

Re: **Import reform - What is good for Europe is good for Israel**

The new import reform, "What is good for Europe is good for Israel", has been approved in the Knesset this year. The reform is one of the most significant economic reforms ever implemented in Israel. It aims to address the barriers that persisted despite all the previous reforms.

The reform is intended to modify the existing system in the field of imports by opening new trade tracks, eliminating bureaucracy, reducing import costs, and expanding trade with the European and other markets.

According to the new reform, a product sold (marketed) in the European market which is compliant with European regulation can be sold (marketed) in Israel without the need to undergo any testing institute or meet unique requirements. The reform applies to imports in the following areas: standardization, energy, food, and cosmetics. The reform will be fully implemented in January 2025.

The reform is based on three principles:

- Adopting the European method in importing goods and relying on European regulation.
- Enforcement in the markets while imposing responsibility for compliance with the regulation on the importer.
- Removing the barriers to parallel imports and to small and medium importers.

Attached is a professional document explaining the reform and detailing the laws implementing it. In addition, a list of products that were included in the reform.

You may use the document provided to access information on the opportunities that the reform creates for potential players in your countries of service.

We'd be happy to be at your disposal for more information or to provide explanations and answer questions related to the reform. We recommend you to visit the link below for more information. <https://govextra.gov.il/economy/like-europe/reform/>

Sincerely

Anwar Hilf