

Facts – Understanding SNI in Indonesia

National Product Standards and Certification Explained for Swedish Companies

A practical orientation to Indonesia's national standardization system — what SNI is, when certification becomes mandatory, how the process works, and what it means for Swedish companies entering or expanding in the market.

Executive summary

What is SNI?

SNI (Standar Nasional Indonesia) is Indonesia's sole national standard for products, systems, and services. It is developed by the National Standardization Agency (BSN) and enforced, category by category, by sectoral ministries — chiefly the Ministry of Industry, but also Trade, Energy and Mineral Resources, Health, and others.

Most SNI standards are voluntary. A subset is made mandatory by ministerial regulation, and for those categories an SNI mark is a legal condition of market access: products without it may not be manufactured, imported, or distributed in Indonesia.

Will it affect my company?

It depends on the product. Mandatory SNI already covers a large and growing number of categories relevant to Swedish exporters — steel, cable, tires and other automotive components, household appliances, batteries, and food packaging among them — and the list is amended most years.

A company is affected if any product it manufactures, imports, or distributes in Indonesia falls under a mandatory SNI regulation, regardless of whether the company itself has a legal entity in Indonesia.

What should I do?

Confirm whether your product's HS code and specification fall under an existing or pending mandatory SNI regulation, using BSN's SISPK database, Kemenperin's SIINas portal, or an accredited product certification body (LSPPro). If it does, plan certification well ahead of shipment or launch: recent tightening of the rules has extended realistic lead times to a year or more for companies without an existing Indonesian presence. Chapters 3 through 6 cover determining applicability, the certification steps, and what changes without a local entity; Chapter 7 covers staying compliant once certified.



Fast facts

Figures below are indicative and vary by product category. Several are drawn from certification-consultant reporting rather than an official published schedule, since BSN and the Ministry of Industry do not publish a single consolidated fee or processing-time table; treat them as directional and confirm against the specific SNI number and implementing regulation before relying on them.

Key regulations	Law No. 20 of 2014 on Standardization and Conformity Assessment; Government Regulation No. 34 of 2018; for industrial products, Government Regulation No. 28 of 2021 as amended by No. 46 of 2023, and Minister of Industry Regulation No. 45 of 2022
Responsible authorities	BSN (standard-setting), KAN (accreditation of certification and testing bodies), BSKJI at the Ministry of Industry (mandatory approval for industrial goods), and other sectoral ministries for their own product scope
Mandatory categories	At least 124 product categories as of 2024, per EuroCham Indonesia. This is a floor, not a current total — the count has risen most years since as new ministerial regulations are issued.
Typical certification timeline	Certification consultants report 3 to 6 months once documentation is complete, extending to 12 to 24 months for first-time overseas applicants once trademark registration and QMS setup are included. These are consultant-sourced estimates, not official processing-time guarantees.
Certificate validity	Historically 4 years with annual surveillance audits. Some categories under the 2025 regulatory update are reported to extend validity to 5 years — validity is set per SNI number, so confirm the figure for your specific product.
Critical deadline	None universal — set per product category by the specific ministerial regulation. Confirm transition periods directly for your product.
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1. Why this matters

For a Swedish company weighing Indonesia, SNI is one of the first practical questions to resolve, because for a growing list of categories it decides whether a product can enter the market at all, not merely how it is marketed. It sits alongside two other regimes Swedish companies commonly encounter: halal certification (see the SwedCham Halal Fact Sheet) and TKDN local-content requirements (see the SwedCham TKDN Fact Sheet).

The three serve different purposes and different authorities, but are frequently confused. SNI concerns product quality and safety; TKDN concerns the proportion of local content and applies mainly to government procurement; halal concerns compliance with Islamic dietary and production law. A single product can be subject to any combination of the three at once — see Chapter 8.

For a company already operating in Indonesia, SNI is a continuing obligation rather than a one-time hurdle. Certificates require renewal and annual surveillance audits, and the list of mandatory categories expands over time — a product line unregulated at entry can become regulated later without warning if a company does not track ministerial regulations relevant to its sector. Chapter 7 covers this in detail.

2. Legal and institutional framework

The legal basis for the SNI system is Law No. 20 of 2014 on Standardization and Conformity Assessment, developed further under Government Regulation No. 34 of 2018 on the National Standardization and Conformity Assessment System. These set out the national architecture: BSN develops and publishes standards through technical committees drawn from government, industry, and academia; the National Accreditation Committee (KAN) accredits the laboratories and certification bodies — Lembaga Penilaian Kesesuaian (LPK) generally, and Lembaga Sertifikasi Produk (LSPro) for product certification specifically — that test products and audit factories against those standards; and individual sectoral ministries decide which standards to make mandatory within their own jurisdiction.

