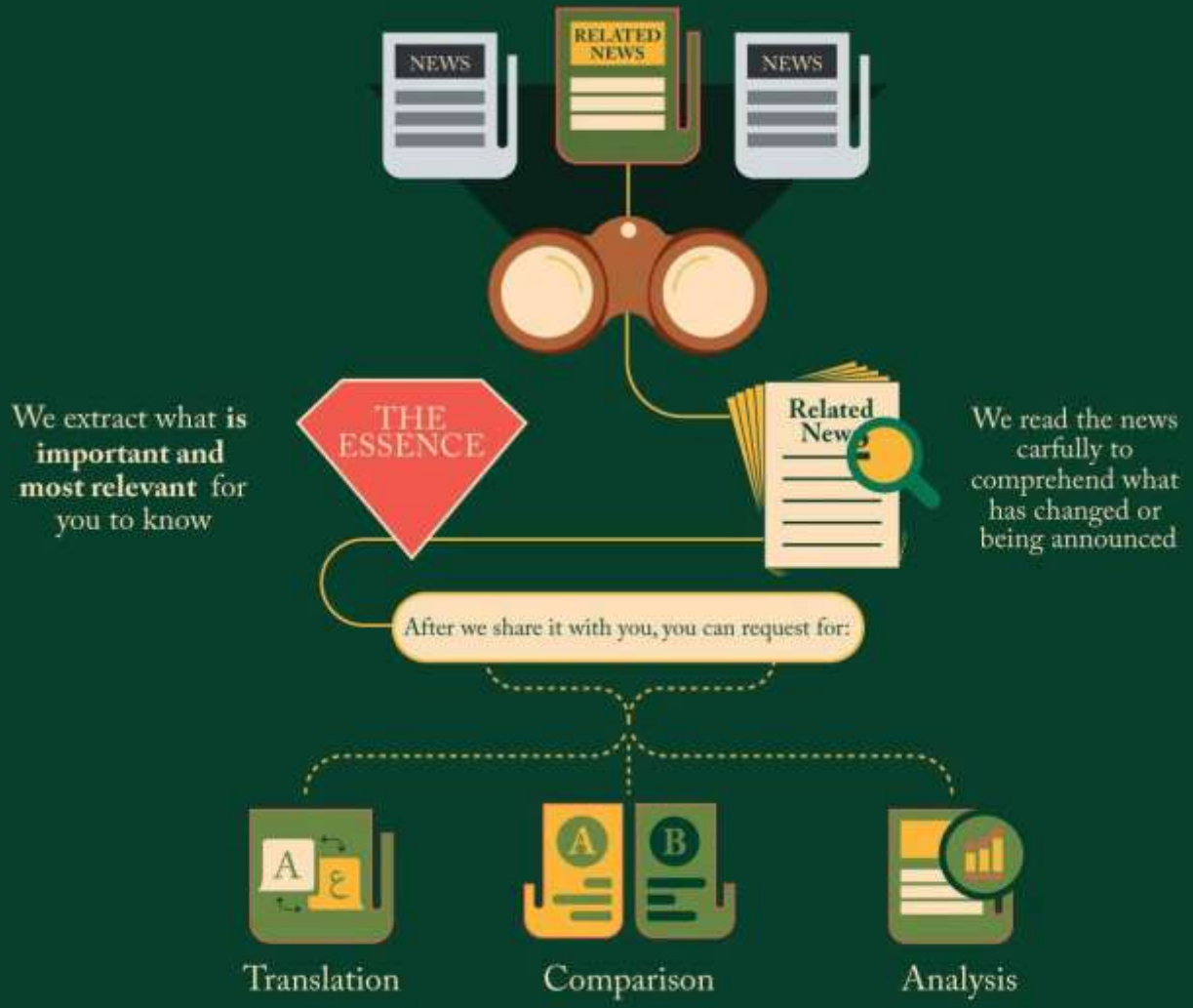
Horizon Scanning



Our Horizon Scanning Team is always on the go. Investigating and researching recent updates from authorities across the region to spread awareness and ensure that your team is always up to date with any released news, decrees, circulars or implementations of any standards or regulations that is vital to guarantee continuous awareness of all recent updates related to your business.

We strive to always be on top of all recent news to ensure that our clients are also in line with all regulations in place at any given time.

Horizon scanning also helps us be aware of any upcoming changes and be prepared to implement them and spread awareness to our clients early on, so they are always prepared for market changes. This helps ensure that their products are resilient to different future environments.



How the Horizon Scanning benefits you:

Proactivity is one of the values that we live up to.

