

Getting Ready to Export to the ASEAN markets

Brunei, Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam



Australian Government
Australian Trade Commission





ASEAN represents a population of some 580 million and combined GDP of over A\$1.8 trillion (2008)



Australian Government

Department of Agriculture, Fisheries and Forestry

Market access for information for food and beverage exporters to ASEAN



AUSTRADE WEBINAR - 15 September 2011

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DAFF Agricultural Counsellors in
ASEAN**

DEPARTMENT OF AGRICULTURE, FISHERIES AND FORESTRY

Dynamic markets with rapidly evolving standards and regulations

- **ASEAN markets have evolved significantly over the last 15 years and a key aspect is there is a more regulated approach to imports of food and adoption of national standards and requirements (including quarantine).**
- **The Government continues to work with our counterparts in ASEAN markets to encourage the adoption of a least trade restrictive approach when developing regulations.**
- **As when exporting to any market, exports have to meet these requirements of the importing countries.**
- **Know the requirements of the market.**



Market Access Challenges

- **Development of quarantine requirements and risk mitigation measures in ASEAN countries, particularly for fruit that had previously been unregulated.**
- **Increased requirements for systems/establishments in exporting countries to be inspected and approved by ASEAN national authorities.**
- **Complex and time consuming product registration process and documentary requirement in some importing countries.**
- **ASEAN Harmonisation.**



Current Market Access Issues

Thailand

- **Import protocols for Australian fruit under the Thai Pest Risk Analysis (PRA) process.**
- **Review of the TAFTA Special Agricultural Safeguards.**

Malaysia

- **Discussions to reach an understanding on the application of Malaysia's halal protocol.**
- **Revised conditions for live animals to address Malaysian concerns about Hendra virus.**
- **Implementation of the new grading, packaging and labelling (GPL) requirements for fresh produce.**



Current Market Access Issues

Vietnam

- **Work with the Vietnamese authorities to ensure compliance with new regulations on imports in particular Circular 25 – animal products and Circular 13 - plant products).**
- **Lifting of the bans on imports of red and white offals.**

Philippines

- **Discussions on the consideration of in-transit cold treatment for fruit fly host fruits – currently only pre-shipment treatment is allowed.**
- **Access for kangaroo meat.**



The Indonesian Market

- **Large, growing and exciting market**
- **Challenging regulatory environment**
- **Self-sufficiency objective is seen as the means to food security and influences trade policy**



Emerging regulatory considerations

- **Food labelling**
- **Halal certification**
- **Pre-shipment testing**
- **Import quotas**



Doing Business in Indonesia

- **Personal relationships are important**
- **Market research – understand the market**
- **Do not assume that Australian export certification will provide market access. Is your company listed?**
- **Despite the challenges there are benefits!**



For further follow-up

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Market Overview and Update on Regulatory Environment

Brunei
Indonesia
Malaysia
Philippines
Singapore
Thailand
Vietnam

Brunei – Food and Beverage Snapshot of the Market

The Market

- Multicultural population of 406,000 with the ethnic mix of Malay 67%, Chinese 15%, indigenous 12%, others 6%
- At over USD 31,000 Brunei's per capita Gross Domestic Product (GDP) is among the top 25 in the world (2011 IMF data).
- Halal hub – promoting Brunei Halal brand – sourcing products for contract manufacturing to supply global Halal market



Brunei F&B - Import Requirements and Documentation

Regulated import requirements (*Product Certification, labelling and packaging*)

- The Department of Health Services, Ministry of Health is one of the agencies responsible in controlling the importation of food into Brunei.
- Pre-packed foods imported, sold and distributed are required to comply with labeling requirements.
 - Labels containing information on packaged food is required to be in a prominent and conspicuous position on the package.
 - Language to be used on the label should be in Malay or English or translation to either one of these languages.
- Generally, the particulars of the labeling requirement shall include:
 - Name of food
 - List of ingredient and its sources (including additive)
 - Net weight/volume
 - Date marking
 - Storage instruction
 - Name of country of origin, and
 - Name and address of the local importer for imported food/
name and address of the manufacturer/ packer in the case of a food of local origin



Food sampling at Brunei Halal Expo

- Information on Food Import regulations is available on www.moh.gov.bn
(Food Safety and Quality Control Division, Department of Health Services, Ministry of Health)

Brunei-Reference Sites

Link to key local websites

- The Department Of Livestock and Veterinary Services
 - http://www.agriculture.gov.bn/DOA2009/contents/livestock_vet.html

