



Step by step instructions to get the VAPE license in DUBAI

The Government of Dubai, under the Economic Development of Dubai (DED), has introduced a new activity called "Trade in Electronic Cigarettes and Accessories" in the group "Trade in Tobacco and Smoking Accessories". This activity would be registered in mainland Dubai and legally allow investors to trade e-cigs on the local market.

It is a commercial activity that involves the resale of electronic cigs, which are electrical devices that work by heating a liquid called **e-juice** to produce vapour, which the user inhales. Nicotine may or may not be present in e-juice. The electronic cig is designed to mimic the sensation of smoking cigarettes and hookahs while also assisting users in quitting smoking.

ESMA approval

Approval by ESMA

It was formerly illegal to sell e-cigarettes in Dubai. However, the sale of e-cigs and vaping devices will be permitted in Dubai began in mid-April 2019. The Emirates Metrology and Standardization Authority will be in charge of product approval (ESMA). This method will ensure that all ingredients are tested and that the use of illegal chemicals is limited. As a result, the public's health and safety will be protected.

This measure will also discourage the purchase of unregulated products widely available online. All standard nicotine electronic items used as a substitute to traditional cigarettes, such as electronic shisha, electronic cigarettes, electronic pipes, vaping devices, and liquid refills, will be covered by this new rule.

All makers, dealers, and retailers of battery-powered items will now be required to obtain ESMA approval.

The vaporizer industry is stable and constantly growing; this could be an excellent opportunity for you to expand as an entrepreneur. To get started, you need to list a few aspects and then move on. The process can be divided into the following points.

Choose between a franchise or an independent store - you have to choose what you want and pay. If you have sufficient funds, opting for a vaping franchise model could be a good option. It comes with a brand name and a planned business model. If your cost is low on budget and you think you can achieve your brand, you should go for an independent store.

Know the rules and apply for a legal license: According to the regulations on vaping, the law "UAE.S 5030" allows the sale of [e-cig uae](#), electronic shisha devices with liquid refills and electronic pipes. But to ensure people's safety, all manufacturers, wholesalers and retailers of battery-operated products must obtain approval from the Emirates Metrology and Standardization Authority (ESMA). So if you want to start your vaping business in Dubai, you must first organize the registration process of your vaping business and get the proper visas for all your staff members. You can get a consultation with one of the specialists dealing with the vaping industry.

Gather finances: It is crucial to keep track of how much finances you can afford to spend. If you buy a franchise business for a [vape shop UAE](#), you must classify an exact amount in advance. An independent store may have a lower cost but will require more finances to run. If you have little savings, you can always look for an SBA subsidized loan with your local bank.

Select a vaping shop location: As much as the location is essential to real estate, it has the same value for a retail business. Market research would be beneficial. The crucial elements here are accessibility and visibility. Your store should get people's attention often, and a person searching for your store should be able to reach it easily. The use of clear and appropriate signage also helps. Other than this, it would be helpful if you ever consider that your location meets the requirements of municipal regulations.

Product storage and inventory organization - The best price on an authentic product usually comes from the big wholesale vaping distributors rather than the overseas distributors. You must include the following in your store at the beginning as a minimum requirement, Hardware, including mods, tanks, and starter kits.

Vape batteries

E-liquids

Battery chargers

Replacement coils

In addition, a wide range of products from different brands will allow you to reach a broader customer base. You can also consider newbies such as flavour hunters, MTL vapers, smokers, and droppers. You should never forget that your competition is an online marketplace with multiple brands on one website; its strength lies in providing convenience and personalized service.

Hiring qualified personnel: Having a team with the proper knowledge about vaping and its products is essential. Since most consumer interaction occurs with your staff, your staff must be friendly and make people happy to return. You can always consider thoroughly training your inexperienced staff.

After setup and opening, you should consider digitally promoting your new business and reaching potential customers through social media, web pages, and initial word of mouth. It would be helpful if you always kept in mind that being flexible to change is essential. Product trends keep changing, and you need to update with the fashionable product continually.