

## **The most significant reform to address the cost of living - the reform in imports - is underway.**

*Source from Ministry of Economy and Industry dated 31<sup>st</sup> May 2022*

### **Thousands of products will be imported to Israel easily and at a cheaper cost**

This is happening tomorrow: the most significant reform to address the cost of living - the reform in imports - is underway.

Strollers, beds and baby chairs, hair straightener, bicycles, ceramic tools, sunglasses and eyewear, bulbs, tiles, electronics, lighting fixtures, toys for children over the age of 3, swings, leisure and sports products, household products and more

- Thousands of products will be imported to Israel easily and at a cheaper cost through two import routes to choose from:
- Significant relief in Israeli standards: About 80% of imports on the basis of Israeli standards will not be required in laboratory tests at the entrance to Israel
- In addition, a new international route has been opened! About 85% of the devices, numbering tens of thousands of products, will enter the country on the basis of a declaration of compliance with international standards
- The system of supervision has increased significantly, the powers of the supervisors have been extended from significant fines to the denial of the possibility of importation.
- An innovative computer system will perform risk management and detect suspicious shipments

Minister of Economy and Industry, Maj. Gen. (Res.) Orna Barbibai: "The import reform opens the market to competition in a variety of products and increases the supply to the consumer in quantity, quality and lower prices. To ensure public health and safety, markets will be enforced .

Tomorrow, Wednesday, the 1.6 will come into force the standard reform, which is the first to be launched as part of the comprehensive import reform.

In a letter sent this morning to importers, Igor Dusklowitz, the person in charge of standards at the Ministry of Economy and Industry, outlined the main points of the reform and the ways in which he contacted the ministry, explaining the reform and responding to inquiries. Meanwhile, a telephone inquiry center began operating this morning, which will provide an individual response to the importers' inquiries, daily, between the hours of 08:00-17:00, at: 072-2483411 ( [attached to the letter](#) ) .

This is how it will work:

Thousands of products will be imported to Israel more easily and at a cheaper cost through two routes that will be available for importers:

Israeli route: Allowing import on the basis of the importer's declaration of compliance with Israeli standards, regarding 420 standards. Among the products: rugs, diapers, schoolbags, dishwashing liquid, tampons, bicycles.

International route: After significant work of reviewing all standards and their conformity to the accepted standard in the world, about 300 standards, about 85% of the standards, including thousands of products, will be transferred to this route and as part of the reform, it will be possible to import them on the importer's declaration. Certified in the world, such as European countries, America and Australia and more. Thus, a large variety of products and different models of products, which have not yet arrived in Israel, will be able to arrive. For example: ceramic tiles, toys for children over the age of 3, trampolines for children, frames, lenses and sunglasses, vacuum cleaners, electric blankets, microwaves, power tools, beds and cribs for babies, prams, changing tables, bicycles for children and adults and much more.

Market enforcement: With the transfer of the burden of supervision to the markets, the Ministry of Economy and Industry is currently completing the establishment of a strict supervision system, which includes the recruitment of new workers, who will join the existing workforce. The employees were trained in a dedicated course, certified as supervisors and will be added to the existing supervision team operating in the markets. The inspectors enforce imports that do not comply with the standards and may endanger the safety and health of the public, along with examining the reliability and correctness of the importers' statements. Among the new enforcement powers that were added following the reform and the easing of entry into the country, one can find aggravation in the enforcement channels, both in high fines of tens of thousands of shekels to imprisonment, and in the cancellation of registration in the importers register, which will prevent imports.

Computer Systems: The construction of an innovative computer system for completing import applications and controlling the process of approving imported goods has been completed. The development of the system was carried out in record time, with the synchronization and assistance of the Digital Israel Headquarters, the available administration, the Tax Authority, three laboratories that were approved by the Commissioner for Standards and the Standards Institute. In addition to supporting the day-to-day management of all import applications to Israel, and opening up the possibility of computerized submission of applications in the various routes, the system is designed to help locate suspicious shipments and the importers responsible for them, and includes a smart risk assessment mechanism in the office against infringing importers, locating dangerous products and more.

## **The import reform is underway**

*Source from Ministry of Economy and Industry dated 1<sup>st</sup> June 2022*

Director General of the Ministry of Economy and Industry, Dr. Ron Malka: "Today the import reform is underway, an important step in the uncompromising war on the cost of living. This is a milestone in the Israeli economy where we remove barriers and open the economy to wide imports of products In a short, efficient process, and at low cost.

The standard reform, the first to be launched as part of the import reform, came into force today and thousands of products will enter Israel easily, quickly and at a cheaper cost.

The construction of an innovative computer system for import applications and control of the process of approving the imported goods has also been completed.

The Director General of the Ministry of Economy, Dr. Ron Malka, visited the call center this morning, which began operating last night, in order to respond to the importers' inquiries, received an overview of the volume of inquiries and planned

At the end of the visit, Dr. Malka noted: "Today, the import reform is underway, an important step in the uncompromising war on the cost of living. This is a milestone in the Israeli economy in which we remove barriers and open the economy to a wide import of products, including according to international standards, in a short, efficient process, and at low costs. Removing the restrictions will allow for an increase in the number of importers and the variety of products imported into the country, thus significantly increasing competition in the economy. Increasing competition will lead to a reduction in the cost of living, a challenge we face as a top priority.