- Brunei Halal
 - <http://www.brunei-halal.com>



- Brunei Food Act (Public Health) (Food) Order, 1998
 - http://www.moh.gov.bn/download/public_health_food_reg_182.pdf

Indonesia-Market Overview & Environment

The Market

- Population: 234.6 million in 2010, scattered around the islands of Indonesia, but concentrated in Java
- 10% of the total population of Indonesia falls under the middle to upper class market, making the total market for imported processed food products to around 23 million people, with a wider target market for food ingredients product
- Increasing population of middle to upper class, with higher education and awareness of quality products is changing lifestyles and demand for imported products



Indonesia-Import Requirements and Documentation

- All processed food and beverage products needs to be registered with the Indonesian National Agency for Food and Drug Control (BPOM)
 - Registration Process
 - SGS inspection for certain product categories
- Fresh food (i.e.: meat, seafood and fresh fruit and vegetables) needs to obtain registration and license from the Department of Agriculture.
 - Quota Allocation
 - Phytosanitary Certificate and Cold Treatment
 - Seafood: additional testings for seafood products.
- Alcohol Beverages also need to be registered with the Indonesian National Agency for Food and Drug Control (BPOM) and is also under quota system allocated to the importers



Indonesia- Labelling Requirements

- Food and beverage product labelling are regulated under Indonesian Government No. 69 year 1999, which states that all processed food and beverages needs to have the following information on the label:
 - Name of the product
 - List of ingredients
 - Net weight or net contents
 - Name and address of any party who produces or imports the food into Indonesian territory
 - Date, Month and year of Expiry
- Recently, the Indonesian government has enforced the labelling requirements for all food and beverage products to include an Indonesian translation of the 5 information required above to be produced on the label. This regulation will come into effect in March 2011

Indonesia- Reference Site

Link to key local websites

- Indonesian Ministry of Agriculture: <http://www.deptan.go.id>
- Processed Food Registration: <http://www.pom.go.id>

Malaysia – Food and Beverage Snapshot of the Market

The Market

- Multicultural population of 28.2 mil (2010) with 60% of the country's population being Muslims.
- The Malaysian economy is the 3rd largest in ASEAN with food imports valued at AUD 9.1 bil., and was Australia's 11th largest trading partner with a total 2 way trade valued at AUD 15.5 bil in 2010.
- Halal hub – the gateway and re-export platform to the Muslim world (The global Halal market in Halal foods is estimated at US\$ 547 bil per annum)



Malaysia-Import Requirements and Documentation

Four key areas with regulated import requirements

▪ Dairy

- Import permit application required from The Department of Veterinary Services Malaysia by the local importer for all dairy products (http://www.dvs.gov.my/c/document_library/get_file?uuid=525f893b-a181-435d-a7c6-c3d62bce6816&groupId=28711)
- Fresh Liquid Milk imports regulated by a Tariff Rate Quota under the jurisdiction of the Department of Veterinary Services, Malaysia (DVS reserves the right on these quotas)

▪ Meat

- Import permit application required from The Department of Veterinary Services Malaysia by the local importer (http://www.dvs.gov.my/c/document_library/get_file?uuid=525f893b-a181-435d-a7c6-c3d62bce6816&groupId=28711)
- Beef, lamb, mutton and turkey must be supplied via the approved DVS/JAKIM abattoir in Australia <http://www.dvs.gov.my/web/guest/australia>

▪ Wine

- Import permit application required from The Royal Customs and Excise Department of Malaysia
- Current import duty for still wines in containers holding two litres or less is RM7.00 per litre and a 15 per cent Valorem Tax on the CIF + import duty value. Additionally, there is an excise duty of RM12.00 per litre. At the end there is an additional five per cent sales tax on the total value

▪ Fruits and Vegetables

- The Federal Agricultural and Marketing Authority (FAMA) legislates the Grading Packaging and Labeling of Agricultural Produce (GPL Regulation) from 1 October 2011 that all fresh imports to be labeled in Bahasa Malaysia on the product content and specifications (on all cartons). The grading of fresh produce should be graded according to either the MS Standards, Codex Standards or the Country of Origin Standards <http://www.fama.gov.my/web/guest/538>

Malaysia-Packaging & Labelling Requirements

The Ministry of Health Malaysia legislates guidelines pertaining to labeling including the design and content of labels. The label must include the following information:

- **Processed food**

- Name and description of food
- List of ingredients
- Nutrition information
- Declaration of food additives
- Net contents
- Expiry date
- Contact details of manufacturer and importer
- Country of origin

- **Wines**

- The specific description of the product
- The alcohol content stating the words 'ARAK MENGANDUNGI - % ALKOHOL'
- The primary ingredients used in production
- A font size of 12 points must be used to inform Muslims, as non-alcoholic sparkling grape juice and other fruit juices are packaged in similar bottles.

