OPPORTUNITIES & MARKET TRENDS IN HALAL FOOD AND NON-FOOD PRODUCTS IN MALAYSIA

Assoc. Prof. Hjh Mariam Abdul Latif
Universiti Malaysia Sabah
Kota Kinabalu, Sabah, Malaysia
“Taiwan Exploring the Emerging Halal Markets”
Taipei, 27 June 2013
Content

• Introduction
• Halal Trade Barrier & Challenges in Malaysia
• Opportunities and Market Trends of Halal Food and Non-Food Products in Malaysia
• Expanding your Market to Malaysia
• Muslims’ Basic Obligations
• Packaging Designs for Halal Products
• Conclusion
Introduction

- **Halal** is an Arabic word meaning things or actions permitted by the *Shariah* law

- **Halal** when used in relation to food and drink, means “permissible for consumption by Muslims”

- **Haram** is an Arabic word, the opposite of halal (illegal, prohibited, not allowed)

- **Shubhah** or Mashbooh means doubtful or suspected, so Muslims will avoid it
Halal Products & Services Industry

Halal is a VALUE PROPOSITION that exist within key elements of the supply chain of the intersecting industry sectors.
Global Key Factors

2 billion by 2010
- Growth in the Muslim population, the primary market for Halal food

Affluent lifestyle
- Rising income in primary markets for Halal food

Health conscious
- Increasing demand for halal, safe, high quality food in primary markets

Diversified choices
- Increasing demand for greater variety in primary markets

Assurance & Guarantee
- Incidents of food marketed as Halal but failing to meet the Halal requirements has spurred demand for genuine Halal products (Assurance & Guarantee)
Malaysia: Country Profile

- Independence: 31 August 1957
- Form of State: Federated constitutional monarch
- Administrative Division: 13 states and 3 Federal Territories
- Population: 29.3 million
- Total area: 330,242 sq km
  - Land: 329,042 sq km
  - Water: 1,200 sq km
- Climate: Tropical; annual southeast (April-Oct) and northeast (Oct-Feb) monsoons
- Land Use:
  - Arable land: 3 %
  - Permanent crops: 12 %
  - Forests: 68 %
  - Others: 17 %
- Language: Bahasa Malaysia (Official), English, Chinese, Tamil
- Religions: Islam, Buddhism, Hinduism, Christianity & Others
### HALAL TRADE BARRIER AND CHALLENGES IN MALAYSIA

#### CHALLENGES
- Lack of suitable Halal compliant alternatives in food ingredients and raw material
- Expensive labour/ high turnover staff

#### Impact
- Restricted production capacity resulting in lesser economic competitiveness of Halal products in the market place

#### Mitigation Plan:
- Research for economically viable sources of raw materials for Halal production
- Intensify R&D in Halal product’s innovation
- Convert current non-Halal production plants to Halal certified
MALAYSIA HALAL INDUSTRY

Products

• Halal food
• Halal Pharmaceuticals
• MIHAS
• World Halal Week
MALAYSIA HALAL INDUSTRY

Services

- Halal Certification (JAKIM)
- Halal Education (UMS, UPM, USIM, IIUM)
- Halal Training (HDC, UMS, IIUM, USIM)
- Halal R&D, Analysis (UPM, IIUM, USIM, UMS)
- Islamic Banking
- Islamic Tourism
- Halal Parks
Malaysia Halal Hub

- Development of halal product industry cluster to capture the growing share of the world halal market potential
- Credibility and worldwide recognition of JAKIM’s halal certification system and logo
- Availability of needed resources and strong government support
- Established Halal Industry Development Corporation
- Provision of various incentives as well as programmes for improvement in product quality and standards, training, promotion, branding & market access
- International Malaysia Halal Showcase (MIHAS)
# Trade Performance: Imports of ASEAN

(2009, in USD millions)

