RWANDA FDA
Rwanda Food and Drugs Authority
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Kigali, 28th/01/2020
Ref N° 136 /Rwanda FDA/2020

AMABWIRIZA KU KUMENYEKANISHA NO KWAMAMAZA IBIRIBWA, IMITI N'IBINDI BIGENGWA N'ITEGEKO RISHYIRAHO RWANDA FDA

Dushingiye ku Itegeko N° 003/2018 ryo ku wa 09/02/2018 rishyiraho ikigo gishinzwe kugenzura ibiribwa n'imiti (Rwanda FDA), by'umwihariko mu ngingo yaryo ya 8, igika cya 11, Ikigo gifite mu nshingano kugenzura no gusesengura amakuru akoreshwa mu kumenyekanisha no kwamamaza ibiribwa, imiti n'ibindi bigengwa n'iri tegeko;

Dushingiye ku mabwiriza N° 0892/Rwanda FDA/2019 yatanzwe na Rwanda FDA tariki 28 Nyakanga 2019 ku kumenyekanisha no kwamamaza ibigengwa n'itegeko ryavuzwe hejuru;

Dushingiye kandi ku mabwiriza ya Ministeri y'Ubuzima N°: 20/0004 yo kuwa 09/01/2019 abuza kwamamaza ibikorwa by'ubuvuzi;

Ikigo cy'igihugu gishinzwe ibiribwa n'imiti (Rwanda FDA) kiboneyeho kumenyesha abafatanyabikorwa bose bafite ubucuruzi bw'ibigengwa n'iri tegeko, ibitangazamakuru ndetse n'abantu bose ibi bikurikira:

- Kumenyekanisha no kwamamaza ibigengwa n'iri tegeko bikorwa gusa nyuma yo kubona uruhushya rwa Rwanda FDA.
- Ibikoreshwa mu kumenyekanisha no kwamamaza ibigengwa n'iri tegeko byose bibanza kwigwaho no kwemezwa na Rwanda FDA mbere yuko bikoreshwa.
- Gukora, kubika no gukwirakwiza ibigengwa n'iri tegeko bigomba gukorerwa mu nyubako zemejwe na Rwanda FDA; iyo kugurisha no gukwirakwiza ibigengwa n'iri tegeko bikorewe ahandi hantu hatari mu nyubako zemejwe (urugero: Ahakorerwa imurikagurisha) kandi nta burenganzira bwatanzwe, nyir'ubucuruzi arahanwa kandi agahabwa ibihano biteganywa n'amategeko.

- Umwihariko uba ku bigengwa n'Amategeko Mpuzamahanga yo Kwamamaza; urugero: Ibisimbura amashereka (Breast Milk Substitutes).

Nk'uko biteganywa mu Ngingo ya 3 y'Itegeko N° 003/2018 ryo ku wa 09/02/2018; ibigengwa n'iri tegeko ni ibi bikurikira:

- ✓ Imiti y'abantu n'iy'amatungo
- ✓ Inkingo z'abantu n'iz'amatungo
- ✓ Ibikomoka mu mubiri w'umuntu cyangwa itungo bikoreshwa mu buvuzi nk'imiti
- ✓ Ibiribwa by'abantu n'iby'amatungo byahinduriwe umwimerere (urugero: binyuze mu nganda)
- ✓ Ibikoreshwa nk'inyongera ku biribwa (food supplement)
- ✓ Ibyongerewe intungamubiri (fortified food)
- ✓ Ibyongera intungamubiri (food fortificant)
- ✓ Ibintu bihumanya (Poisonous substances)
- ✓ Imiti ikomoka ku bimera
- ✓ Ibinoza kandi bisukura umubiri birimo umuti
- ✓ Ibikoresho byo mu buvuzi bw'abantu n'amatungo
- ✓ Itabi n'ibirikomokaho
- ✓ Ibirango, ibipfunyiko n'iby'ibanze bikoreshwa mu gukora ibigengwa n'iri tegeko
- ✓ Ibinyabutabire bikoreshwa muri laboratwari n'ibikoreshwa mu gusukura no kwica udukoko

Icyitonderwa:

1) Amakuru agenewe abakora, abakwirakwiza n'abagurisha ibigengwa n'aya mategeko:

Abakora n'abacuruza ibigengwa n'aya mategeko bagomba gusaba uruhushya mbere yo kumenyekanisha no kwamamaza ibikorwa byabo. Ibikorwa byo kumenyekanisha bikubiyemo ibi bikurikira ariko ntibigarukira kuri ibi gusa:

- Kumenyekanisha mu buryo bwanditse (Still mode of promotion)
- Kumenyekanisha hakoreshejwe amajwi n'amashusho (Light and Sound mode of promotion)
- Kumenyekanisha ku mbuga nkoranyambaga (Web based mode of promotion)
- Kumenyekanisha bikorewe ahacururizwa. Urugero: Kugabanya igiciro gisanzweho (Sales Promotions)
- Kumenyekanisha binyuze mu gutanga iby'ubuntu (Promotional Samples)

- Inama zigamije kumenyekanisha (Promotional meetings)
- Ubukangurambaga bugamije kumenyekanisha (Promotional campaigns)
- Imurikagurisha (Trade fair/exhibition)

2) Amakuru agenewe ibitangazamakuru:

Inzu zose z'ibitangazamakuru nka za Radiyo, Televiziyo, Ibinyamakuru byandika n'ibikorera ku mbuga nkoranyambaga barasabwa:

- Kutemera gukwirakwiza no kumenyekanisha ibikorwa byo kwamamaza ibigengwa n'iri tegeko biturutse ku babikora cyangwa ababicuruza badafite uruhushya rwa Rwanda FDA.
- Kumenyesha Rwanda FDA, ku bushake, abarenga ku mategeko n'amabwiriza agenga kumenyekanisha no kwamamaza ibigengwa n'iri tegeko.

3) Amakuru agenewe abaturarwanda muri rusange

Abaturarwanda bose barasabwa kumenyesha Rwanda FDA, ku bushake, abarenga ku mategeko n'amabwiriza agenga kumenyekanisha no kwamamaza ibigengwa n'iri tegeko.

Murakoze ku bufatanye mukomeza kugaragaza.

Ku bindi bisobanuro mwahamagara:
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Dr. Charles KARANGWA
Umuyobozi mukuru wungirije

RWANDA FOOD AND DRUGS AUTHORITY • RWANDA FDA

BIMENYESHEJWE:

- **Nyakubahwa Minisitiri w'ubuzima**
- **Nyakubahwa Minisitiri w'Ubucuruzi n'Inganda**
- **Nyakubahwa Umunyamabanga wa Leta ushinzwe ubuvuzi rusange**
- **Umuyobozi Mukuru w'Ikigo cy'Igihugu cy'Iterambere**
- **Umuyobozi Mukuru w'Urugaga rw'Abikorera**