Malaysia-Reference Sites

Link to key local websites

- The Department Of Veterinary Sciences Malaysia
<http://www.dvs.gov.my/web/guest/home>
- Halal Approved Abattoirs in Australia for Malaysia
<http://www.dvs.gov.my/web/guest/australia>
- Halal Malaysia
<http://www.halal.gov.my>
- The Royal Customs and Excise Malaysia
<http://www.customs.gov.my/>
- Federal Agriculture and Marketing Authority Malaysia
<http://www.famaxchange.org/web/guest/home>
- Malaysian Food Act 1983
<http://www.agc.gov.my/Akta/Vol.%206/Act%20281.pdf>
- Food Regulation 1985
<http://fsis2.moh.gov.my/fosimv2/HOM/frmHOMFARSec.aspx?id=21>

Philippines: Market Overview & Environment

The Market

- Population: 100 million and growing
- Food and beverage market of AUD\$ 39 billion with food imports valued at AUD\$ 5.2 billion in 2009
- Increasing demand sophistication in the area of food quality, safety and nutrition



Philippines-Import Requirements and Documentation

Imported Food and Beverage Products

- Register with the Food and Drug Administration
- Need for License to Operate (Importer) and Certificate of Product Registration (products)

Requirements

- Foreign Agency Agreement
- Certificate of Free Sale
- Pro-forma Invoice
- Product Samples & packaging labels
- Certificate of Origin (to claim AANZFTA tariff reductions) for every shipment

Fruits and Vegetables

- Only fruits from Tasmania are allowed to be directly exported to the Philippines
- Fruits need to have cold treatment from accredited cold treatment facilities of the Bureau of Plant Industry

Meat

- A Veterinary Quarantine Clearance to Import (VQC) from the National Veterinary Quarantine Services prior to shipment leaving Australia
- Veterinary Health Certificate from Australia prior to shipment of product

Philippines-Import Requirements and Documentation

- Every year, the Department of Agriculture comes out with Minimum Access Volume (MAV) quotas for the ff:
 - Meat of swine (fresh, chilled or frozen)
 - Meat of sheep and goats (fresh chilled, frozen)
 - Meat of edible offal of poultry (fresh, chilled, frozen)
 - Potatoes, fresh or chilled
 - Coffee beans
 - Corn
 - Cane or beet sugar
 - Coffee extracts



Philippines-Packaging & Labelling Requirements

- Labels used in Australia can be used for products exported to the Philippines

FDA Regulations for Labels of Pre-packaged food should have:

- Name of food
- Declaration of food additives
- Net contents or drained weight
- Nutrition information
- List of ingredients
- Declaration of vitamins & minerals
- Lot Identification
- Open date markings

Tips on Packaging

- Bright and vibrant colour labels will stand
- Sachet packs are the way to go
- Labels in English are widely used
- Stickers containing information on Philippine distributor are required by the supermarket



Philippines -Reference Sites

- For processed food:
 - Food and Drug Administration (www.bfad.gov.ph)
- For meat and products that contain animal products:
 - Bureau of Animal Industry (www.bai.da.gov.ph)
 - National Meat Inspection Service (<http://nmis.da.gov.ph>)
- For fruits and vegetables:
 - Bureau of Plant Industry (www.bpi.gov.ph)
- For Minimum Access Volume
 - Department of Agriculture (www.da.gov.ph)

Singapore-Market Overview & Environment

The Market

- Population: 5.1 million plus over 11.5 million tourist arrivals per year
- Trading hub/ strong re-export base: 'Entry point to the region'
- Imports 90% of its food needs (Value in 2010: SGD 9.3 billion / AUD 7.2 billion)