This is why we made this service to send relevant news for you to:



Avoid Losses



Realize Threats



Foresight Opportunities

Early Updates & Warnings



Our Early Updates & Warning service alerts our clients to potential changes of any regulations or policies, legislations, drafts, etc. concerning their products.

The new Early Updates & Warning service is designed to help our clients prepare against such changes by providing timely notifications about possible alterations and revisions to the existing status quo. We depend on credible and trusted Authority sources only to offer trusted alerts for organizations so they can have adequate time to take the necessary steps to adhere themselves to these changes.

Just like the famous Swiss cheese model designed for risk management to help control and mitigate risks, our Early Updates & Warning service is designed to fit into an organisation’s wider defense strategy and to complement existing controls by adding another layer of defense.

Training Services

We provide comprehensive training programs covering all aspects of our services to ensure your team is well- versed in regulatory compliance. Our training modules include:



- **Overview of Regulatory Compliance:** An introductory course covering the basics of regulations across various sectors.
- **Product-Specific Compliance:** Tailored training focusing on the regulatory requirements for specific product categories.
- **Label Validation:** Guidance on how to ensure product labels meet regulatory standards.
- **Formula Validation:** In-depth training on verifying that product formulas comply with regulations.
- **Horizon Scanning:** Techniques for anticipating and navigating future regulatory trends and changes.

Each training session is designed to empower your staff with the knowledge and tools necessary to navigate the regulatory landscape confidently.



Advocacy

Crisis Management

We expertly navigate non-conformity and compliance challenges, offering tailor-made solutions throughout the product lifecycle. Our approach begins at the border, where we scrutinize shipments to ensure regulatory adherence and extends across all stages of your product's journey.



Our process is comprehensive:

- **Identification:** We pinpoint the issue when a crisis emerges.
- **Analysis:** Our team conducts a thorough examination to understand the problem fully.
- **Negotiation:** We engage in discussions with authorities and stakeholders to find agreeable solutions.
- **Resolution:** Tailored strategies are implemented, whether they require short-term fixes—such as negotiated temporary shipment releases to mitigate demurrage fees—or long-term solutions that involve in-depth negotiation, scientific justification, and regulatory adaptations to facilitate smoother trade.

We commit to delivering resolutions that serve the best interests of all parties involved, ensuring that your operations continue to run smoothly and without unnecessary disruption.

Special Approvals

Navigating complex regulatory landscapes, we specialize in securing special approvals when standard regulations are not directly applicable. Our methodical approach ensures compliance while upholding consumer health and public safety.



Our process is detailed and scientific:

- **Case Analysis:** Each case is scrutinized with a thorough analysis.
- **Argument Identification:** We pinpoint potential arguments to support the case.
- **Evidence Collection:** Gathering and verifying evidence to build a strong application.
- **Risk Assessment:** Analyzing potential solutions for their viability and safety.
- **Scientific Dossier Compilation:** Assembling scientific dossiers to substantiate the application.
- **Solution Execution and Monitoring:** Implementing the optimal solution and monitoring its effectiveness until the desired outcome is achieved.

We are adept at crafting specialized applications that meet your unique needs and ensuring that all special approvals are in line with regulatory expectations.

Problem Solving

We excel in devising effective solutions to tackle all non-conformity and compliance issues associated with your products. Our approach is comprehensive, addressing concerns swiftly and efficiently:



- **Compliance Resolution:** We manage instances of non-compliance in quality or regulatory standards, occurring at any production stage.
- **Customer Support:** We handle consumer and customer complaints and inquiries with prompt and thorough responses.
- **Risk Management:** Our team provides detailed risk assessments and strategizes solutions for cases that have arisen.
- **Market Protection:** We work to mitigate and eliminate the risks of parallel imports and parallel trade that can impact your brand's reputation, ensuring that your company's image remains untarnished by quality or regulatory non-compliance



Assistance with Product Recall or Withdrawal

When regulatory challenges necessitate a product recall or withdrawal, RAQAM provides indispensable support to navigate these complex processes. We act as your dedicated representative, engaging with government authorities to resolve issues swiftly and effectively.

Our approach is multifaceted:

•**Strategic Representation:** We liaise with regulatory bodies, presenting your case with informed advocacy to facilitate favorable outcomes.
•**Damage Control & Relationship Management:** Our team takes proactive steps to not only minimize the impact of recalls but also to uphold strong relationships with regulatory authorities. By doing so, we aim to prevent business interruptions, avoid public recalls, and protect your brand's reputation. Our expert communication ensures that issues are managed discreetly and efficiently, fostering trust and enabling the continuation of business without the risk of bans or escalated enforcement actions
•**Solution Implementation:** We develop tailored corrective actions and negotiate their acceptance, ensuring your products meet compliance standards for a quick market return.

