

Frequently Asked Questions (FAQs)
Import of BSB-Certified Products through Authorized Dealers
(Effective from 1 January 2026)

1. What is the notification issued by the Ministry of Industry, Commerce, and Employment (MoICE) regarding imports?

MoICE issued a notification on 16 June 2025 mandating that only BSB-certified products (15 identified product categories) shall be imported into Bhutan through authorized dealers, with effect from 1 January 2026. The notification was issued to prevent the import of substandard products and to protect consumers, public safety, and the national economy.

2. When did the notification come into force?

The notification has been implemented with effect from 1 January 2026. Imports made on or after this date must comply with the requirements of the notification.

3. Why was this notification issued?

The notification was issued to: - Prevent the import of substandard and unsafe products - Ensure compliance with national standards - Safeguard consumer safety and public infrastructure - Support fair trade and quality-conscious industries - Align Bhutan's regulatory framework with international best practices

4. Which products are covered under this notification?

The notification applies to 15 specific product categories as notified by MoICE. Only products falling under these categories require mandatory BSB certification and import through authorized dealers.

(Please refer to the detailed list of products provided in the official notification and SOP available on the BSB website.)

5. Who is required to comply with this notification?

The notification applies to all imports by individuals or entities. However, a relaxation was provided on 21st January 2026. From 1st February 2026, imports for personal consumption will not require routing through authorized dealers; BSB certification is still required. There is no change for public procurement (government-funded projects/commercial in nature). Additionally, till 31st January 2026, imports are allowed on submission of a legal undertaking, stating no awareness of the notification, seeking a one-time waiver, and committing that all future imports will comply with the notification.

6. What is meant by an “authorized dealer”?

An authorized dealer is an importer or distributor appointed by the principal company, and officially registered and recognized by BSB to import and supply certified products in compliance with applicable standards and regulatory requirements.

7. What happens if products are imported without BSB certification after 1 January 2026?

Products imported without complying with the notification may be: - Withheld at entry points - Denied clearance by Customs - Subject to enforcement actions as per applicable laws and regulations. (Will be confiscated by Customs)

8. Some importers claim they were not aware of the notification. Is this a valid reason for non-compliance?

Before implementation, a range of consultations were held with government and regulatory agencies. The private sector, including the Construction Association of Bhutan (CAB), Bhutan Hardware Association (BHA), Association of Bhutanese Industries (ABI), Association of Wood-based Industries (AWBI), and BCCI were involved from the outset. Awareness programs were conducted in all 20 Dzongkhags, and Trainings were provided to Customs, Integrated Check Posts (ICPs), and CFAs. Other agencies consulted and made aware of the notifications include Druk Green Power Corporation (DGPC), Construction Development Corporation Limited (CHCL), National Housing Development Corporation (NHDCL), Bhutan Power Corporation (BPC) and Gyalsung Infra.

9. Are villagers or individuals importing small quantities affected?

Yes. The notification applies uniformly. While BSB and enforcement agencies recognize the difficulties faced by individuals importing small quantities, quality and safety requirements cannot be compromised. Individuals are therefore advised to procure notified products through authorized dealers within Bhutan.

10. Is there any relaxation or transition arrangement?

Any relaxation or transitional arrangement, if approved by the Government, will be officially notified. A relaxation was provided on 21st January 2026. From 1st February 2026, imports for personal consumption do not need to be routed through authorized dealers. However, there is no change for public procurement (government-funded projects/commercial in nature). Additionally, till 31st January 2026, imports are allowed on submission of a legal undertaking, stating no awareness of the notification, seeking a one-time waiver, and committing that all future imports will comply with the notification.

11. What is the Standard Operating Procedure (SOP)?

The SOP provides detailed guidance on: - Scope of the notification - Roles and responsibilities of stakeholders - Import procedures - Enforcement mechanisms - Appeals process.

The SOP is available on the BSB website – www.bsb.gov.bt

12. Is there an Appeals Mechanism for aggrieved importers?

Yes. An Appeals Mechanism has been established and approved by the BSB Governing Body. Importers who feel aggrieved by enforcement actions may submit an appeal in accordance with the procedures outlined in the SOP. However, presently, that has not been enforced and BSB directly deals with grievances on a case-by-case basis in consultation with higher competent authorities.

13. What should importers do to ensure compliance?

Importers should verify whether their products fall under the notified list - Ensure products are BSB-certified - Import only through authorized dealers (This does not apply for personal consumption) - Coordinate with Clearing and Forwarding Agents (CFAs) and Customs before shipment - Refer regularly to official notifications and SOPs issued by BSB

14. Can products outside the list be imported?

Products not listed in the Notification may be imported. However, Customs will make that determination based on other regulations on different products enforced by them. Importers are reminded that although this is the case, public infrastructure projects insist on the use of BSB-certified products.

15. Can BSB-certified companies appoint multiple dealers?

Yes, there is no restriction from BSB on this.

16. How can a licensed entity in Bhutan acquire a dealership for BSB-certified products?

They can directly contact the company, or BSB could facilitate the process.

17. Where can further information or clarification be obtained?

For further information, clarification, or assistance, stakeholders may visit the BSB website – www.bsb.gov.bt or contact the Bhutan Standards Bureau directly. The official contact point is Mr. Karma Wangdi, Chief Engineer: Mobile - 17110578 email: kwangdi@bsb.gov.bt