Singapore-Import Requirements and Documentation

- Relatively easy to export products to Singapore, no set quotas & duties, online processes
- **Agrifood Veterinary Authority or AVA** is the national authority on food safety for both primary and processed food.
 - ✓ Traders involved in the import/export/transshipment of **meat and fish products and fresh fruits & vegetables must be licensed by AVA** and those involved in the import of **processed food (not containing meat and fish products, fresh fruits and vegetables) must be registered with AVA.**
- All meat products and processed egg products can only come from AVA approved sources.
- Table hen eggs & poultry broilers (live) can only come from AVA approved sources.
- Import of food products in the following categories is regulated:
 - ✓ **Meat:** <http://www.ava.gov.sg/FoodSector/ImportExportTransOfFood/Meat>
 - ✓ **Fish:** <http://www.ava.gov.sg/FoodSector/ImportExportTransOfFood/Fish>
 - ✓ **Fresh Fruits & Vegetables:** <http://www.ava.gov.sg/FoodSector/ImportExportTransOfFood/VegAndFruits>
 - ✓ **Eggs (Fresh):** <http://www.ava.gov.sg/FoodSector/ImportExportTransOfFood/EggsFresh>
 - ✓ **Eggs (Salted/Preserved/ Processed):** <http://www.ava.gov.sg/FoodSector/ImportExportTransOfFood/SaltedPreservedProcEggs>
 - ✓ **Processed Food:** <http://www.ava.gov.sg/FoodSector/ImportExportTransOfFood/ProcessedFood>

Singapore-Import Requirements and Documentation

- Importers of following food products are required to submit certified-true-copy documents from the food safety authority of the country of origin certifying that the imported food product is produced by a licensed/ regulated premises:

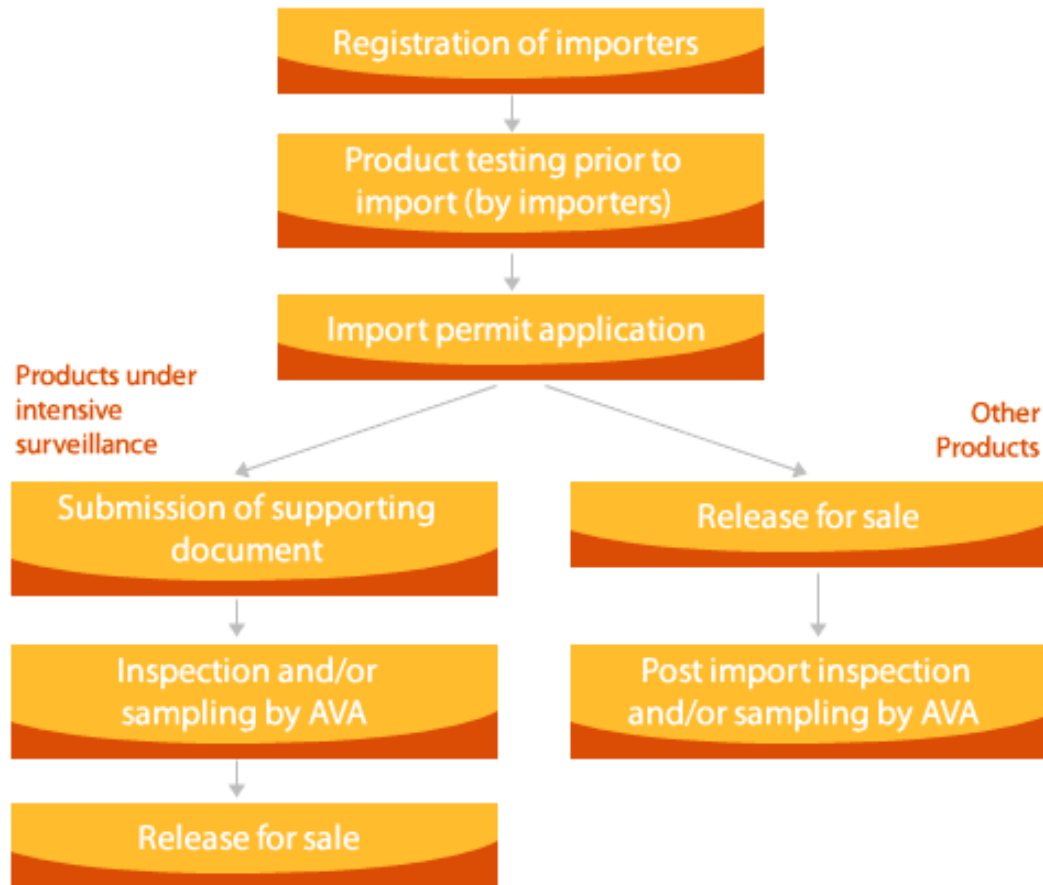
Breads & Buns, Chocolate products, Coconut Milk & Grated Coconut, and Nasi Lemak, Infant Cereals & Infant Formulae; Land Snails; Minimally processed Fruits & Vegetables; Noodles and Pastas; Traditional Cakes (Kueh Kueh); Cut Sugarcanes and Mooncakes.

