



Palestine Trade Centre



Market Study for Kuwait for Heavy Metal and Machinery

Commissioned by PalTrade

According to your TERM OF REFERENCE (RFQ-PTC-062-07-2018 - Kuwait) to develop a market study to understand market trends and characteristics and to understand the preferences and requirements of potential buyers for the Palestinian metals and heavy machinery products.

This study follows the structure as described in your terms of reference document





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1 Introduction

The market study in this report focuses on metal and heavy machineries in Kuwait in general, but given the products of the companies that participated in the supply research, when we went more into detail, we have focused on metal furniture, industrial machinery and metal doors market.

This study aims to achieve more growth in the economy. It will also focus on possible ways to provide assistance in the Kuwait market in order to increase Palestinian products' market share.

The Heavy Metal and Machinery companies involved in this study are:

- Al Naseem Brothers Trading & Investment Co
- Al -Raed Industrial & Machinery Co
- Pfs-safes

1.1 Product description

The metal industry is served by an association which represents 40 major firms working in the sector. The sector is comprised of the following diversified fields: metal doors, aluminum profiles, iron and steel rods, welding and abrasive materials, nails and steel rods, metal furniture, scales, stone machinery, packaging machinery, lathing, agricultural machinery, municipal containers, kitchen wear, electric circuit boards and other specialized workshops.

It is obvious that the majority of the products are either used for the industry or as complementary parts to other businesses. ISO certificates and fire preventing certificates have been acquired by some firms.



1.2 Objectives and methodology

Our primary objective for the Market Study was to gather the information necessary to give Palestinian exporting companies, in particular those who participated in the supply survey, a good overview of the characteristic of the Saudi market, and a perspective on their chances to sell into this market.

In order to do so, we have used the following approach for each of the topics as highlighted in your Terms of Reference:

Describe the characteristics and structure of Kuwait market; including the identification of potential importers, distributors, end-users etc...;	Compiling existing research reports. We identified the best-selling products currently offered in each category in the market, complete with pictures of the goods and their packaging. Listing leading retailers and wholesaler.
Assess the potential for augmenting demand and/or changing to new sources of supply ;	Research on trends and volumes in the market. Calls with industry organizations and various parties in the value chain.
Identify impediments affecting imports;	Calls and meetings with importers/distributors
Determine areas in which specific enterprise-level assistance may be requested such as: licensing, customs duties, taxes, quality control, other rules and regulations affecting imports etc...	Calls and visits with importers in Kuwait, and exporters on the Palestinian side
Provide information about trade procedures, trade logistics, needed documents and standards to enter Kuwait.	Compiling information obtained from governments, custom authorities, and industry organizations.
Identify areas where measures are required to facilitate imports from diversified sources of supply.	Based on the information gathered for the previous points, we can easily identify these and provide recommendations.



2 Summary of conclusions and recommendations

2.1 Market overview

The Kuwaiti population which estimated at 4.13 million in 2017 and is expected to reach 4.2 million by the end of 2018. Population more than doubled since 2000. With such staggering population growth, the country would need more heavy metal and machineries.

Total industrial investment in Kuwait in 2016 amounted to KWD 4.2 billion (\$13.9 billion), according to the PAI, with the sharpest increase in new enterprises coming from the non-metallic mining sector. The largest industrial segments by output in the country are metal products, chemicals, petroleum products, coal, rubber and plastics.

2.2 Options to enter the market

One of the most effective ways to establish presence in a new market is with an own permanent representation, where possible combined with a showroom this could be through a partnership with local partner. If this is being done with a group of companies, costs can be shared and the investment is limited. The effect however is that Palestinian producers can be seen as accessible, adaptive and able to sustain their position.

2.3 Market entry recommendations

Recommendation 1: Local representation with a dedicated showroom

The company and the showroom will be the hub to serve the company to meetings and visits, a production gallery for visitors and serve as a logistical point in case we have even in Kuwait to participate in. Having your own location can also give access to other market segments: individuals who build their own house in standard, villas or palaces designs. As well as helping the metals industry from Palestine to display their products, a company like Al Naseem Brothers.

Recommendation 2: Support companies in their tender procedures

For many large products there are tender procedures to get the best offer out of the market. These procedures have many written rules, but there are even more unwritten rules on how to present your services and what is fitting in the respective culture. Even how you describe your company can make a difference.

Insiders in the market mostly know when certain tenders are opened. This gives the opportunity to prepare for it and to approach potential partners and subcontractors in



advance. It is well worth investing in somebody local who can monitor the market opportunities.

2.4 What Alliance experts can do for you

Recommendation 1: Local representation with a dedicated showroom

Alliance experts, with its local people, can advise you where to set up your local representation and showroom. On the short term we can be your representative, or do this part-time if the number of companies to represent is small. If more capacity is needed, we can help you in hiring the right representative.

Recommendation 2: Tender support

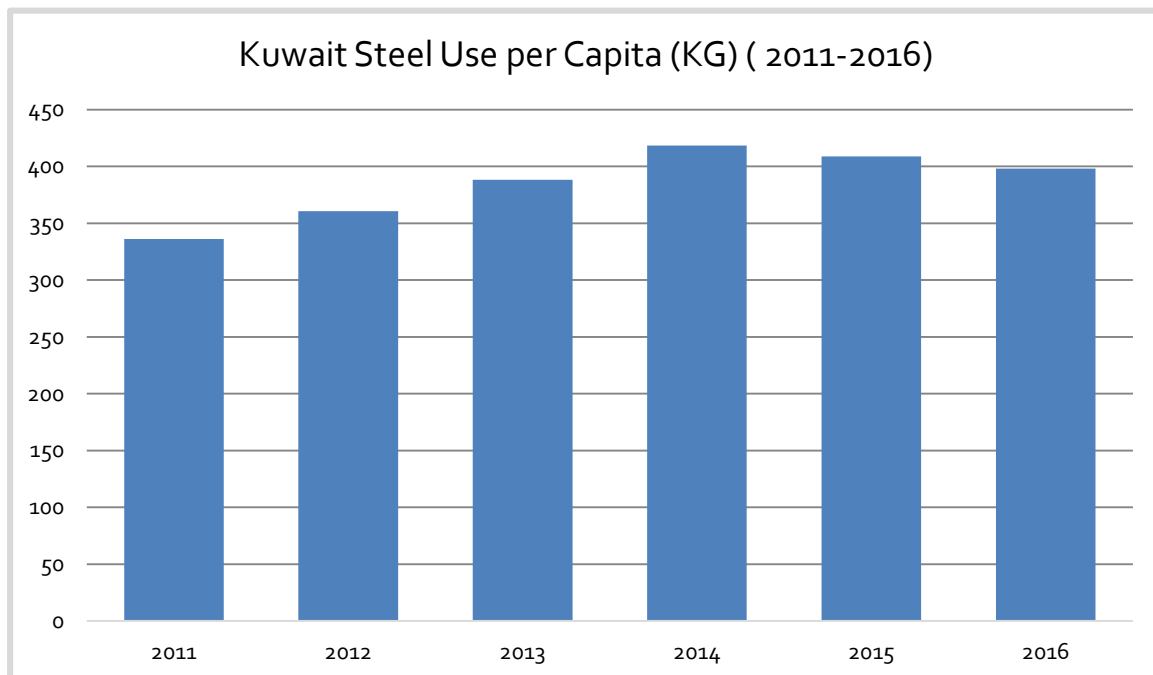
Alliance experts has for a select number of countries specialists with experience on how to write tender documents with a high chance of winning the project. We can offer this as a project-based, short-term intensive service. On the other hand, we can also represent you in the market for just one or two days a month, in order to monitor the market and get more insight information.