Trust in our ability to manage crises with strategic precision, ensuring that your business operations can resume with confidence and compliance.



Negotiation & Representation with Authorities

We provide expert representation for your company during negotiations with regulatory bodies, ensuring your interests are effectively communicated and defended. Our approach is multi- faceted and includes:

- **Scientific Representation:** Acting as your Scientific Ambassador, clarifying complex scientific matters with precision.
- **Event Presence:** Championing your business at Scientific and Regulatory events such as forums, summits, workshops, and conferences, delivering impactful messages.
- **Strategic Relationships:** Cultivating strong relationships on your behalf with local authorities, Chambers, and NGOs.
- **Advocacy and Negotiation:** Leveraging scientific arguments and technical justifications, referencing international standards, and scientific research to guide negotiations towards favorable outcomes, which may involve modifying, deferring, or influencing regulatory decisions where applicable.

Coverage

Category Range



Food & Beverage



Cosmetics



Food Supplements



Medical

Food & Beverages

We offers end-to-end regulatory support for food and beverage products across the MENA region, with a strong focus on compliance, registration, and market access in the GCC and Egypt.

Our Services Include:

- Product classification, label review, and formula validation
- Technical dossier preparation and submission
- Claims and label compliance per SFDA, ESFA & GCC guidelines
- Coordination with authorities for approvals
- Support with importation, distribution, and post-market compliance



Food & Health Supplements

RAQAM Consultancy provides specialized regulatory support for food supplements across the MENA region, beginning with product compliance, registration, and market entry in the GCC and Egypt.

Our Services Include:

- Product classification, including label compliance, formula validation, and technical translation
- Technical dossier preparation and submission
- Regulatory label and claims review in alignment with SFDA, ESFA, and GCC guidelines
- Coordination with local authorities for approvals
- Support with importation, distribution, and ongoing post-market compliance processes



Cosmetics

RAQAM provides end-to-end regulatory services for cosmetics across the MENA region, supporting brand compliance and faster time-to-market.

Regions (Excl. Turkey): GCC countries, Levant (Jordan, Lebanon, Iraq), North Africa (Egypt, Morocco, Algeria, Tunisia)

Our Services Include:

- Product classification, including label compliance, formula validation, and technical translation
- Technical dossier preparation and submission
- Regulatory label and claims review in alignment with SFDA, ESFA, and GCC guidelines
- Coordination with local authorities for approvals
- Support with importation, distribution, and ongoing post-market compliance processes



Pharmaceuticals and Medical Products

We provide end-to-end services — starting from identifying a local drug store partner to launching your product in the market. Our experts support manufacturers and distributors entering or expanding within Saudi Arabia, the UAE, and Egypt.

Consulting and support in the following areas:

- Classification
- Registration of manufacturing sites
- MAH (Marketing Authorization Holder)
- Product registration
- Laboratory testing



19 Countries & Growing

Saudi | UAE | Oman | Qatar | Bahrain | Kuwait | Yemen | Jordan | Lebanon Palestine |
Syria | Iraq | Egypt | Sudan | Libya | Algeria | Morocco | Tunisia | Turkey



Capabilities

The Strategic Partner in MENAT Markets

For Technical, Scientific, and Commercial support

What is The Recommended Roadmap To Guarantee a Successful Market Entry and Sustainability?

1

Market Eligibility

- Market & competition analysis
- Identification, investigation & introduction of potential partners (business setup, buyers, distributors, retailers, logistics, marketing, & more)
- Registration, importation, and sales eligibility

2

Market Conformity

- Products compliance

Ingredients permissibility
Technical translations
Residues
analysis
Claim
Nutritional facts & NRV calculations
Physical & chemical parameters
Other formulation and labeling requirements to guarantee conformity

- Certification support

Halal
Food safety
EU AS

3

Market Entry

- Registration support
- Storage and transportation requirements
- Import requirements

4

Market Excellence

- Label unification
- HS code / custom duty classification and optimisation
- Tax registration and optimisation
- Advocacy, crisis management, and special approvals
- R&D support (new product development)
- Quality assurance support

5

Ongoing Support

- Regulaotry intelligence (regulatory update reports to be proactive)

Horizon Scanning
Risk analysis
Translation
Comparison reports
Impact reports

- Product, category, and market expansion planning and
- Compliance master
- Technical account
- Training

Novel Foods

Novel foods are at the forefront of innovation, created to tackle the challenges within food production, from improving food security and environmental sustainability to meeting consumer demand for diverse food choices. These pioneering products, whether plant-based, derived from microbial fermentation, or cellular agriculture, represent a burgeoning sector poised for growth.