- Specific regulations** apply to certain products:

Bottled Natural Mineral Water and Bottled Drinking Water, Pasteurized Liquid Milk from FMD-free countries, Infant Formula, Infant Cereals, Traditional Cakes & Nasi Lemak, Certain Coconut Products, Minimally Processed Cut/ Peeled Fruits and Vegetables and Cut Sugar Cane, Moon Cakes, Processed Land Snail and Snail Caviar, Beef extract (or containing beef extract), Ice, Soy Sauce & Oyster Sauce, Absinthe, Other Strict Control Items, Artificial Sweetening Agent & Rice.

Refer: <http://www.ava.gov.sg/NR/rdonlyres/B911AC69-7E1C-45FC-93D7-5992E06A8C5E/19352/ImportRequirementsofSpecificFoodProducts1.pdf>

Singapore - Flowchart of import process for processed food



Singapore-Packaging & Labelling Requirements

Tips on Packaging

- Attractive packaging recommended: Dark colours (e.g. black, dark brown, etc.) are not favourable.

Labelling Requirements

- Labelling is in English & basic information required on the labels of prepacked foods: Name & description of the food, Statement of ingredients, Declaration of net content in package (1.5mm in height), Name & address of local manufacturer or importer, Country of origin of food
- Additional labelling requirements apply in the cases of date-marking of expiry date, special purpose foods, sugar-free foods, low-calorie foods, diabetic foods, infants' food and infant formula & nutrition labelling.
- The Singapore Food Regulations provide a 'positive' listing of food additives which are permitted for use in food.

Highlights

- All import of organic processed food are required to accompanied with the organic certification from the relevant certification bodies of the country of origin. E.g. ACO
- Nutrient function claims are closely monitored and must meet certain strict criteria.
- With effect from 15 April 2011, prepacked food products are required to be labelled with the “net” quantity of the food in the wrapper or container, instead of the “minimum” quantity. This will pave the way for the food industry to make use of the Average Quantity System (AQS) for the declaration of net contents of their prepacked food products.
- AVA has been considering the implementation of trans fat requirements in fats and oils sold and used in Singapore. The proposed limit being considered is 2g of trans fat per 100g of fats and oils. It is in a ‘proposal’ stage, but AVA encourages industry members to meet the proposed trans fat requirements during this period of time. If adopted, the trans fat content will have to be declared on the Nutrition Information Panel of retail-packs of fats and oils.

Singapore-Reference Sites

- Agri-Food & Veterinary Authority of Singapore: www.ava.gov.sg
- TradeNet system (import permits): <http://www.tradexchange.gov.sg>
- Sale of Food Act: http://www.ava.gov.sg/NR/rdonlyres/B911AC69-7E1C-45FC-93D7-5992E06A8C5E/12157/Attach59_legislation_SaleofFoodAct992.pdf
- Food Regulations: <http://www.ava.gov.sg/Legislation/ListOfLegislation/index.htm#sale>
- Labelling Requirements + List of acceptable Nutrient Function Claims for All Foods: <http://www.ava.gov.sg/FoodSector/FoodLabelingAdvertisement/index.htm>
- A Guide to Food Labelling and Advertisements: <http://www.ava.gov.sg/NR/rdonlyres/B96B0EC2-1D1E-4448-9C25-ABD8470D2BF4/18008/AGuidetoFoodLabellingandAdvertisements3.pdf>
- Accreditation of Overseas Meat & Processing Egg Establishments: <http://www.ava.gov.sg/FoodSector/ImportExportTransOfFood/AccredOfOverseasMeatEgg/>
- Accreditation of Overseas Poultry and Layer Farms: <http://www.ava.gov.sg/FoodSector/ImportExportTransOfFood/AccredOfOverseasEggFarms/>

Thailand-Market Overview & Environment

Market overview

- Geographical advantage – Regional gateway to Indochina, Burma, Southern China, it's on the road to everywhere
- The importers are sourcing for higher quality, clean and green and healthy
- TAFTA privileges and Thai buyers looking to access TAFTA which implemented since Jan 2005



Thailand-Import Requirements and Documentation

1. Thai FDA has divided foods into 4 categories:

1. Specific Controlled Foods http://www.fda.moph.go.th/eng/eng_food/category1.htm
2. Prescribed Food to have Quality or Standard http://www.fda.moph.go.th/eng/eng_food/category2.htm
3. Prescribed Food to have label http://www.fda.moph.go.th/eng/eng_food/category3.htm
4. General Foods or other foods [those that are not in 1-3](#)