3 Import profile of the sector

3.1 Market size

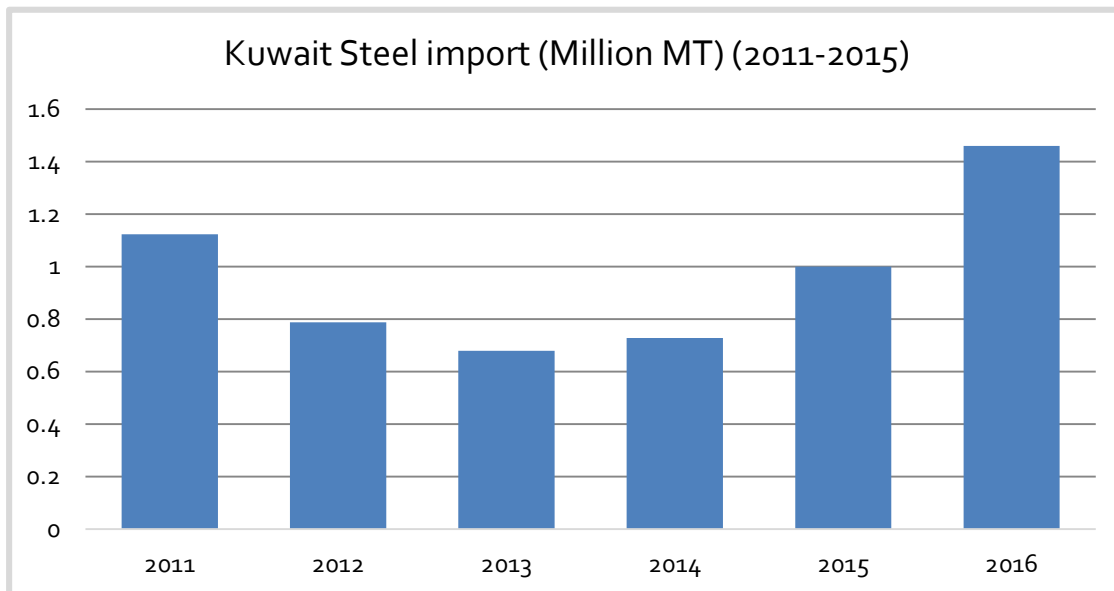
The use of steel has increased significantly in Kuwait between 2011 and 2016. According to the 2017 Steel Statistical Yearbook by World steel Association, apparent use of steel stood at 398.1 Kg per capita, as compared to 336.0 Kg in 2011. In 2016 in total, Kuwait imported 1.46 million MT of steel. ¹



The consumption decreased in 2016, due to economic downturn in the country. Also, steel imports decreased during that time, due to recently increased import duty on steel bars and planned increase in the steel production capacity of the sole steel plant in the country could result in lower steel product imports in the near future. ²

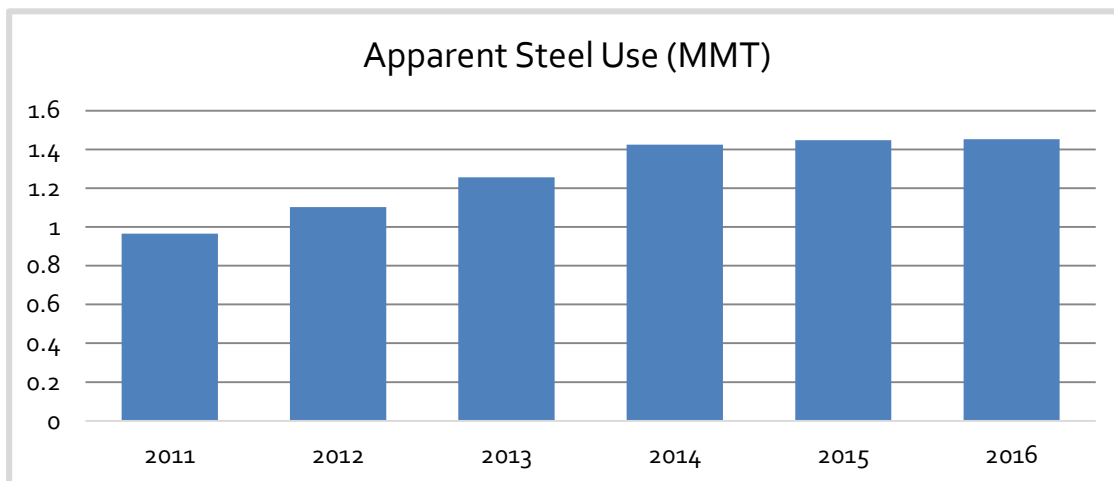
¹ <https://www.worldsteel.org/en/dam/jcr:37ad1117-fefc-4df3-b84f-6295478ae460/Steel+Statistical+Yearbook+2016.pdf>

² <https://knoema.com/SSY2018Jul/steel-statistical-yearbook-2018?country=1001260-kuwait>



3.2 Growth rate

Finished steel products use increased at a CAGR of 8.5% during 2011-2016. The growth was driven by industrial growth in the country along with increasing disposable income.³⁻⁴⁻⁵



Key factors for driving growth in this sector are:

- 1. Population growth:** the Kuwaiti population which estimated at 4.13 million in 2017 and is expected to reach 4.2 million by the end of 2018. Population more than

³ <https://www.worldsteel.org/en/dam/jcr:37ad1117-fefc-4df3-b84f-6295478ae460/Steel+Statistical+Yearbook+2016.pdf>

⁴ <https://www.worldsteel.org/en/dam/jcr:37ad1117-fefc-4df3-b84f-6295478ae460/Steel+Statistical+Yearbook+2016.pdf>

⁵ <https://knoema.com/SSY2018Jul/steel-statistical-yearbook-2018?country=1001260-kuwait>



doubled since 2000. With such staggering population growth, the country would need more heavy metal and machineries.

- 2. Large scale construction projects in Kuwait developed in partnership with private sector:** In July 2014 the government approved a new Public-Private Partnership (PPP) Law, which is expected to serve as the basis for the country's development programme. Following the approval of the law, which lays out the institutional arrangements for project development in Kuwait, the government unveiled the draft Kuwait Development Plan for 2015-20. The KD34.15bn (\$117.7bn), strategy, approved in February 2015, emphasises the government's commitment to maintaining capital investments to develop the country. This commitment is further emphasised in the country's budget for FY2015, which anticipates total spending of KD19.07bn (\$64.6bn).⁶⁻⁷

There are no clear statistics how this general growth in steel usage works through in the three specific product categories that we mentioned. However, we can provide some qualitative information.

⁶ <https://www.worldsteel.org/en/dam/jcr:37ad1117-fefc-4df3-b84f-6295478ae460/Steel+Statistical+Yearbook+2016.pdf>

⁷ <https://www.metalbulletin.com/events/download.ashx/document/speaker/7185/aolDoo0000Xojx9MAB/Prese ntation>



3.3 Market history

The State of Kuwait is an Emirate in the north-east of the Arabian Peninsula. It is bordered by Saudi Arabia to the south and Iraq to the north-west. The country's capital and largest city is Kuwait City, a natural harbour in the north-western corner of the Gulf. Significant oil deposits were discovered in Kuwait in 1938, but the first exports did not leave the country until 1946. As the oil industry developed, the state began to receive significant revenues and the Al Sabah family's dependence on trade dues from the country's successful merchants was lessened.

The Public Authority for Industry (PAI) is the primary sector regulator in Kuwait. It is charged with developing the country's national industrial strategy, encouraging the participation of local industries, expanding the production base and allocating industrial land sites. Established as a public entity under the Industry Act No. 56 of 1996, the PAI is guided by a board of directors and chaired by the Minister of Commerce and Industry.

