



**RWANDA FDA**

Rwanda Food and Drugs Authority

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Kigali on, 26/10/2021  
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**CIRCULAR ON PROMOTION, INFORMATION, ADVERTISING, AND MARKETING OF FOOD PRODUCTS, DRUGS, AND OTHER REGULATED PRODUCTS**

Reference is made to the law N° 003/2018 of 09/02/2018 establishing Rwanda Food and Drugs Authority, especially in its Article 8, paragraph 11 in which the Authority is mandated to regulate and analyse information used in the promotion, advertising, and marketing of food products, drugs, and other products regulated under this Law;

Reference is made to the Circular N° 0892/Rwanda FDA/2019 issued by Rwanda FDA on July 28<sup>th</sup>, 2019 on Promotion, Advertising, and Marketing of regulated products.

Reference is also made to the Regulations N°: CBD/TRG/017 governing promotion, Advertising and Marketing of regulated products; and Regulations N°: CBD/TRG/004 related to Regulatory Service Tariff/Fees and Fines,

Further reference is made to the Ministerial Instructions of the Ministry of Health No: 20/0004 of 09/01/2019 banning advertising of medical activities.

It is in this regard that Rwanda FDA wants to inform all stakeholders involved in the business of the regulated products on the following:

- The promotion, advertising and marketing of regulated products should be done after obtaining Rwanda FDA approval.
- All promotions and advertising materials of regulated products are screened and approved by Rwanda FDA before being put in use.
- When advertisement, promotion and marketing is done without the approval from Rwanda FDA, the owner of the business shall be sanctioned with administrative fines.

As stated in Article 3 of the Law N° 003/2018 of 09/02/2018; the regulated products are as follow:

- ✓ Human and veterinary drugs
- ✓ Human and animal vaccines

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- ✓ Biological products used in clinical settings as drugs
- ✓ Processed food for humans and animals
- ✓ Food supplements
- ✓ Fortified foods
- ✓ Food fortification
- ✓ Poisonous substances
- ✓ Herbal medicines
- ✓ Medicated cosmetics
- ✓ Human and veterinary medical devices
- ✓ Tobacco and tobacco products
- ✓ Labels, packages, and raw materials used in the manufacture of regulated products
- ✓ Laboratory and cleaning chemicals and pesticides

**Notes:**

**1) Information to Manufacturers, distributors, and retailers of regulated products:**

All dealers of the regulated products must seek authorization before promoting/advertising their products. Promotion activities include but are not limited to:

- Still mode of promotion
- Light and Sound mode of promotion
- Web-based model of promotion
- Sales Promotions
- Promotional Samples
- Promotional meetings
- Promotional campaigns
- Trade fair/exhibition

All forms of food promotion or advertisement directed to children under 12 years old are banned, once approved, they should be directed to their parents or caregivers.

**2) Information to media houses/practitioners:**

All media houses such as Radios, TVs, Print Media, and Online media are requested to:

- Reject airing or publishing any promotional adverts of the regulated products from dealers who do not have official promotion/advertisement authorization from Rwanda FDA.

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- Voluntarily report to the Rwanda FDA any contraventions and/or all defaulters of the laws and regulations related to the promotion of the regulated products.

### 3) Information to the general public

All citizens are urged to voluntarily report to the Rwanda FDA any contraventions and/or all defaulters of the laws and regulations related to the promotion of the regulated products.

For further information, please contact:

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+250788771663 or [ntirenganya@rwandafda.gov.rw](mailto:ntirenganya@rwandafda.gov.rw)

-For information related to **Food products promotion and advertising**, please contact:  
MUKAMWIZA Honoree, +250788880007 or [hmukamwiza@rwandafda.gov.rw](mailto:hmukamwiza@rwandafda.gov.rw)

-For information related to **Drugs and other pharmaceutical products and advertising**, please contact: UWASE Marie Ange, +25073935990 or [muwase@rwandafda.gov.rw](mailto:muwase@rwandafda.gov.rw)

Thank you for your continued collaboration.

*E. Bienvenu*  
*26/10/2022*

**Dr. Emile BIENVENU**  
**Director General**



**CC:**

- **Hon. Minister of Health**
- **Hon. Minister of Trade and Industry**
- **Hon. Minister of State in Charge of Primary Health Care**
- **Chief Executive Officer of Rwanda Development Board**
- **Chief Executive Officer of Public Sector Federation**

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