2. RIGHT DOCUMENT: MUST have VS GOOD to have

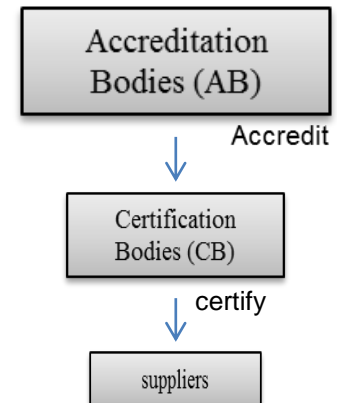
The certificate could be a copy, but must be certified by a government authority. Any documents which are arranged by the manufacturer or commercial organizations are unacceptable by Thailand FDA

1. Certificate of Free Sale must be issued by the government organization (AQIS)
2. Provide the major ingredients, production process flow chart, commercial-in-confident but have a total summation of 100% (these certificates could be issued by the manufacturer without the Official Certified)
3. One of the following original certificates or officially-certified copies:
 - Official Certified ISO 9001 or ISO 9002 Certificate
 - Official Certificate HACCP Certificate
 - Official Certificate of GMP (Good Manufacturing Practice)
 - (specific product certificate i.e. Organic or Halal)

3. Why same document, cannot be used with Thai, what does THAI FDA want?

Here is the website that Thai FDA will refer to: <http://iaf.nu/> and a list of accredited bodies http://www.jas-anz.org/index.php?option=com_content&task=blogcategory&id=44&Itemid=1

International Accreditation Forum
(IAF Inc.)



Thailand-Other requirements: packaging & labels

- **Packaging requirements:** Qualities or standard for container made from plastic : notification no.295 (http://iodinethailand.fda.moph.go.th/fda/new/images/cms/top_upload/1172111890_Notification%20of%20Ministry%20of%20Public%20Health%20no.295_Packaging_%20rev1.pdf)
- **Labelling approval** Some product such as dietary supplement are required to bear labels containing Thai language and subjected to be approved by Thai FDA prior to sell in the market.
 - Labels: notification no. 194 ([http://iodinethailand.fda.moph.go.th/fda/new/images/cms/top_upload/1147232514_194-43\(update\).pdf](http://iodinethailand.fda.moph.go.th/fda/new/images/cms/top_upload/1147232514_194-43(update).pdf)) and notification no. 305 (http://iodinethailand.fda.moph.go.th/fda/new/images/cms/top_upload/1224646040_Notification305.pdf)
 - Ready-to-cook and ready-to-eat food: notification no. 237 (http://iodinethailand.fda.moph.go.th/fda/new/images/cms/top_upload/1148398311_237-44.pdf)
 - Beverage in sealed containers notification no. 214 (http://iodinethailand.fda.moph.go.th/fda/new/images/cms/top_upload/1147228495_214-43%20Beverage%20in%20Sealed%20Container.pdf)
- **Highlight any market peculiarities**
 - Australian food exporters cannot do their own declaration but needs to have certifications from appropriate bodies
 - Correct step – fasten the process



Thailand -Reference Sites

Link to key local websites:

- Thai FDA website: <http://www.fda.moph.go.th/eng/food/index.stm>
- Royal Thai Customs Department: www.customs.go.th and link to FTA Safeguard <http://www.customs.go.th/FTA/ReportFTA.jsp?type=tariffrule&country=au>
- The Halal Standard Institute of Thailand www.halal.or.th



Vietnam-Market Overview & Environment

The Market

- One of the fastest-growing economies in Asia in recent years, with GDP growth averaging 7.6% annually between 2000 and 2009
- Pop 85M, 70% under 30 years old, increasingly health conscious, busy & demanding more clean-&-green convenience food
- Rising income levels and changing lifestyles, particularly in urban areas, are increasing consumer demand for snacks, convenience and luxury food items



Vietnam-Import Requirements and Documentation

All food imports must obtain a Food Quality Registration Certificate issued by Vietnam Food Administration under the Ministry of Health.

- ✓ **All Processed Food:** Must have (1) Certificate of Good Manufacturing Practice (GMP) and HACCP; (2) Certificate of Analysis (CA)
- ✓ **Meat & Seafood:** Health Certificate & HACCP. Meat & seafood exporters must be approved and listed by National Agro Forestry & Fisheries Quality Assurance Department (NAFIQAD) prior to export products to Vietnam. Please also note that there's an offal temporary ban from the Ministry of Industry & Trade (MOIT) as the port facilities were not capable to handle strong inflow of offal arrival.
- ✓ **Plant & Plant Products:** Phytosanitary Certificate
- ✓ **Dairy Products:** (1) Certificate of GMP & HACCP; (2) Health Certificate; (3) Certificate of Free Sale; (4) CA.
- ✓ **Wine & Spirit:** Customs clearance only be made at 3 ports Hai Phong, Da Nang and HCMC. Must have an authorisation letter from the manufacturer for the local importer/ distributor to be their official importer/ distributor of the goods in Vietnam.