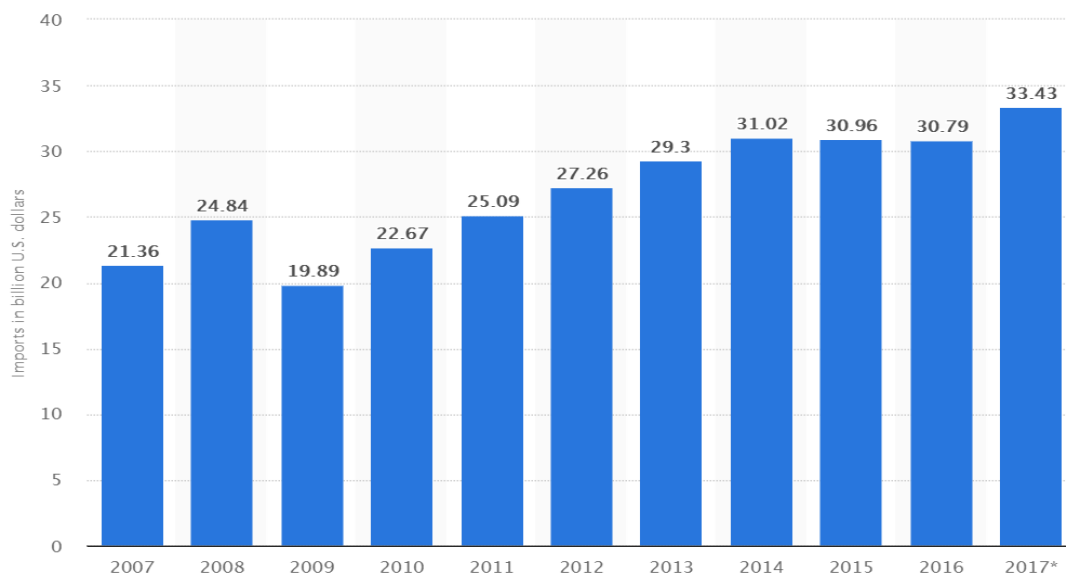
Total industrial investment in Kuwait in 2016 amounted to KWD 4.2 billion (\$13.9 billion), according to the PAI, with the sharpest increase in new enterprises coming from the non-metallic mining sector. The largest industrial segments by output in the country are metal products, chemicals, petroleum products, coal, rubber and plastics. These industries rely on locally available oil and gas as feedstock and are capital-intensive, but they have low dependence on human labour – a model well suited for a small, rich country.



3.4 Market Potential

Kuwait's import increased by over 10% in 2017. In 2017, goods worth around 33.43 billion U.S. dollars were imported to Kuwait. Industrial machineries are the most imported items in Kuwait with nearly \$4.5 billion worth of import in 2016. Iron and steel is also one of the top ten import items.

Kuwait: Import of goods from 2007 to 2017 (in billion U.S. dollars)⁸



Top 10 Import Items for Kuwait⁹

HS Code	Import USD\$
(84) Industrial Machinery	\$4,495,719,908
(87) Motor Vehicles & Parts	\$3,946,306,934
(85) Electrical Machinery	\$3,534,324,802
(73) Iron & Steel Articles	\$1,976,439,721
(30) Pharmaceuticals	\$1,137,666,045
(71) Precious Stones & Metals	\$1,085,030,286
(90) Precision Instruments	\$807,147,504
(72) Iron & Steel	\$728,370,263
(39) Plastics	\$698,192,409
(94) Furniture	\$684,418,340

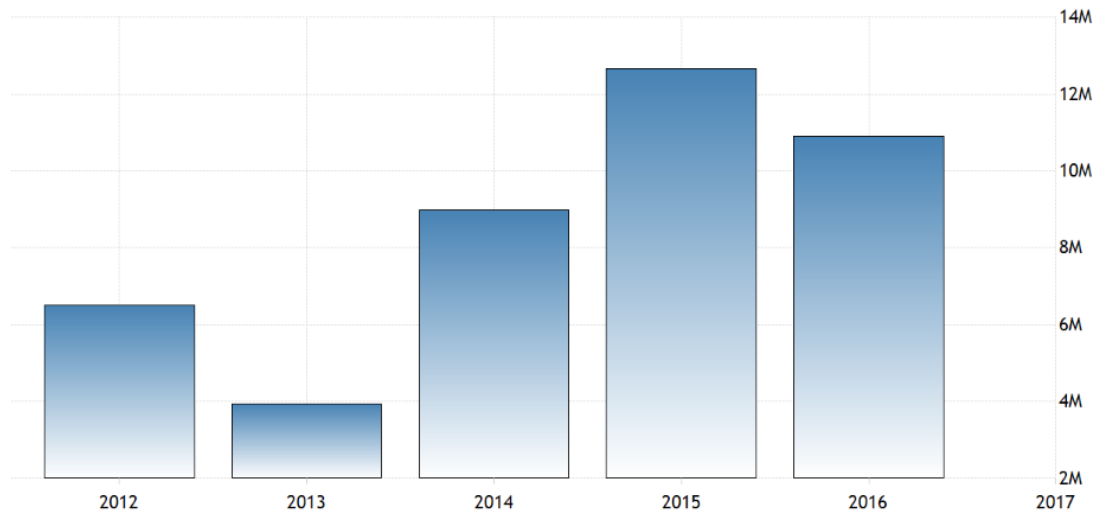
⁸ <https://www.statista.com/statistics/438883/import-of-goods-to-kuwait/>

⁹ <https://globaledge.msu.edu/countries/kuwait/tradestats>



Palestine Exports to Kuwait was US\$10.91 Million during 2016, according to the United Nations COMTRADE database on international trade.

Palestine Exports to Kuwait (Year 2012-2016)(USD)¹⁰



3.5 Market Competition

Sany Heavy Industry signed an USD 86 million purchasing agreement with a Kuwaiti engineering construction contractor on November 15, which is SANY's largest international order in Middle East market so far. The 600 machines will be used in Kuwait's national infrastructure projects, which are expected to great promote the implementation of "Belt and Road Initiative" in Middle East. The Middle East market has always been a focus of the fierce competition of global construction machinery manufacturers.

Metal Shutter Doors: Metal shutter doors are popular in Kuwait and has multiple local players manufacturing such doors. There are a number of local players in the industry including Alusol, Al Mashaan Steel and Inds.Metal Center Co. among others.

Food Processing Equipment: In the food processing equipment segment, the machineries are primarily imported.

Metal Safes: Number of local metal safes and locker manufacturers are less in number. Market is dominated by the international players. Some of the local companies that are manufacturing metal safes in the country include Wansa Electronics and Home Appliances, Rexel Industries, and Steel Style.

¹⁰ <https://tradingeconomics.com/palestine/exports/kuwait>



For Metal Safes

Rexel Industries was setup in 2004 as a Sheet Metal fabrication unit manufacturing the highest quality of Steel Furniture products. Situated in Dubai. It has customers across the Middle East including Kuwait.

Products



KAVAL Security Systems Company is a registered organization based in Kuwait. It offers security solutions along with products including safety lockers and vaults. Some of the products include cash safe, home safe, Hotel safe, and document cabinets.

Steel Style General Trading and Contracting Company has more than 10 years of experience in industry as a professional manufacturer of a wide range of fire/non fire cabinets, steel and glazed doors, windows, partitions along with hollow metal doors, louvers and frames for commercial and residential construction.

Chubb safes:

Chubb safes is a UK-based manufacturer of safes and vaults. Chubb safes solutions are well known and appreciated for unique combination of robustness, reliability and modern designs.