For industrial products, the operative regulation is Minister of Industry Regulation No. 45 of 2022 on Industrial Standardization, which implements Government Regulation No. 28 of 2021 as amended by Government Regulation No. 46 of 2023. It governs certification for products under Ministry of Industry authority — steel, cable, automotive components, household appliances, and much else relevant to Swedish exporters — and assigns approval authority to the Industrial Standardization and Services Policy Agency (BSKJI), following conformity assessment by an accredited LPK. Applications for products under Ministry of Industry authority are processed through the National Industrial Information System (SIINas). Other ministries — Trade, Energy and Mineral Resources, Health, Agriculture, Marine Affairs and Fisheries, Public Works, and Transportation — administer mandatory SNI within their own sectors under separate regulations, each with its own application channel.

When BSN or a sectoral ministry makes an SNI mandatory, the regulation is notified to the WTO Technical Barriers to Trade (TBT) Committee, since a mandatory national standard functions as a technical barrier to trade under WTO rules. Indonesia's standard-development process follows the WTO Code of Good Practice principles of openness, transparency, and consensus, though EuroCham and other business associations have consistently argued that implementation does not always match the principle in practice — see Chapter 8.

3. Is your product covered: mandatory vs. voluntary

Most SNI standards are voluntary. A company may pursue voluntary certification to build credibility with Indonesian buyers or public-sector clients, but it carries no legal consequence for market access. A mandatory SNI is different: once a ministry designates a standard as mandatory for a product category, distribution without a valid SNI mark becomes a legal violation, exposing the company to product seizure, market withdrawal, and — under Law 20/2014 — administrative and, in serious cases, criminal sanctions (see Chapter 7).

Whether a specific product is covered turns on its HS code and the precise language of the underlying SNI standard, not on general product category alone — two closely related products can sit on opposite sides of the mandatory line depending on technical specification. The only reliable way to confirm status is to check the SNI document itself on BSN's SISPK portal (sispk.bsn.go.id), cross-reference the implementing ministerial regulation for mandatory status and HS code scope, or ask an accredited LSPro to make the determination. General online lists, including the illustrative one in Appendix A of this fact sheet, are a starting point only and go out of date as new regulations are issued.

Mandatory SNI concentrates in categories with a stated safety, security, health, environmental, or economic rationale. For the industrial base, this includes construction steel and building materials, cable and electrical components, batteries, tires and other automotive components, household electrical appliances, and a range of food and chemical products. Several intersect directly with Swedish export sectors — see Appendix A.

4. The certification process, step by step

Certification runs through an accredited LSPro chosen by the applicant, working within the requirements of the applicable SNI standard and its implementing ministerial regulation. Two certification schemes cover most cases relevant to Swedish exporters: Type 5, the full scheme, requiring an initial factory audit, product testing, and annual surveillance audits over the certificate's validity period, used for continuous or large-scale distribution and carrying the SNI mark itself; and Type 1n, a lighter batch-based scheme tied to a specific shipment — identified by quantity, waybill, and invoice number — involving sample testing but no factory audit, used for one-off or limited imports.



In outline, the process runs as follows: identify the applicable SNI standard and confirm mandatory status for the product's HS code; select an accredited LSPro authorized for that product scope; submit an application with company and product documentation, technical specifications, and — for Type 5 — evidence of a quality management system, typically ISO 9001 or equivalent, verified by a KAN-recognized certification body; undergo product testing at an accredited laboratory and, for Type 5, a factory audit, which for overseas manufacturers is generally conducted on-site; and, on a successful outcome, receive the SNI certificate and approval to apply the SNI mark.

Certification consultants report that for categories updated since 2025, this is increasingly issued as a dual certificate — a Certificate of Conformity alongside the SPPT-SNI, the certificate that authorizes use of the SNI mark — though this structure has not been confirmed as universal across all mandatory categories, so it is worth checking for the specific SNI number in question.

Overseas laboratories and certification bodies are only recognized where a mutual recognition arrangement exists between the relevant authority and KAN. Absent such an arrangement, testing must be conducted in Indonesia — the default position for most Swedish exporters at present, since SwedCham is not aware of an MRA covering Sweden's SNI-relevant industrial exports, unlike the halal MRA between BPJPH and SHC Sweden. Arrangements of this kind can change, so this is worth reconfirming for the specific product category before assuming overseas testing is excluded.

