

GENERAL AGREEMENT ON
TARIFFS AND TRADE

RESTRICTED

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Special Distribution

Multilateral Trade Negotiations

GROUP 3(e) - BASIC DOCUMENTATION

Inventory of Various Non-Tariff Barriers
Marketing Standards and Packaging and Labelling Regulations

Addendum

ISRAEL

| Product: (BTN) | Country or group maintaining measure: | Countries indicating an interest: |
|-------------------|--|--------------------------------------|
| General | Israel | Switzerland |

(a) Description:

Labelling. Israel applies regulations requiring all texts in a foreign language printed on the packages of certain products to be reproduced in Hebrew characters, of the same size. This may be a very serious barrier to marketing especially in the case of items of small dimensions.

(b) Comments by other countries:

See page 33.

(c) Comments by country maintaining the measures:

There are two distinct fields in which Hebrew labelling is required as follows:

1. Food products

The relevant legal basis is the "Order Concerning Labelling of Food Products" of 1950. This Order requires that all imported food products must bear a Hebrew label containing the following details: name of product, name and address of the manufacturer, net weight or volume, list of ingredients. The aim of this legal requirement is to protect the consumer in this very sensitive area.

2. Insecticides, fungicides, etc.

The Hebrew labelling requirement in this field derives from the Plant Protection Law whose provisions apply equally to home and foreign suppliers. In this case, the Hebrew labelling requirement applies to the Israeli importer and not to the foreign supplier as such whose products may arrive at the Port of Entry labelled in a foreign language and be cleared through the customs providing that an undertaking is given that the preparations are for sale to agriculturists only.