



RWANDA FDA

Rwanda Food and Drugs Authority

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CIRCULAR ON PROMOTION, ADVERTISING AND MARKETING OF REGULATED PRODUCTS

According to the law N° 003/2018 of 09/02/2018 establishing Rwanda FDA, especially in its article 8, paragraph 11, the Authority is mandated to regulate and analyze information used in the promotion, advertising and marketing of products regulated under this Law;

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, Rwanda FDA would want 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 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 place not 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.
- Special considerations are made for products under control of International codes of marketing such as Breast Milk substitutes (BMS)

Thanking for your continued collaboration

Dr. Charles KARANGWA
Ag. Director General of Rwanda FDA

CC:

- **Hon. Minister of Health**
- **Hon. Minister of Trade and Industry**
- **Hon. Minister of state in Charge of Primary Health care**
- **Chief Executive Officer/RDB, Cabinet member**
- **CEO, PSF**