5. Special requirements for companies without an Indonesian presence

Companies exporting into Indonesia without a local legal entity face several additional requirements layered on top of the standard certification process, and these have tightened materially since 2024.

Local representative

Under Article 34 of MoI Regulation 45/2022, overseas equipment manufacturers cooperating with companies in Indonesia are required to have an official representative office or license holder in Indonesia. Where a manufacturer produces for multiple brands or works through subcontractors, the appointed representative can end up serving as the sole importer for several unrelated principals — a confidentiality and market-concentration concern EuroCham members have raised directly (see Chapter 8).

Trademark registration

Registered trademark status at Indonesia's Directorate General of Intellectual Property (DGIP) has become a prerequisite for certification across an increasing number of categories, including some batch-based Type 1n applications, not only the full Type 5 scheme. Where the applicant does not hold the trademark directly, a recorded license agreement is required. Certification

consultants report DGIP trademark registration commonly takes on the order of a year and a half — an industry estimate rather than an official DGIP-published processing time, but consistent enough across sources to treat as one of the longer lead-time items in market entry planning.

Quality management system

Factory audits under the Type 5 scheme increasingly require a certified quality management system — typically ISO 9001:2015, or IATF 16949 for automotive suppliers — verified by a KAN-recognized body, rather than accepted on the manufacturer's declaration alone.

Warehouse and stock-holding

Some 2025 category updates additionally require a registered warehouse presence in Indonesia for the appointed representative, reinforcing the local-entity requirement above.

Document legalization

Members have raised a standing conflict between the Ministry of Industry's requirement for consular-legalized documents and Indonesia's obligations under the Apostille Convention, ratified through Presidential Regulation No. 2 of 2021, which is meant to eliminate consular legalization altogether. In practice, embassies decline to legalize documents on Apostille grounds while the Ministry continues to require legalization, leaving some applicants in administrative deadlock — an issue EuroCham has raised directly with government (see Chapter 8).

Given the combined lead time of trademark registration, QMS certification, local representative appointment, and the certification process itself, companies without an existing Indonesian presence should plan for a longer runway than the certification process alone suggests — commonly cited by consultants at 18 to 24 months from a standing start. Treat this as a planning estimate to stress-test with your own certification body and legal counsel, not a fixed benchmark.

6. Costs, timelines, and validity

Certification cost varies substantially by product category, testing scope, number of factory audit days, and choice of LSPro; no single figure applies across categories, and neither BSN nor the Ministry of Industry publishes a consolidated fee schedule. Companies should request itemized quotes from more than one accredited LSPro before budgeting, rather than rely on a headline figure from any single source, including this fact sheet.

Timelines follow a similar pattern. Certification consultants commonly cite 3 to 4 months for the testing and audit process itself once documentation is complete, but recommend planning 18 to 24 months in total where trademark registration, QMS certification, and local representative setup are also required from scratch. These figures are consultant-sourced estimates rather



than regulatory guarantees, and are worth confirming with an accredited LSPro for the specific product.

Certificate validity has historically run 4 years, subject to annual surveillance audits under Type 5. Some categories updated under the 2025 regulatory wave are reported to extend validity to 5 years under the dual-certificate structure described in Chapter 4. Validity varies by category and by the vintage of the underlying regulation, so confirm the figure for the specific SNI number in question rather than assume either period applies by default.

7. Staying compliant: for companies already operating in Indonesia

SNI compliance does not end at certificate issuance. Type 5 certificates require annual surveillance audits to remain valid, and certificates themselves expire and require renewal — a lapse leaves a company distributing a mandatory-SNI product without a valid mark, with the same legal exposure as a company that never certified.

The more consequential risk for established operators is scope creep: the list of mandatory SNI categories is not static. The Ministry of Industry and other ministries add product categories most years, and a product line that was voluntary or unregulated at market entry can become mandatory later, with a transition period set by the specific ministerial regulation.

Recent examples illustrate the pattern rather than forming a complete list: mandatory status extended to tires from July 2025 with a new ISO 9001 or IATF 16949 requirement, to audio-video equipment from June 2025, to certain color-coated steel sheet products from May 2026, and to paper and cardboard used in primary food packaging, with full compliance required by July 2026. Companies with an existing Indonesian footprint should monitor ministerial regulations relevant to their product categories on an ongoing basis, rather than treating SNI as a one-time market-entry exercise, since the amendment cycle runs independently of any individual company's certification calendar.