Competitors for rolling shutter

Al Mashaan Steel involves in manufacturing of all type of steel and stainless handrails, balustrades, column cladding wall cladding and Canopies for the residential as well as commercial properties. It offers rolling door systems with aluminium and steel. It is also an agent for TECKENTRUP Co., a German company famous for their Rolling Grilles, Shutters (Heat Insulated and Non-Insulated, Single and Double Skin), Industrial Sectional Door and Sliding Gates System

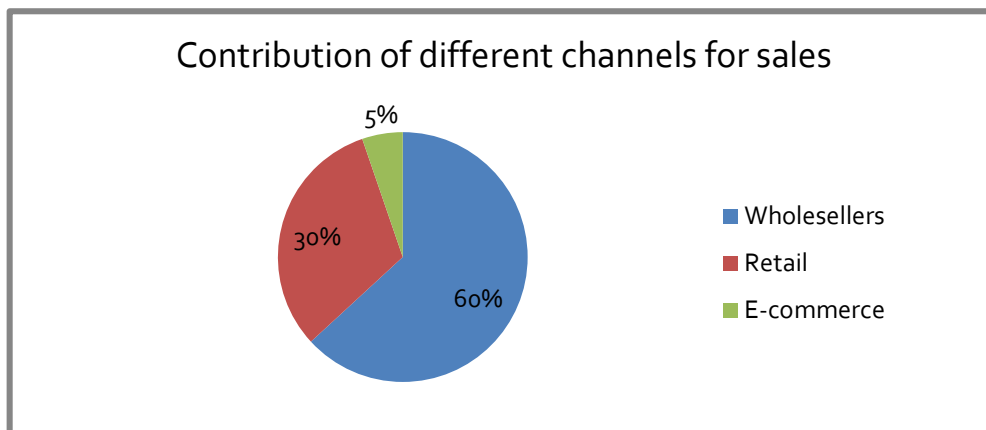
Products





3.6 Distribution channels

Products under study are mostly imported in Kuwait and sold through the agents. Metal Safes and rolling shutters are sold by a number of wholesalers in the country. Additionally, there are retail stores and online channels for distribution of products.



3.6.1 Importers, Wholesalers and Distributors

Metal safes are sold in the Kuwaiti market through importers and wholesalers. Kavaal security and Wansa Electronics & Home Appliances are two of the leading importers of metal safes in the country. Additionally, the products are distributed through a number of online channels such as Souq and Alibaba.

On the other hand rolling shutter products are primarily distributed by the interior designing firms or wholesaler of construction products. One of such examples Industrial Metal Centre Company which is the agent of Australia-based Company B&D Roll-A-Door. Similarly, Al Mashaan Steel is an agent for TECKENTRUP Co., a German company famous for their Rolling Grilles, Shutters (Heat Insulated and Non-Insulated, Single and Double Skin), Industrial Sectional Door and Sliding Gates System.

3.6.2 E-commerce

Kuwait has a very high internet penetration with nearly 4.1 million internet user (99.8% penetration). The country has a number of online stores that sells the metal safes. For instance blink.com.kw and souq.com are gaining popularity in Kuwait, and could be leveraged for selling metal safes:

- www.haraj.com.sa
- www.souq.com
- www.cobone.com
- www.aliexpress.com
- www.extrastores.com
- www.alibaba.com



- www.blink.com.kw

A lot of traffic to these web stores comes from social media. According to a survey conducted by Kuwait News Agency's (KUNA) IT department, around 72% of Kuwaitis are spending over five hours daily using social media applications and websites. The survey revealed that social media helped in spreading news and rumours alike by 65%, revealing that the top Social Media application was 'Whatsapp' with 90% of usage followed by 'Snapchat', 'Instagram', and 'Twitter' with 40, and 38, and 25% of usage respectively.

3.7 Market characteristics

Rampant construction activity and cheap energy are the factors driving industrial growth in the GCC. Oil revenues have enabled GCC countries to diversify their economies and strengthen their positions in a variety of sectors. The Industrial sector is one of the integral areas of diversification and this includes the aluminium, steel, cement, chemicals and plastics industries among others. As a result of ongoing regional construction activity, major construction materials such as aluminium, steel and cement are highly sought after in the GCC markets. Due to abundant oil and gas reserves the GCC states are also producing a variety of chemicals and plastics products.

According to the Public Authority for Industry (PAI), the industrial sector is one of the most important sources of national income and the main pillar of the economy of the State of Kuwait. With regards to the aluminium industry, the State of Kuwait has five small to mid-size downstream aluminium businesses. Kuwait has a number of steel products companies but primary production facilities have not yet been established in the State.

3.2.1 Rolling Shutters

Rolling shutters in the country is gaining popularity due to increasing number of retail shops and small offices. There are a number of local players in the industry including Alusol, Al Mashaan Steel and Inds. Metal Center Co. among others.

Key factor driving the growth in Metal Rolling Shutters is the increasing number of retail stores. The retail sector in Kuwait, as part of one of the world's most prosperous societies, has achieved rapid growth in recent years, with retailers benefitting from strong economic fundamentals, evolving consumer tastes and a relatively unsaturated market. These factors are set to continue underpinning further growth and diversification over the coming years, with various segments expected to perform well, including the traditionally strong market for luxury goods, new malls and hypermarkets

3.2.2 Food Processing Equipment Market

According to the survey, the industrial machineries under the study include food processing equipment. Kuwait Food Processing Equipment Market is expected to grow at a robust



CAGR over the next five years, owing to rising food industry in the country. Kuwait aims to become the global food capital by 2030. With such aggressive aims, the food processing industry has significant opportunities in the future. Moreover, the growing concerns in consumers related to food safety and the increasing popularity of convenience foods among the growing workforce of the country is expected to drive the market further.

Kuwait seeks to become the World's food capital by 2030, a vision that requires launching food accelerators, culinary schools, relevant events and conferences and more innovative concepts

3.2.3 Metal Safes

Metal safes are primarily used in Banks for keeping valuable items such as Jewellery, and important papers. With rising number of banks and increasing security issues, the demand for metal safe is expected to rise in the country. There are total 11 banks in Kuwait. The Kuwait Central Bank supervises the banks in the country, maintains the stability of the Kuwaiti Dinar, and serves as a banker and financial adviser to the government.



3.8 Import policy and procedures

Import Regulations

To import products in Kuwait, the following processes are needed to be followed by all foreign imports

License

Importers apply for import licenses from the Ministry of Commerce and Industry, and must be registered with the Kuwait Chamber of Commerce and Industry (KCCI). Licenses are valid for one year, are renewable, and allow for multiple shipments.

Import licenses for industrial machinery and spare parts are also required, which are issued by the Public Authority for Industry. Various ministries and agencies also issue licenses for products, including firearms, explosives, pharmaceuticals, and wild or exotic animals.

Only the local agent is authorized to clear items at Kuwait Customs by showing an official letter of representation as well as a letter by the end-user.

Documentation

Kuwait documentation procedures require a commercial invoice, certificate of origin, packing list, and a bill of lading or airway bill to accompany all commercial shipments. Certain products may require additional licenses or certificates.

Commercial Invoice

One original and two copies are required, plus the certificate of origin. The invoice must contain an accurate description of the goods, marks and numbers, net and gross weights in metric measure, quantity, units, total value, and country of origin, and port and shipping information (name of vessel and transportation means). The invoice should be legalized by a local chamber of commerce or the National U.S.-Arab Chamber of Commerce.

Certificate of Origin

One original and two copies are required. The invoice must also include a statement that the products being shipped are of Palestinian origin and have been manufactured in the Palestine. If the products are of Palestine origin but contain foreign content, the document must include country of origin of the non-Palestinian goods and percentage of content. The certificate of origin should be legalized by a local chamber of Commerce in Palestine.

Packing List

The packing list must provide detailed information on each item contained in any package and must be stamped with the company seal or stamp of the exporter or freight forwarder.

Bill of Lading

Three copies of the bill of lading are required. The bill of lading must show the name of the shipper, the name and address of the consignee, port of final destination, description of the goods, listing of freight and other charges, number of bills of lading in the complete set, and



the acknowledgement signature that the carrier has confirmed receipt on board of the goods to be shipped.

