



KSA launch: what to bring back

One page for the stand. Ask for documents, not brochures.

60-second pitch: “NBP is a Canadian sports-nutrition range from Montreal. We are launching four product lines in Saudi Arabia: creatine, whey, mass gainer and pre-workout. Our whey is SAR 0.222 per gram of protein — about 25% below Optimum Nutrition — and every batch is tested by an ISO 17025 lab. We are looking for a Saudi importer/distributor and the documents needed for SFDA registration.”

Bring back

- ☐ Price list (CAD) at 1k / 3k / 5k units, with validity
- ☐ MOQ per SKU and flavour
- ☐ Incoterms + freight quote to Jeddah/Dammam
- ☐ Current Canadian licence printout per SKU
- ☐ Written explanation of the six NPN/formula mismatches
- ☐ GMP / HACCP / ISO 22000 certificate
- ☐ Halal certificate (or written “not available”)
- ☐ Capsule shell origin + allergen statement
- ☐ CoA for the last 3 batches
- ☐ Stability data summary
- ☐ Shelf life at dispatch + remaining-life guarantee
- ☐ Exclusivity terms + existing GCC agreements
- ☐ Marketing support + launch allowances
- ☐ Payment terms + production lead time
- ☐ Named regulatory contact
- ☐ Product samples for lab testing

Red flags

- “The NPN is just a number, it doesn’t matter.”
- “All our products are halal” — with no certificate.
- A generic spec sheet instead of batch CoAs.
- Long exclusivity with no minimum purchase.
- Refusal to reformulate or relabel for KSA.
- A verbal price with no validity.

Do not do

- Sign an exclusive agreement on the stand.
- Pay a deposit before lab tests and registration path are clear.
- Agree to buy the full range to get a better price.

Target

- 4 lines
- 5 pack sizes
- 3 lab reports
- 3 SFDA files