Non-compliance carries real consequences. Law 20/2014 provides for administrative sanctions and, in serious cases, criminal penalties for distributing mandatory-SNI products without valid certification, and market surveillance authorities can and do order product withdrawal. For a company already selling in Indonesia, the practical risk is less about a first-time market-access refusal and more about supply disruption — recalled stock, halted distribution, and reputational cost with distributors — if a renewal lapses or a product category's status changes unnoticed.

8. SNI in context: related regimes and what is changing

As mentioned, SNI is one of three regimes Swedish companies most often encounter in Indonesia, and they are frequently confused because they can apply to the same product simultaneously. BPJPH, the Halal Product Assurance Agency, governs halal certification, covering the full supply chain for food, beverage, and an expanding list of other product categories — see the SwedCham Halal Fact Sheet.



BPOM governs market registration for food, drugs, and cosmetics. SNI is distinct from both: it governs whether a product meets Indonesia's technical quality and safety standard, independent of religious compliance or market registration. A single product — packaged food, for instance — can require all three.

TKDN (Tingkat Komponen Dalam Negeri, local content requirement) is a separate regime again, primarily relevant to government procurement and specific priority sectors, concerned with the proportion of local content and company benefit weighting rather than technical quality — see the SwedCham TKDN Fact Sheet. SNI certification does not satisfy TKDN requirements, and vice versa.

Companies working with wireless or radio-enabled equipment should also note that SDPPI type approval, issued by the Ministry of Communication and Digital Affairs, is a separate certification track from SNI and applies in addition to it for products using radio technologies — relevant to telecommunications and connected-equipment exporters.

Two developments are worth tracking. First, the regulatory tightening described in Chapters 4 and 5 — trademark prerequisites, QMS requirements, local representative and warehouse rules, dual-certificate structures — has been building steadily since 2024 and shows no sign of reversing. EuroCham's Market Access position papers document member concern over the resulting dual-certification burden for manufacturers already compliant with EU or international standards, the Apostille legalization deadlock described in Chapter 5, and the limited number of LPK with adequate capacity and overseas reach.

Second, the EU-Indonesia Comprehensive Economic Partnership Agreement, signed in September 2025 and targeting implementation from 2027, includes an Automotive Annex intended to eliminate duplicative testing and align Indonesia with UNECE vehicle standards by 2033 — a direct, if long-dated, answer to the automotive dual-certification complaint. Neither development changes current obligations; both are worth building into multi-year planning.

Checklist

The sequence below applies to a company assessing SNI exposure for the first time; established operators should adapt it into a renewal and monitoring routine (see Chapter 7).

1. Identify every product's HS code and cross-check it against BSN's SISPK database and the relevant sectoral ministry's mandatory SNI regulations.
2. Confirm mandatory status directly with an accredited LSPro rather than relying on a general product list, since HS code and technical specification determine coverage.
3. Register the product trademark at DGIP as early as possible if certification is likely required — this is commonly the longest lead-time item.
4. Obtain or verify ISO 9001 (or IATF 16949 for automotive components) certification for the manufacturing facility from a KAN-recognized body.

5. Appoint and formally register a local representative or license holder in Indonesia, per Article 34 of MoI Regulation 45/2022 where applicable.
6. Select an accredited LSPro authorized for the specific product scope and request an itemized cost and timeline quote.
7. Prepare technical documentation and product specifications, and, for Type 5, confirm factory audit readiness.
8. Confirm whether the product qualifies for batch-based Type 1n certification or requires the full Type 5 scheme, based on distribution volume and continuity.
9. Build a compliance calendar covering certificate renewal and annual surveillance audit dates once certified.
10. Monitor ministerial regulations in the relevant sector on an ongoing basis for newly mandated product categories.

Common pitfalls

Errors below recur across market-entry advisory literature and EuroCham member feedback; each names the mistake and its consequence.

- Assuming a CE or UL mark carries weight in Indonesia. It does not, absent a specific mutual recognition arrangement with KAN for the product category — foreign certification does not substitute for SNI.
- Starting certification without first securing DGIP trademark registration, which then becomes the critical-path item and can add a year or more to market entry.
- Treating SNI as a one-time market-entry cost. Certificates require annual surveillance audits and periodic renewal, and the mandatory product list expands most years.
- Relying on a general online list of mandatory SNI categories rather than confirming status against the current ministerial regulation for the specific HS code — general lists, including Appendix A of this fact sheet, go out of date.
- Underestimating the local representative requirement under Article 34 of MoI Regulation 45/2022, which can concentrate import rights with a single representative and expose commercially sensitive volume data.
- Confusing SNI with TKDN or halal certification. All three can apply to the same product, and satisfying one does not satisfy the others.