The import license holder's name must appear on the bill of lading, and he/she must be a Kuwaiti national.

Valuation

Kuwait implemented the WTO Customs Valuation Agreement (Article VII of the General Agreements on Tariffs and Trade) on 1 January 2001. In compliance with Article VII, Kuwait has agreed to five methods for determining customs valuation. The first criterion is based on transaction value (the price actually paid or payable plus costs and expenses). For transaction value to be applied, the parties must be unrelated. If Kuwait Customs rejects this valuation method, other valuation means can be employed such as transaction value of identical or similar goods, valuation on FOB, or CIF values.

In April 2018 Kuwait ratified the World Trade Organization Trade Facilitation Agreement which will simplify customs and border procedures, improve transparency and access to information, and lower trade costs.

Key Regulatory Areas

- High Performance Computers
- Encryption
- Deemed Exports FAQ's
- Process Improvements and Guidance
- Anti-boycott Regulations
- Regional Considerations

Multilateral Export Regimes Technical Advisory Committees Wassenaar Arrangement

Kuwait Conformity Assurance Scheme

The Public Authority for Industry of the State of Kuwait (PAI) implemented specific guidelines to verify the conformity of all 'Regulated Products' that are exported to Kuwait.' These guidelines are diligently enforced, and form the Kuwait Conformity Assurance Scheme (KUCAS). Exports to Kuwait of these products 'Regulated Products' require a Technical Evaluation Report (TER) and a Technical Inspection Report (TIR) to clear customs.

The scheme in brief:

- All consignments of imported goods that contain regulated products must be accompanied by a Technical Inspection Report (TIR) and a Technical Evaluation Report (TER).
- The TIR and TER are required to ensure smooth customs clearance of shipments in Kuwait.



- The TER confirms that the products comply with the relevant Kuwait technical regulations and approved international/regional/national standards. The TIR confirms that the goods comply Kuwaiti importation regulations.
- The authorities in Kuwait may take random samples from imported consignments to verify compliance.

National Deviations

- The Country of Origin shall be marked on each product (if the product is too small, it can be accepted on its direct packaging, this is considered on a case by case basis)
- Instruction manuals for household appliances and/or equipment that can be used directly by the consumer, shall be at least in both Arabic and English languages
- Instruction manuals for appliances and equipment to be handled only by professional technicians or in the industry shall be at least in English or Arabic language
- If an electrical product is intended to be connected to the mains (for example, provided with a plug), it shall have a rated voltage or rated voltage range including 240V for single phase and 415V for three phase. if rated frequency is indicated, it shall include 50 Hz
- Electrical plugs shall be fitted with UK type plug(squared pin), complying with KSS 367- 1987 / KSS 393 (BS 1363) (13 A fused) if appliance is rated not more than 2.5kW, or KSS394 (BS 546)(15A) if appliance is rated more than 2.5kW (and less than 3.5kW). Other types of plugs may be accepted on a case by case basis.



3.9 Import channels

There are several parties who serve as the formal importer of goods:

- Manufacturer of metal shutter, metal safe and food processing equipment
- Specialised importers, servicing the above groups

Each group may consist of a great variety of parties, from big to small, from broad to very special.

All have their own logistical channels, but in general they import through one of the major airports or sea ports in the country.

Seaports	Airports
<p>Sea Ports</p> <ol style="list-style-type: none"> 1. Khor al Muffatta - https://www.port-directory.com/ports/khor_al_muffatta/#info 2. Mina Al Ahmadi - Mina Al-Ahmadi is one of the main oil terminals of Kuwait, its management depends on the Kuwait Oil Company. Located just north of Ash Shuaiba, it handles most of the emirate's oil exports. https://www.marinetraffic.com/en/ais/details/ports/3191/Kuwait_port:MINA%20AL%20AHMADI 3. Shuaiba - The trading port of Ash Shuaybah (Ash-Shu'aibah, Shuaiba) was built in 1968 about fifty kilometres south of the capital to develop the industrial area of the same name specialized in petroleum refining, petro chemistry , gas liquefaction, cement manufacturing and fish processing. http://ports.com/kuwait/port-of-ash-shuaybah/ 4. Shuwaikh - The commercial port main Kuwait for non-petroleum products Ash Shuwaykh , it is on the south bank of Kuwait Bay a few kilometres west of the center of the city of Kuwait. http://ports.com/sea-route/port-of-ash-shuaybah,kuwait/port-of-shuwaikh,kuwait/ 	<p>International airports:</p> <ol style="list-style-type: none"> 1. Kuwait City – It is the main international gate of Kuwait, located in Farwaniya, at 16 kilometres south of Kuwait City. Kuwait Airport is a major hub for long distance flights between Europe, Asia and Middle East. As for its location, serves as a hub for Kuwait Airways, Jazeera Airways and Wataniya Airways. https://www.airport-kuwait.com/



3.10 Packaging and labelling

The following information must be given on the packaging or labelling:

Name and address

The name and address of the responsible person established within a Member State must be on the container and the packaging. Where the product is manufactured, the country of origin must also be given.

Precautions

Precautions to be observed in use, as shown in the annexes of the Regulation, must be printed on the label. Special precautionary information on the use of machineries and metal safe.

Batch code

The batch number of manufacture or the reference for identifying the goods.

Additional information

Additional information of each heavy metal products should be included.

Presentation

All required information must be visible, indelible and easily legible. All of the information must be in English and Arabic and can be supplemented by other languages.

Labelling and Marketing Requirements

- Labelling and marking requirements are compulsory for any products exported to Kuwait
- The public authority for industry in Kuwait has specific requirements for identifying marks and labels for various imported items.
- The outside marking should identify the name of the shipper, the name and address of the consignee, the weight of the machine, and the country of origin. If products are of U.S. origin, "Made in the U.S.A." should be clearly marked on the package.
- Brand / company logo should be there, machine weight, name, directions to use.



3.11 Prices (in relation to potential buyers)

The pricing component is highly competitive in the heavy metal industry, especially in metal shutter, metal safe and food processing segment. Multiple local players dominating the market which makes a challenging environment for the companies exporting products in Kuwait

The high price is only justifiable by either exceptional product quality, or very extensive marketing. But also in the case of exceptional product quality, investments in marketing are necessary to sell at all.

Prices of metal safes in Kuwait:

	<p>19.900 KD</p>
	<p>4.900 KD</p>



	49.900 KD
	179.900 KD

Prices of rolling shutters:

	60 – 90 KD / Piece
---	--------------------



	15 – 25 KD / Piece
	16 – 20 KD / Piece
	13 – 16 KD / Piece



3.12 Commercial practices

Kuwait's commercial practice is used in practice to regulate commercial agents, distributors and service agents or sponsors. First, commercial agents are the representatives of a foreign business in Kuwait. The commercial agent negotiates on behalf of, possibly concludes deals, and carries them out. Second, distributors promote, import, and distribute products of foreign companies on their own. Finally, foreign companies are required to appoint service agents or sponsors in case they wish to carry out government contracts (Article 24 Law of Commerce, No. 68 of 1980).

The agency or sponsorship agreement between the Kuwaiti and the foreign company must be registered with the Ministry of Commerce and Industry. All new agencies or sponsorship agreements are published weekly in the Government's official Gazette Al Yawn, an Arabic publication widely translated in English and available commercially. Registration of an agency should not take more than two weeks from the time the documents are prepared in Arabic. An agreement will normally contain a description of what the responsibilities of either party are: the activities to be undertaken, the scope of the agent's authority, the remuneration, and the duration of the agency (if limited).