As novel foods gain popularity, especially meat and dairy alternatives, the regulatory environment is evolving.

GCC countries, including the UAE and Saudi Arabia, alongside international entities like the EU and the US, are developing frameworks to ensure these foods meet safety and quality standards.



RAQAM is your strategic partner in this dynamic field. We assist in navigating the complexities of novel food classification, regulatory compliance, labeling, and registration processes. Our expertise can facilitate cost-effective market entry and ensure your innovative products reach their full potential in the Gulf region and beyond.

Novel Food Services



We navigate the regulatory intricacies of novel foods with a full spectrum of services:

1. **Classification Verification:** Assess if your product can be classified as a novel food in your target market.
2. **Approval & Registration:** Manage the novel food approval or registration process with the appropriate authorities.
3. **In-depth Research:** Perform extensive research to provide actionable insights and identify the most efficient pathways to compliance for your novel food product.
4. **Compliance Assurance:** Ensure product compliance with all labeling, ingredient, and additive regulations.
5. **Advocacy & Special Approvals:** Advocate for your product and facilitate any special approvals needed to overcome technical, scientific, or regulatory barriers.

Leverage our expertise to smoothly introduce your novel food products to new markets.

A Brief Overview of the Sweetened Beverage Tax in the UAE



In an effort to improve public health, the UAE government has levied a tax on sweetened beverages. Since 2017, this includes a 50% tax on carbonated drinks sweetened with sugar or other sweeteners and a 100% tax on energy drinks. The policy targets a reduction in the consumption of beverages contributing to obesity and associated health conditions.

How RAQAM Can Support Your Sweetened Beverage Products:

- **Tax Exemption Evaluation:** We'll analyze if your sweetened beverage products qualify for exemptions from the sugar tax.
- **Exemption Procurement:** If eligible, we guide you through the process to secure a tax exemption for your product.
- **Product Reorientation:** For products not initially qualifying, we can advise on reformulation or other strategies that could lead to tax exemption under the existing regulations.

We're dedicated to helping your products comply with the latest tax policies while supporting your business's financial health.

Case Study

Reducing Custom Duties and Saving Millions for a Chocolate Manufacturer:

After studying the formula of a product, a solution was found to try and place the product under a different category with a different HS code.

After analyzing the situation,RAQAM influenced the authority to change the classification of the product from chocolate to wafers and in turn reduced the custom duties from %15 to %8 in Saudi Arabia.



Shipment stuck at the port waiting for destruction due to suspected food safety issue

A shipment was scheduled for destruction in Qatar port when the authorities detected a microbe in the products. The importer tried to understand the reasoning and they couldn’t find any solution for this issue, RAQAM was brought on board after all other solutions expired.

We analyzed the situation and found out there is a proven acceptable limit for this microbe in international regulations. RAQAM took over the communications with the concerned authorities and successfully obtained the approval for a retest based on the international regulations’ findings.