Sources and further reading

Regulations, official sources, and related SwedCham publications cited in this fact sheet.

- Law No. 20 of 2014 on Standardization and Conformity Assessment



- Government Regulation No. 34 of 2018 on the National Standardization and Conformity Assessment System
- Government Regulation No. 28 of 2021 on the Implementation of the Industrial Sector, as amended by Government Regulation No. 46 of 2023
- Minister of Industry Regulation No. 45 of 2022 on Industrial Standardization
- BSN — National Standardization Agency (bsn.go.id; sispk.bsn.go.id)
- Kemenperin — SIINas National Industrial Information System (siinas.kemenperin.go.id)
- EuroCham Indonesia, Market Access Position Papers, 2024 and 2025 editions
- Related SwedCham publications: Halal Fact Sheet; TKDN Fact Sheet; SEZ Fact Sheet

SwedCham Indonesia

The Swedish Chamber of Commerce Indonesia is a member-driven, non-profit organization strengthening business, trade and professional relations between Sweden and Indonesia. SwedCham serves as a connector for Swedish companies operating in or entering the Indonesian market — linking members to relevant networks, insights and partners across sectors.

- Introductions to relevant stakeholders
- Connections to trusted service providers
- Market insights and sector reports
- Peer learning from Swedish companies already operating in Indonesia
- Networking events and industry dialogues
- Advocacy and policy dialogue on behalf of members
- Access to EuroCham and other advocacy platforms
- Connections to universities, talent and research ecosystems

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This fact sheet is part of a series of practical briefings for Swedish companies entering or operating in the Indonesian market. SwedCham Indonesia connects members to qualified specialists; it does not provide legal, tax, or regulatory advice. The information in this fact sheet is general in nature and reflects the position at the date of publication. Companies should seek professional advice before acting on it. All are welcome to share information from SwedCham publications; a reference to SwedCham Indonesia is appreciated.

Appendix A — Illustrative SNI-relevant categories for Swedish industry

This table is illustrative and not exhaustive. It summarizes categories reported in market-entry and certification literature as of August 2026 and does not substitute for direct confirmation against BSN's SISPK database or the relevant ministerial regulation for a specific product.

Sector	Examples of mandatory-SNI-relevant products	Note
Automotive & mobility	Tires, vehicle rims, safety glass, lubricants, vehicle identification numbers	Type 5 only; ISO 9001 / IATF 16949 required; CEPA Automotive Annex targets UNECE alignment by 2033
Electrical & telecom equipment	Cables and cable accessories, audio-video equipment, lamps and luminaires, circuit breakers	Radio-enabled products also require separate SDPPI type approval
Building materials & steel	Reinforcing steel, structural steel profiles, cement, sheet glass, steel pipe	Many construction SNIs are technical design standards referenced in building codes, not product certification marks — confirm which applies
Industrial machinery & components	Water pumps, valves, general steel products	Coverage is category-specific; confirm HS code status directly rather than assuming machinery is covered as a class



**Food-contact
packaging &
ingredients**

Paper and cardboard for primary food packaging (mandatory from 2025, full compliance by July 2026); various food ingredients

Relevant to F&B-adjacent members and packaging suppliers

Appendix B — Glossary

SNI	Standar Nasional Indonesia — Indonesian National Standard
BSN	Badan Standardisasi Nasional — National Standardization Agency
KAN	Komite Akreditasi Nasional — National Accreditation Committee
LPK	Lembaga Penilaian Kesesuaian — Conformity Assessment Body
LSPro	Lembaga Sertifikasi Produk — Product Certification Body
BSKJI	Badan Standardisasi dan Kebijakan Jasa Industri — Industrial Standardization and Services Policy Agency, Ministry of Industry
SIINas	Sistem Informasi Industri Nasional — National Industrial Information System (Kemenperin application portal)
SISPK	Sistem Informasi Standardisasi dan Penilaian Kesesuaian — BSN's standards and conformity information portal
SPPT-SNI	Sertifikat Produk Penggunaan Tanda SNI — certificate authorizing use of the SNI mark
DGIP	Directorate General of Intellectual Property
QMS	Quality Management System
TBT	Technical Barriers to Trade (WTO Committee)
SDPPI	Telecom type-approval authority under the Ministry of Communication and Digital Affairs