The reliability of an agent is often based on legal advice. Similar legal advice is required on the extent to which a principal is legally bound. It is important to redefine the responsibilities and obligations of both parties even though those obligations are already included in Commercial Law. The remuneration of the agent is a matter of agreement between him and his principal. Often, the agent is paid either a fixed fee or a commission. If an agency agreement is terminated by the principal, it may become necessary to compensate the agent. To terminate an agency or distributor agreement can be a costly matter.

3.12.1 Getting into Kuwait

To obtain the Kuwait visit visa for business the Palestinian company must have a Kuwait sponsor. The visit visa application and security form shall be filled out by the sponsor, which require a copy of the visitor's passport, a copy of the sponsor's signature as registered for business purposes and a copy of the sponsor's letter of invitation to the business, stating the purpose of the visit.

The processing time for a Kuwait eVisa is between one (1) and three (3) business days. Once approved, the eVisa is sent to the traveler by email. This saves the hassle of going to an embassy or consulate to submit a visa application. The Kuwait eVisa is a single-entry visa which allows visitors to spend up to 90 days in Kuwait. To apply for a visa please visit: <https://application.kuwaitvisa.com/application>



3.12.2 Getting exhibits into Kuwait

The following information is a brief guide on how to make exhibiting in Kuwait easy.

- Firstly, always use the recommended forwarders in your country, the chamber of commerce in Palestine can help you on this. They have been recommended to you as they all have extensive knowledge about sending exhibition freight into Kuwait.
- Goods without a Certificate of Origin CANNOT be cleared in Kuwait, speak with the Palestinian chamber of commerce for obtaining one.
- ALL goods MUST have a serial number and country of origin EMBOSSED on them or attached with a PERMANENT sticker that cannot be removed
- Catalogues, Brochures and Literature will be referred to the Ministry of Information for verification and screening. DO NOT SEND any material showing women, women at work, alcohol or pork produce.
- Completing customs clearances in Kuwait is a very delicate and time consuming exercise, so to avoid disappointment please adhere to the arrival deadlines. Please note that customs in Kuwait only work from 8am – 2pm Saturday to Wednesday.
- There is NO temporary importation into Kuwait for exhibitions, all cargo MUST be cleared on a permanent basis by paying customs duties outright, these range depending on product from 5% CIF – 22% CIF. Please take this into consideration when deciding on what is to be shipped, for Palestinian goods the customs duties is 0%.
- Event material, displays and exhibits need to arrive in Kuwait at least four weeks before the exhibition.

3.12.3 Patents/trademarks/copyright

The registration of patents in Kuwait is made possible through the provisions of Law No 4 of 1962, amendment in 1999. The validity of a patent of invention is 20 years as of the date of filing the application. However, as of now, all requests for patent filed with the Kuwaiti Patent Office are practically in the application stage since the concerned office is yet to start the process for examining, publishing and granting the patents. However, relevant inventions receive protection for the period of 20 years, counting from the date of filing. In the absence of clear by-laws concerning above, all filed applications shall remain as documentary evidence of ownership and priority claim in case of any conflict.

As per the patent law, patents for utility models will be granted to those applications which include a new technical solution in the shape or formulation for equipment, means, tools, parts thereof or others which are used in commercial applications. An applicant may transform his patent application for utility model into a patent application for an invention, if the conditions are fulfilled, and vice-versa. In both cases, the filing date of the original application shall be taken into consideration.

The International Classification of Goods and Services (8th Edition) is followed. However, class 33, alcoholic goods in class 32, and pork meat in class 29 cannot be registered in Kuwait. A separate application is required for each class. Once the trademark is filed, it proceeds for examination wherein its registrability is examined based on various criterions such as existence of any identical or confusingly-similar marks etc. A rejection by the



Registrar on any grounds could only be challenged in the court within 30 days from the official notification. If the trademark is accepted, it is published in 3 consecutive issues of Kuwait Official Gazette ((Al-Kuwait Al-Youm). Following this, any interested party can raise an opposition within 30 days from the date of the publication of third issue of Official Gazette. An opposition mandates the applicant to submit a counter-statement within 30 days, if he is keen to maintain his application. In the absence of opposition, the application matures for registration and a registration certificate is issued subsequently.

Nevertheless Kuwait is a party to the Gulf Cooperation Council Countries (GCC). A patent granted by the GCC Patent Office will protect the patent in all the GCC member countries.

3.12.4 Local representation

Kuwaiti law does not require foreign companies to appoint a commercial agent to do business in the country. Companies can make direct sales to the private sector from outside Kuwait. But in practice, appointing an agent or distributor is the most common procedure for companies wishing to enter the market. Virtually all government purchasing is conducted by local tenders and in the majority of cases only local companies may bid. Foreign companies need a local agent to bid for the government tenders.

3.12.5 How and where to start?

Preperations	<ol style="list-style-type: none"> 1. Your business profile and website shall be in English and Arabic 2. You present your latest brochures, catalogs and products 3. You have the contact details of the companies you want to approach 4. You email them first; including your business profile and catalogs 5. Then, and only after you followed the above steps; You can make the first call
Introducing your business to Saudis	<ol style="list-style-type: none"> 6. During the first call you shall check on your email and make sure the received it, if not make sure to correct that. 7. If you sent this email to the general administration then you ask them to forward that to the related department and/or ask them to provide the right email 8. Once you have reached the related department (procurement, international business, owner etc ..), you try to make it short and direct to the point, no need to promote the Palestinian products, they are aware of all. This way they will let you know right away whether they are



	interested to go on or not.
If they are interested	<p>9. If the person in charge is interested he/she might ask you to send a sample and detailed sheets about your product.</p> <p>10. He/she will ask for price list, so make sure you review your prices and consult with your freightforwarder on shipping costs, customs, taxes etc.. so you provide the right price.</p> <p>11. You shall contact DHL, Aramex to send the sample to the mail of the company (make sure to get it right, sometimes the mails on the websites are not correct, or the facility has moved somewhere else but that is not updated on their website yet).</p> <p>12. Make sure you have more than 1 PCS in your sample package, including catalogs. As they might send that to different parties. And make sure you packge them nicely and properly to keep them in good shape.</p>
After receving your samples	<p>13. Once your samples arrived, make sure to follow up on to get their feedback, ask the person on "when to call to check", don't be noisy and try to be patient.</p>
<p>14. In most of the cases, sending your samples is not enough. They might ask you to come over to meet you in person and discuss the business, sales, prices, marketing activities etc..</p>	

3.12.6 What are the other essentials to know?

Etiquette: The business and cultural environment of Kuwait is highly conservative. Astute readiness, and a fundamental knowledge of the culture, can make the difference between a successful business deal and a failed negotiation. Conversely it is vital to remember that a wealth of the executives and government officials are familiar with 10 international culture and customs. They are therefore comfortable with the West's approach to business, provided respect is shown both ways.

Appointments: Appointments should be made several weeks in advance, followed by verbal confirmation a couple of days ahead of the meeting. When meeting with government officials, a firm date will not be settled upon until being physically in the country. It is not uncommon to have a meeting cancelled at the last minute. Meetings are generally not private until after a relationship of trust has been developed. Interruptions are



thus frequent. The following important points should be covered during setting an appointment.

- Try to schedule meetings in the morning when meeting with government officials, since they are restricted to a 6-hour day.
- Many businessmen prefer to meet in the early evening.
- Do not try to schedule meetings in July and August as many Kuwaitis leave the country during the worst of the summer heat.
- Meetings may be interrupted if they interfere with prayer times.
- Meetings are generally not private unless there is a need to discuss matters confidentially.