Vietnam-Other Requirements: Packaging & Labels

Labelling Requirements: *(Valid on 1 March 2000)*

- Imported goods must have labels stating clearly 8 items:

1. Name of product
2. Name & addresses of producer/ trader
3. Quantity
4. Composition
5. Quality standard
6. Production date
7. Expiry date
8. Instructions for Use & Preservation

- Information must be written in Vietnamese on the label, stuck or attached to the product



Vietnam-Reference Sites

- **Link to key local websites:**
- Vietnam Food Administration - <http://www.vfa.gov.vn>
- The National Agro-Forestry-Fisheries Quality Assurance http://www.nafiqad.gov.vn/?set_language=en&cl=en
- The Animal Health Department of Vietnam – <http://www.cucthuy.gov.vn/index.php?lang=en>



THANK YOU

For enquiries, contact us at :

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Case Study & Comparison for processed food – e.g. packaged biscuits across ASEAN

No.	ASEAN Countries	Documents Required or Pre-requisites for Importing Processed Food into ASEAN Markets								Packaging	Labels	Laboratory Analysis Result	Remark
		ISO/GMP/HA CCP/Organic	Sanitary Permit / Free Sale	Ingredients	Production Process	Specification of Product			Samples for Analysis - no. of piece/sku				
						Physical	Chemical	Microbiology					
1	Brunei	Organic certification from national authority, if claimed as Organic	Importers are required to maintain documentary proof that the products imported are produced in a establishment under proper supervision of the competent food authority.	Any food additives must be listed under the Brunei Food Quality Regulations		All imports of processed food must comply with prevailing requirements laid down under the Sale of Food Act and the Food Regulations.			when required	Must comply with Ministry of Health regulation (Food Quality Control Division)			
2	Indonesia	√	√	√	√	√ - sample required for registration process	√	√	√ - usually 2 – 3 pieces per SKU	√ - required, as well as the specification of the packaging	√	√	
3	Malaysia	Organic certification from national authority, if claimed as Organic	N.A.	Any food additives must be listed under the Malaysian Food Act 1983	N.A.	All imports of processed food must comply with prevailing requirements laid down under the Malaysian Food Act 1983 and the Food Regulation 1985 http://fsis2.moh.gov.my/fosimv2/HOM/fmHOMFARSec.aspx?id=21			N.A., however, it is the responsibility of the importer to ensure that the products imported by them, comply with the Malaysian Food ACT 1983 and the Food Regulation 1985	Must comply with the local labeling requirement under the Food Regulation 1985		The Ministry of Health advises that importers initiate quality control checks & due diligence, by sending their products to accredited local labs for analysis .	
4	Philippines		Required as part of the Product registration with FDA	Needed for product registration w/ FDA		Product sample required during registration process				Required during registration process	Required during registration process		

Case Study & Comparison for processed food – e.g. packaged biscuits across ASEAN

No.	ASEAN Countries	Documents Required or Pre-requisites for Importing Processed Food into ASEAN Markets							Samples for Analysis - no. of piece/sku	Packaging	Labels	Laboratory Analysis Result	Remark
		ISO/GMP/HA CCP/Organic	Sanitary Permit / Free Sale	Ingredients	Production Process	Specification of Product							
						Physical	Chemical	Microbiology					
5	Singapore	Organic certification from national authority, if claimed as Organic	Importers are required to maintain documentary proof that the products imported are produced in a establishment under proper supervision of the competent food authority.	Any food additives must be listed under the Singapore Food Regulations	N.A.	All imports of processed food must comply with prevailing requirements laid down under the Sale of Food Act and the Food Regulations .			N.A., however, it is the responsibility of the importer to ensure that the products imported by them, comply with the Sales of Food Act & the Food Regulations.	Must comply with the local labelling requirements .		AVA advises that importers initiate quality control checks & due diligence, by sending their products to accredited local labs for analysis .	Importers of processed food products must register with the Agri-Food Veterinary Authority (AVA)
6	Thailand	√	√	√	√	√	√	√	√ no of sample depend upon the packing size but in general 1 dozen per store-keep-unit	√	√	√	can be requested
7	Vietnam	√	√			√	√	√	√		√	√	