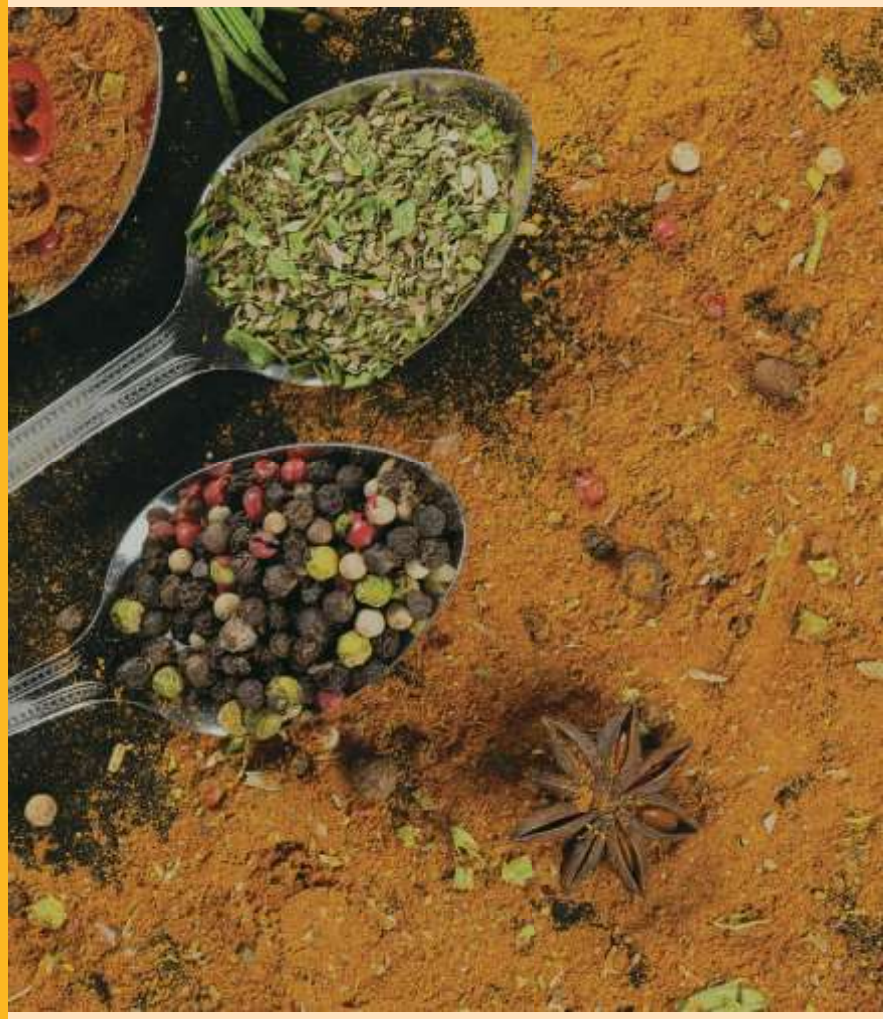
After the test results came, the microbe was within the limits and the shipment was released.



Getting an approval for food additives used in some food products that are not in the positive list of GSO 2500

After the release of the new additives' regulation back in 2015 GSO 2500:2015' , companies suffered to get their products registered in Saudi Arabia and other GCC countries: the regulation was based on CODEX 192 however there were around 70 pages missing from that regulation due to a technical error.

When the conformity officials were following the new GSO 2500:2015 regulation,they started rejecting any product that contained an additive not in the positive list of that regulation. RAQAM stepped in and was able to get an exception for a manufacturer's products to get the registration done without any issue when they import the products.



Success Stories

Unlocking Market Access for High-TDS Natural Mineral Water

A natural mineral water product exceeded the maximum Total Dissolved Solids (TDS) limits permitted under UAE regulations, putting its market access at risk. RAQAM conducted a comprehensive regulatory assessment, engaged with the relevant authorities, and successfully identified the most appropriate regulatory pathway to address the case, helping the client navigate a highly complex compliance challenge.



Turning Non-Compliant Labels into Approved Products

RAQAM has successfully secured authority approvals for products with labeling non-compliances that did not impact food safety or constitute consumer fraud. Whether through pre-market consultation or by resolving consignments held at the port, our team works directly with the authorities to determine practical, compliant solutions that help clients avoid unnecessary product losses and business disruptions.



Achieving Dubai Municipality Approvals for Complex Registration Cases

Beyond standard product registrations, RAQAM has successfully obtained Dubai Municipality approvals for products involving unique regulatory challenges and exceptional circumstances. Our deep understanding of regulatory expectations enables us to navigate complex cases that extend beyond routine submissions.



Securing Shelf-Life Extension Approvals

RAQAM has successfully supported clients in obtaining Dubai Municipality approvals for extending the shelf life of imported products. By preparing robust scientific justifications, coordinating with manufacturers, and managing communications with the authorities, we help clients preserve product value while maintaining regulatory compliance.



Influencing Regulatory Decisions Through Technical Advocacy

RAQAM actively engages with regulatory authorities to seek clarification, resolve regulatory ambiguities, and advocate for practical, science-based approaches to compliance. Our technical expertise and collaborative relationships have helped clients address challenging regulatory issues and contributed to more practical outcomes for the food industry.



Some of our Valued Clients


little freddie
Felix
FORCE FACTOR
Kwality
LIFE IS DELICIOUS
Eat Well, Live Well.
Aji
AJINOMOTO
PERFETTI van Melle
LVA
RegASK
Mérieux NutriSciences
Campden BRI
food and drink innovation
hooley brown
INTERNATIONAL
eurofins
PHARMANAGER group
SPRIM
CliniExperts
Your Regulatory Partner
PEN + TEC CONSULTING
PART OF THE ARGENTA GROUP
DUNKIN' DONUTS
LANXESS
Energizing Chemistry
LambWeston
SEEING POSSIBILITIES IN POTATOES
KOITA
window to nature
مزون
mazoon
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