Expect frequent interruptions. Others may wander into the room and start a different discussion. You may join in, but do not try to bring the topic back to the original discussion until the new person leaves¹¹

Negotiations: Kuwaiti people generally demonstrate great negotiation capacities. During a business meeting, people use body language and eye contact rather than direct words. During the conversation people make assumptions about what is not said. Particular emphasis is placed on tone of voice, the use of silence, and facial cues. It is vital to be aware of these non-verbal aspects of communication in order to avoid misunderstandings. For instance, silence is often used for contemplation and one should not feel obliged to speak during these periods. It is not unusual for them to avoid giving bad news and to give effusive and non-committing acceptances. Meetings are often lengthy, and negotiations may be tough, since they are experts at bargaining. Stay firm and courteous at all times, but be prepared to compromise a little in the long-term interests of the relationship.

- Business will only be discussed once an atmosphere of trust and friendship has been established.
- Kuwaitis are event rather than time-driven. The event of getting together is more important than the timeliness of the meeting or the outcome.
- Kuwait is a hierarchical society. Many companies are structured around the family. Decisions usually come from the top after determining a consensus of the various stakeholders.
- Decisions are reached slowly. If you try to rush things, you will give offence and risk your business relationship.
- Kuwaitis are shrewd negotiators who are especially interested in price.
- Do not use high-pressure sales tactics. They will work against you.
- Repeating your main points indicates you are telling the truth.
- There is a tendency to avoid giving bad news and to give flowery acceptances, which may only mean "perhaps".
- Problems may be discussed outside the meeting in a one-on-one situation rather than in the group meeting room.
- If you change the lead negotiator, negotiations will need to start over.
- Proposals and contracts should be kept simple.

¹¹ <https://www.commisceo-global.com/resources/country-guides/kuwait-guide>



- Although negotiating is done in English, contracts are written in Arabic. If there is both an English and Arabic version, the Arabic will be the one followed.

Religion: No public religious expression is permitted other than that of Islam.

Food and Alcohol: The import or possession of alcoholic beverages and pork products is not allowed. This is religious law. Offenders are open to penalties.

Public Holidays: The weekend falls on Friday and Saturday. Public holidays are taken for the two yearly Eid Festivals. During this period, all government and corporate offices are closed.

Communications: The best way to communicate with businesses is by telephone or fax. The use of e-mail is expanding, but it is still not a very reliable method of business to business communication and they often go unanswered. Any postal material should be sent by courier.

Advertising: Marketing has garnered much popularity and momentum in recent years. Helped by the overturn of the ban on television spots, businesses now utilise all the advertising avenues available, including TV, newspapers, trade magazines and billboards.

Transport: The best way to get around for business visitor is to use a chauffeured car supplied by the hotel or to use taxis. Many local business contacts will be happy to send a car to pick up foreign visitors from their hotel.

Gift Giving: It is not obligatory to give gifts when visiting - either at the office or at home - but gifts can be helpful in the relationship building process. When offering a gift, it is likely that the gift will not be opened in front of the giver.

Saudi Arabian Dress Code: Visitors are expected to dress in a conservative, smart fashion. Men should wear suits and ties for business meetings, despite the heat and women should wear business suits (not trousers) which leave as little flesh showing as possible. Skirts should be well below the knee and preferably ankle-length. It is also advisable for women to carry a headscarf.



3.13 Sales promotion

3.13.1 Trade Fairs

The Arab international aluminium and metalworking conference and exhibition in Kuwait to be held on 11th Nov 2019 to 1st May 2019 at the venue Jumeirah Messilah Beach Hotel & Spa. The Arab International Aluminium Conference (ARABAL) is the premium platform for the aluminium industry in the Arab world. It is hosted on rotation basis by the primary aluminium manufacturers in the region. ARABAL is open to the following types of visitors: Trade visitors and public. BME Global Ltd is the trade show organizer in charge of ARABAL. <https://www.arabal.com/>

3.13.2 Magazines

Magazines for Metal and Heavy Industry are:
The big 5 heavy: <https://www.thebig5heavy.com/>

3.13.3 Direct Marketing

There no such direct method of marketing, but word of mouth and direct meeting with prospect clients.



3.14 Market prospect

Kuwait imports a number of metal products and machineries from outside. Some of the key drivers and challenges for companies exporting metals and heavy machinery products to Saudi Arabia include the following.

3.14.1 Market Attractiveness for Metal

Some of the advantages and challenges for outside companies offering metal items include

Advantages	Challenges
Kuwait imports most of its steel and iron products as it has only one steel company	<ul style="list-style-type: none"> • Strict import regulations and quality requirement. • Increased import duty on steel bars
Steel production in the country is dependent on one company, hence, number of domestic steel product manufacturers are less	Limited number of local distribution channel for metal products such as safes and boxes

How to distribute the products? Options include retail shops in malls and individual shops. Moreover, the suppliers could partner with online channels to sell metal safes.

3.14.2 Market Attractiveness for Machineries

According to Kuwaiti Government’s vision 2030, the country aims to become food capital of the world by 2030. Hence a number of food processing units are expected to open in the country. It will create demand for food processing equipment and machineries in the near future. Machines such as mixer, filling, labelling and heat treatment will gain popularity in the country. Palestine could take this opportunity to export food processing and labelling equipment to the food processing units in Kuwait.



4 Legal, political and economic factors

4.1 Political climate and stability (Pestle Analysis of Kuwait)

Political Factors

Kuwait is an U.S. alliance country, in 2011 when Kuwait got freedom from Iraq there were some political disturbances where different parties wanted the present Prime Minister to resign as his policy stated Kuwait to be a closed economy. Where others wanted a liberalised economy for benefiting from the foreign countries. As Kuwait is heavily dependent on export on Oil hence the economy is not as vibrant as Saudi Arabia's economy. Therefore, any fluctuation in oil which creates a serious blow for Kuwait's economy.

Economic Factors

In the early 1990s, the economy was based on exports of hides and pearls. Efforts need to be put by the government to diversify the dependency on oil and make Kuwait an open economy. The government supported increase in lifestyle through infrastructure investments and rise in salaries, when oil prices were stable and proved to be an excellent revenue source for the country.

On curbing of financial waste, Kuwait moved up from rank 90 to rank 59. On Quality of Market Organization, Kuwait rose to 62 from 75. On Burden of government laws Kuwait moved up from 108 to 90. Kuwait also made great strides in the World Bank's Doing Business 2018 report index with the global ranking moving higher from 102 to 96. On the ease of starting a business, Kuwait held the 149 positions from its past 173.

Social Factors

Kuwait is the hub of expatriates who come from foreign countries to earn their living in the region of the world where salaries are relatively better. Kuwait is a small country with only one natural resource that plays a significant role in GDP growth but it attracts a large number of labours from different developing countries. One of the main issues faced by the citizens is that they don't enter legally and get work permit so that their activities can be monitored. Many illegal workers, have been deported by authorities back to their countries due to multiple law breaking activities.

Technological Factors

Central Bank of Kuwait not only acts as financial intermediary and custodian of Kuwait's wealth but also finances technological projects in order to promote technological transfer and help Kuwait advance in diversified industries. National Investment Authority formed by



their National Assembly also makes sure that oil mining and exploration projects are carried out with the aid of most modern technology imported from the West.

Environmental Factors

Oil drilling and exploration is also creating environmental mess not only air pollution but also water pollution through oil spills during export of oil. During the Gulf war, it was estimated that on average 3-5 million barrels per day was burnt and there was even danger of acid or nuclear rain as a result of this environmental violation. It was financially damaging but more damage was done on the health side.

Law/Legal Factors

Most astonishing and amazing law that is enforced in Kuwait is there are no taxes on salary and wages. But laws are meant to be strictly followed. Kuwait has been rated as a safe and secure place to live in by US. Researchers. The threat of crimes here is relatively low. Due to sudden atmosphere and weather changes like sandstorms, heavy rainfalls, the greatest risk that an average Kuwaiti face is during driving and therefore proper safety signs have been posted on roads to guide citizens and avoid fatalities as much as possible.¹²

4.2 International trade developments

Kuwait is a major oil supplier and a member of the OPEC consortium. Oil comprises nearly half of Kuwait's GDP, around 95% of exports, and approximately 90% of government revenue.