Case Study & Comparison for fresh produce - e.g. red meat across ASEAN

No.	ASEAN Countries	Major Steps or Pre-requisites for Importing Australian Red Meat into ASEAN Markets							Remarks
		step 1	step 2	step 3	step 4	step 5	step 6	step 7	
1	Brunei	Establishment must apply for Halal certification and Halal audit by the Ministry of Religious Affairs	When approved, the establishment number and contact details will be listed by Religious Council.	The importer needs to apply for the import permit prior to EVERY shipment of the cargo from the Halal food Control Division, Department of Syariah Affairs	The importer also needs to provide document proof that their local premises (warehouse) have been approved Halal by the Brunei Religious Affairs	Only Halal and from approved establishments (abattoir) of beef, lamb, turkey and goat meat can be imported into Brunei	Each consignment must be accompanied by the Health Certificate issued by the Veterinary/AQIS Authority of the exporting country and a copy of approved import permit	Meat must be shipped direct from the approved meat establishment (abattoir)	
2	Indonesia	Establishment Number must be listed with the Indonesian Department of Agriculture	Halal Certification needs to be obtained (from certification body approved by the MUI)	Health Certificate from AQIS accompanying shipment	Importer needs to have the import permit / license according to the quota	Importer then must have the quota allocated by the Department of Agriculture to the Department of Trade	Once documentation and licenses are ready, meat can be imported		
3	Malaysia	Establishment must apply for Halal certification and Halal audit by the Dept. of Veterinary Services and Jakim	When approved, the establishment number and contact details will be listed by the Dept. of Veterinary Services on its website.	The importer needs to apply for the import permit prior to EVERY shipment of the cargo from the Dept. of Veterinary Services	The importer also needs to provide document proof that their local premises (warehouse) have been approved Halal by the Dept. of Veterinary Services and Jakim	Only Halal and from approved establishments (abattoir) of beef, lamb, turkey and goat meat can be imported into Malaysia	Each consignment must be accompanied by the Health Certificate issued by the Veterinary Authority of the exporting country and a copy of approved import permit	Meat must be shipped direct from the approved meat establishment (abattoir)	
4	Philippines	Seek accreditation to import from NMIS	Secure VQC before shipment leaves Australia						

Case Study & Comparison for fresh produce - e.g. red meat across ASEAN

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		step 1	step 2	step 3	step 4	step 5	step 6	step 7	Remarks
5	Singapore	<p>Importers are required to be licensed by the Agri-food & Veterinary Authority or AVA for the import/export and transshipment of meat products.</p> <p>The import of meat products is regulated under the Wholesome Meat and Fish Act and its subsidiary legislations.</p>	<p>Only meat products from approved sources is allowed into Singapore. Australia is approved to export meat to Singapore. All Beef & Mutton exporters from Australia can export to Singapore.</p>	<p>An import permit issued by AVA is required for every consignment of meat product.</p>	<p>Each consignment must be accompanied by a Health Certificate issued by a veterinary authority of the exporting country, certifying that Singapore's animal health and food safety requirements have been complied with.</p>	<p>Meat products must be shipped direct from the country of export.</p>	<p>Every carton and basic packaging unit of meat and meat product imported must be labelled with certain particulars. Please refer to this link.</p>	<p>Every consignment of meat product imported will be inspected by the AVA before sale is permitted. Sampling for laboratory analysis may be required. Some consignments may be placed on "hold and test" pending the outcome of the laboratory analysis.</p>	<p>Halal meat must be certified by MUIS (Islamic Religious Council of Singapore) - recognised Halal Certifiers in Australia.</p>
6	Thailand	<p>Register: Department of Business Development, Ministry of Commerce</p>	<p>Right document: Prior to apply for an import permit with DLD Station at Suvarnabhumi Airport, Zone C1, 2nd Floor, the importer must have right document</p>	<p>Importer obtains an importer permit and forward to exporter</p>	<p>Exporter contact AQIS – health cert, check quota and do TAFTA</p>	<p>Exporter provide document back to importer i.e. shipment detail, invoice, AWB, price, spec, volume, health certificate (original/copy) & TAFTA document</p>	<p>When shipment arrives, Importer – request for an approval from DLD for moving carcass, pay fee at THB 5/kg, pay tax and tariff</p>		
7	Vietnam	<p>Presentation of documents</p>	<p>Document inspections</p>	<p>Quarantine inspections of the products</p>	<p>Certification for entry into Vietnam</p>	<p>Payment of import duties & other fees</p>	<p>Release products from the customs area if they have passed quarantine inspection and the customs process</p>		