

## **Applies to following product categories**

### **Dairy products:**

Yoghurt and Sweetened Yoghurt; Flavoured milk, laban drink, flavoured fermented laban (milk) and flavoured fermented Laban (milk) heat treated after fermentation, flavoured yogurt and also the heat treated product after fermentation; pasteurised camel milk prepared for direct consumption, raw, pasteurised, long life (treated with ultra high temperature) and sterilised goat milk; Laban and heat treated laban after fermentation.

### **REQUIREMENTS:**

- All of these products falling within the scope of the legislation need to be labelled with the EQM (ECAS) – label.
- Organic products are exempted from the EQM labelling requirements if they are on the unilateral recognition list of the UAE.
- The labelling requirement is in addition to the already existing UAE requirement that all imported food need to be accompanied with a health certificate.
- According to ESMA: the label can be also a sticker or any other proposal by the company to put the label can be considered. The label needs to be placed on every individual package marketed in the UAE.
- Cost to be paid per product category for approval is 16,000 Emirati dirham (is approx. €3,850) with an approval validity of 3 years. This fee is NOT to be paid per location/site of the company but is valid for all sites belonging to the company. Namely if the approval is granted for the mother company than it applies for all subsidiary companies. EU applicant companies are exempted of an on-site assessment visit and therefore do not have to pay any audit cost.
- Companies with questions can send request directly to ESMA for clarification.
- Establishments that export the products within the scope of the legislation need to send an application accompanied with documentation demonstrating that in particular HACCP and GMP are implemented.
- Online registration for companies is possible to initiate the EQM application. According to ESMA, the application can be finalised within 8-days for EU establishments if all information is provided as no on-side audit needs to be carried out.
- With regard to laboratory testing reports to be provided for the application, ESMA can accept also internal testing reports.
- ESMA informed that it is their aim that also other GCC countries will accept this EQM label. Thus one label giving access to all GCC. According to ESMA discussions are ongoing but no specific timeline could be informed.