The Kuwait Petroleum Corporation (KPC) has announced its intention to increase oil production capacity to 4 million barrels per day (mmb/d) by 2020. In addition, KPC has announced intentions to increase natural gas production to four billion cubic feet per day by 2030. Future production increases will depend on actual implementation of several upstream projects including the development of heavy oil capacity of 60 thousand barrels per day.

KPC has announced an approximately \$115 billion investment plan to be executed between 2015-2020 that is divided roughly equally between the upstream and downstream sectors. Thirty percent of the invested amount will be on local content.

In 2014, the government issued regulations implementing a 2013 FDI law that aims to ease constraints on doing business in Kuwait. Under the Law for the Promotion of Direct Investment in the State of Kuwait (PDISK; Law No. 116 of 2013, which replaced the Direct Foreign Capital Investment Law, Law No. 8 of 2011) an investor can establish a 100% foreign-owned Kuwaiti company, a licensed branch or a representative office of a foreign entity.

¹² <http://freepestelanalysis.com/pestel-analysis-of-kuwait/>



4.3 Trade agreements

Current trade agreement:

In December 2008, Singapore and the GCC signed a free trade agreement (FTA), the GCC's first FTA. In June 2009, GCC countries concluded an FTA with the European Free Trade Association (EFTA), which includes the countries of Iceland, Liechtenstein, Norway, and Switzerland.

The GAFTA saw tariffs between 17 Arab states rapidly decline from an average 15% in 2002 to 6% in 2009, The 17 members of GAFTA are: Algeria, Bahrain, Egypt, Iraq, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, the UAE and Yemen.

Kuwait's trade with Bahrain, Oman, Qatar, Saudi Arabia and the UAE is tariff-free. The geographic proximity of these countries and their general adoption of free trade economic policies are factors that foster a competitive business environment.

Under negotiation:

US-Middle East Free Trade Area Initiative (MEFTA): In 2004, the US and Kuwait signed into force the Trade and Investment Framework Agreement (TIFA), with the aim of regulating all commercial matters between Kuwait and the US. The countries targeted to join MEFTA are Algeria, Bahrain, Egypt, Iran, Iraq and Israel (and through Israel, the Palestinian Authority), Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Syria, Tunisia and Yemen.

Australia and the GCC share a significant economic relationship, encompassing trade and investment across a broad range of goods and services. The GCC is a key market for agricultural exports such as livestock, meat, dairy products, vegetables, sugar, wheat and other grains. The agreement provides an opportunity to address a range of tariff and non-tariff barriers related to food exports that will benefit the food and drink sector in Kuwait.

Kuwait is a net importer of Chinese goods, The value of imports from China stood at over USD4 billion in 2014 with emphasis on electrical goods and machinery.

Customs Union

Kuwait is a member of the GCC along with Bahrain, Saudi Arabia, UAE, Qatar, and Oman. People from these countries can travel freely throughout the GCC. There is a 5% duty for goods at the first point of entry to the GCC and then the goods can travel freely throughout the GCC.

(Note: Since June 2017 there has been a blockade of Qatar from the UAE, Saudi Arabia, Bahrain, and Egypt. Direct travel between these countries is currently not allowed and



Qatari citizens and residents are not able to travel to these countries. Goods cannot travel freely between Qatar and these countries as well).

Bilateral Investment Treaties

Kuwait has signed bilateral investment agreements with the following nations (not all have been implemented): Austria, Belarus, Belgium, Bosnia, Bulgaria, China, Croatia, the Czech Republic, Denmark, Egypt, Ethiopia, Finland, France, Germany, Hungary, India, Iran, Iraq, Italy, Jordan, Kazakhstan, Latvia, Lebanon, Lithuania, Malaysia, Malta, Mauritania, Moldova, Mongolia, Morocco, Netherlands, Pakistan, Poland, Romania, Russia, Serbia, Slovenia, Spain, South Korea, Sweden, Switzerland, Syria, Tajikistan, Tunisia, Turkey, the United Arab Emirates, and Yemen.

Trade and Investment Framework Agreement

Kuwait signed a Trade and Investment Framework Agreement (TIFA) with the United States in February 2004. The TIFA is the first step in developing economic reform and trade liberalization criteria to strengthen the U.S.-Kuwait economic relationship. At the first bilateral TIFA Council meeting, held in May 2004 in Washington, D.C., it was agreed that the TIFA process would provide for periodic technical discussions. Several areas in particular stood out as needing further attention: intellectual property rights (IPR), standards-related issues, taxation, and service and investment requirements. There is no move at this point to re-introduce a TIFA.¹³

4.4 Trade barriers (both tariff and non-tariff)

Under the "single entry" principle, goods imported into Kuwait (or any other GCC State) are subject to customs duty only at the first point of entry into the GCC, with a redistribution system for collected tariffs among the GCC countries. All goods that enter Kuwait are subject to the common external tariff, at 0% and 5% for most products, and 100% and a specific duty for tobacco products, with some GCC-approved specific exceptions for each member state. According to the authorities, Kuwait has no country-specific exceptions.

Overall, Kuwait's applied MFN tariff displays positive escalation from unprocessed to fully processed products (Chart III.2). This escalation is mainly because the average applied tariff rate on the first stage of processing is relatively low. At a more disaggregated level, the tariff structure reflects that a large number of sectors are subject to flat tariff protection: uniform tariff applies for the three stages of processing for textiles and apparels, wood products, non-metallic mineral products, and other manufacturing. Nonetheless, for certain industries the tariff depicts negative escalation, such as in paper and printing, chemicals and plastics, and fabricated metal products.

Duty Rates:¹⁴

¹³ <http://apps.export.gov/article?id=Kuwait-Trade-Agreements>

¹⁴ <https://customsdutyfree.com/hs-code-search/>



Item description	Hscode classification	Hscode description	General duty (%)
Belt Buckle Of Base Metal	83-8-90-90	- - - Other	5
Accessory Of Base Metal Clad With Precious Metals	71-13-20-0	- Of base metal clad with precious metal	5
Accessory Of Precious Metal	71-13-19-10	- - - Of gold	5
Accessory Of Precious Metal Silver	71-13-11-0	-- Of silver, whether or not plated or clad with other precious metal	5
Accessory With Precious Semi Precious Stones Without Precious Metals	71-16-20-90	- - - Other	5
Money Clip Of Precious Metal	71-13-19-10	- - - Of gold	5
Money Clip Of Base Metal Clad With Precious Metal	71-13-20-0	- Of base metal clad with precious metal	5
Money Clip Of Precious Metal Silver	71-13-11-0	-- Of silver, whether or not plated or clad with other precious metal	5
Articles Of Or Clad With Other Precious Metals Other Than Jewellery	71-15-90-0	- Other	5
Petrol Can Of Metal	73-10-29-0	-- Other	5



5 Acronym

- PAI- The Public Authority for Industry
- USD – United States Dollar
- KCCI - Kuwait Chamber of Commerce and Industry
- KUCAS - Kuwait Conformity Assurance Scheme
- TER - Technical Evaluation Report
- TIR - Technical Evaluation Report
- GDP- Gross Domestic Product
- KWD - Kuwaiti Dinar
- KPC- The Kuwait Petroleum Corporation
- PDISK - The Promotion of Direct Investment in the State of Kuwait
- FTA - Free trade agreement
- MEFTA - Middle East Free Trade Area Initiative
- TIFA - Trade and Investment Framework Agreement
- Million MT – Million Mass Tone
- KUNA - Kuwait News Agency's
- WTO – World Trade Organisation
- KUNA - Kuwait News Agency
- GAFTA - Grain and Feed Trade Association