



RWANDA FDA
Rwanda Food and Drugs Authority

P.O. Box 84 Kigali

info@rwandafda.gov.rw

www.rwandafda.gov.rw

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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, whereby 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 also made to the Circular N° 0892/Rwanda FDA/2019 issued by Rwanda FDA on July 28th, 2019 on Promotion, Advertising and Marketing of regulated products;

Further reference is also 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 regards that Rwanda FDA wants to inform all stakeholders involved in the business of products regulated by the Authority on the following:

- The promotion, advertising and marketing of regulated products should be done after obtaining the approval of Rwanda FDA.
- All promotions and advertising materials of regulated products are screened and approved by Rwanda FDA before put in use.
- The manufacturing, storage, sale, distribution of regulated products should be done in licensed premises by Rwanda FDA; when sale or distribution of regulated products is done in other places other than the licensed premise (e.g.: in the exhibition areas) without the approval, the owner of the business shall be penalized and given other applicable administrative sanctions.

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- Special considerations are made for products under control of international codes of marketing such as Breast Milk Substitutes (BMS).

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
- ✓ Biological products used in clinical settings as drugs
- ✓ Processed food for humans and animals
- ✓ Food supplements
- ✓ Fortified foods
- ✓ Food fortificant
- ✓ 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

Note:

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 not limited to:

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



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

Thank you for your continued collaboration

For further information, please contact:

NTIRENGANYA Lazare, Pharmacovigilance and Food Safety Monitoring Division Manager
+250788771663 or ntirenganya@rwandafda.gov.rw

-For information related to **Food products** promotion, please contact:

MUTIMUKEYE Nicole, +250788443125 or nmutimukeye@rwandafda.gov.rw

-For information related to **Drugs** promotion, please contact:

INGABIRE Chantal, +250784713153 or cingabire@rwandafda.gov.rw


Dr. Charles KARANGWA
Ag. 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**

