



15 March 2024

(24-2349)

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Committee on Sanitary and Phytosanitary Measures

Original: English

**NOTIFICATION**

1.	<b>Notifying Member:</b> BANGLADESH <b>If applicable, name of local government involved:</b>
2.	<b>Agency responsible:</b> Bangladesh Food Safety Authority
3.	<b>Products covered (provide tariff item number(s) as specified in national schedules deposited with the WTO; ICS numbers should be provided in addition, where applicable):</b> Food product's advertisement and claims
4.	<b>Regions or countries likely to be affected, to the extent relevant or practicable:</b> <input checked="" type="checkbox"/> All trading partners <input type="checkbox"/> Specific regions or countries:
5.	<b>Title of the notified document:</b> Draft Food Safety (Advertisement and claims) Regulations, 2024. <b>Language(s):</b> English. <b>Number of pages:</b> 19 <a href="https://bfsa.portal.gov.bd/site/page/5c9a762e-a153-4c05-86f9-1f1bd84ed38a">https://bfsa.portal.gov.bd/site/page/5c9a762e-a153-4c05-86f9-1f1bd84ed38a</a>
6.	<b>Description of content:</b> The draft Food Safety (Advertisement and claims) Regulations, 2024 refer to a set of rules to ensure that advertising and claims about food products are accurate, truthful, and not misleading to consumers. These regulations aim to protect public health by preventing false or deceptive marketing practices related to food products. The advertisement and claims regulations generally include the following key components: (1) condition in respect of advertisements, (2) condition for publication of food claim, (3) condition for nutritional claims (4) claim of non-addition sugar, additives, (5) health claims, etc. Overall, these regulations serve to promote transparency and accountability in the food industry, helping consumers makes informed choices about the foods they purchase and consume.
7.	<b>Objective and rationale:</b> <input checked="" type="checkbox"/> food safety, <input type="checkbox"/> animal health, <input type="checkbox"/> plant protection, <input type="checkbox"/> protect humans from animal/plant pest or disease, <input type="checkbox"/> protect territory from other damage from pests.
8.	<b>Is there a relevant international standard? If so, identify the standard:</b> <input checked="" type="checkbox"/> Codex Alimentarius Commission (e.g. title or serial number of Codex standard or related text): CX714 <input type="checkbox"/> World Organization for Animal Health (OIE) (e.g. Terrestrial or Aquatic Animal Health Code, chapter number): <input type="checkbox"/> International Plant Protection Convention (e.g. ISPM number): <input type="checkbox"/> None <b>Does this proposed regulation conform to the relevant international standard?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <b>If no, describe, whenever possible, how and why it deviates from the international standard:</b>

<b>9.</b>	<b>Other relevant documents and language(s) in which these are available:</b>
<b>10.</b>	<b>Proposed date of adoption (dd/mm/yy):</b> Yet to be decided. <b>Proposed date of publication (dd/mm/yy):</b> Yet to be decided.
<b>11.</b>	<b>Proposed date of entry into force: [ ] Six months from date of publication, and/or (dd/mm/yy):</b> They shall come into force after 6 month from the date of their publication in the Official Gazette.  <b>[ ] Trade facilitating measure</b>
<b>12.</b>	<b>Final date for comments: [X] Sixty days from the date of circulation of the notification and/or (dd/mm/yy):</b> 14 May 2024  <b>Agency or authority designated to handle comments: [ ] National Notification Authority, [X] National Enquiry Point. Address, fax number and e-mail address (if available) of other body:</b>  Sourav Kumar Singha Scientific Officer (Certification section) Bangladesh Food Safety Authority BSL Office Complex (Building-2) 119, Kazi Nazrul Islam Avenue, Shahbagh, Dhaka-1000 Tel: +(880 22) 2222 7596 Mobile: +(880 16) 7639 7266 E-mail: <a href="mailto:sps@bfsa.gov.bd">sps@bfsa.gov.bd</a> Website: <a href="http://www.bfsa.gov.bd/">http://www.bfsa.gov.bd/</a>
<b>13.</b>	<b>Text(s) available from: [ ] National Notification Authority, [X] National Enquiry Point. Address, fax number and e-mail address (if available) of other body:</b>  Sourav Singha Scientific Officer (Certification section) Bangladesh Food Safety Authority BSL Office Complex (Building-2) 119, Kazi Nazrul Islam Avenue, Shahbagh, Dhaka-1000 Tel: +(880 22) 2222 7596 Mobile: +(880 16) 7639 7266 E-mail: <a href="mailto:sps@bfsa.gov.bd">sps@bfsa.gov.bd</a> Website: <a href="http://www.bfsa.gov.bd/">http://www.bfsa.gov.bd/</a>