<table>
<thead>
<tr>
<th>COUNTRIES</th>
<th>Malaysia</th>
<th>Brunei</th>
<th>Thailand</th>
<th>Singapore</th>
<th>Indonesia</th>
<th>Vietnam</th>
<th>Myanmar</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live animals</td>
<td>67,272</td>
<td>4,047</td>
<td>23367</td>
<td>254,040</td>
<td>438204</td>
<td>8,273</td>
<td>4,423</td>
<td>799,626</td>
</tr>
<tr>
<td>Meat &amp; edible meat offal</td>
<td>420,329</td>
<td>15,618</td>
<td>26511</td>
<td>615,149</td>
<td>278,025</td>
<td>1,094,109</td>
<td>6,433</td>
<td>2,456,174</td>
</tr>
<tr>
<td>Dairy products, eggs, honey, edible animal product</td>
<td>432,768</td>
<td>15,684</td>
<td>335714</td>
<td>1,014,331</td>
<td>610485</td>
<td>234,007</td>
<td>33,824</td>
<td>2,676,813</td>
</tr>
<tr>
<td>Products of animal origin</td>
<td>11,053</td>
<td>107</td>
<td>40505</td>
<td>-</td>
<td>4973</td>
<td>111,132</td>
<td>4,744</td>
<td>172,514</td>
</tr>
<tr>
<td>Edible vegetables &amp; certain roots, tubers</td>
<td>530,964</td>
<td>7,909</td>
<td>187,046</td>
<td>327,094</td>
<td>299,000</td>
<td>215,073</td>
<td>1,180</td>
<td>1,568,266</td>
</tr>
<tr>
<td>Animal, vegetable fats &amp; oils, cleavage products</td>
<td>1,401,919</td>
<td>11,707</td>
<td>144513</td>
<td>752,775</td>
<td>128758</td>
<td>486,169</td>
<td>200,072</td>
<td>3,125,913</td>
</tr>
<tr>
<td>Meat, fish &amp; seafood food preparation</td>
<td>75,354</td>
<td>12,496</td>
<td>72021</td>
<td>345,294</td>
<td>12536</td>
<td>66,860</td>
<td>5,909</td>
<td>590,470</td>
</tr>
<tr>
<td>Miscellaneous edible preparation</td>
<td>429,044</td>
<td>22,095</td>
<td>340940</td>
<td>493,525</td>
<td>356352</td>
<td>274,379</td>
<td>153,546</td>
<td>2,069,881</td>
</tr>
<tr>
<td>Essential oils, perfumes, cosmetics, toiletries</td>
<td>308,111</td>
<td>21,930</td>
<td>664,319</td>
<td>1,733,182</td>
<td>515,128</td>
<td>308,111</td>
<td>53,865</td>
<td>3,604,646</td>
</tr>
<tr>
<td>TOTAL</td>
<td><strong>3.7 B</strong></td>
<td><strong>111 M</strong></td>
<td><strong>1.8 B</strong></td>
<td><strong>5.5 B</strong></td>
<td><strong>2.6 B</strong></td>
<td><strong>2.8 B</strong></td>
<td><strong>463 M</strong></td>
<td><strong>17 B</strong></td>
</tr>
</tbody>
</table>

Source: International Trade Centre; Trade Competitiveness Map
Market Potential by Product Clusters

Global market for Halal-potential products, 2005**

- 68% FMCG
- 62% F&B

*68% FMCG
*62% F&B

Does not include Islamic Financial Services. Services involved in final product e.g. certification, logistics, R&D are included in sectoral values
** Based on sales revenue
*** Halal processed food is taken as 66% of the total based on world Halal meat consumption
**** Only non-alcoholic beverages

Source: Euromonitor reports; FAOSTAT
Market Potential for Processed Food

Over the past 5 years, global processed food consumption has increased by a compounded annual growth rate of 5.85% per annum, from USD1.095 billion in 2000 to USD1.455 billion in 2005. In Malaysia, processed food consumption has increased in line with population growth, at an average compounded growth rate of 2.72% per annum over the past 5 years.
Market Potential for Ingredients

The global market for ingredients was **USD30.4 bil** in 2005, and is expected to rise to **USD34.2 bil** in 2010. Major buyers for ingredients are largely developed markets, with the US accounting for 26% by value.

\[100\% = \text{USD 30.4 bil}\]

Specifically on food ingredients, which has the highest halal sensitivity, the highest anticipated growth sectors include flavourings, seasonings and spices.

Global market for ingredients by country, 2005
(Source: RTS Resource)
Market Potential for Cosmetics & Personal Care

- Others* 59%
- P&G 13%
- Loreal 10%
- Unilever 7%
- Colgate Palmolive 4%
- Estee Lauder 4%
- Avon 3%
- Private Label** 2%
Expanding your Market to Malaysia

1. Invest / Expand your manufacturing in Malaysia
2. Understand the Malaysian Halal requirements
3. Get your products certified Halal (THIDA Halal Certification)
4. Promote your Halal Certification among importers and exporters
5. Product promotion/sales to major markets
   5.1 Create consumer or halal product awareness
   5.2 Create favorable company and halal product image
6. Participate in world-class trade fairs and get involved in outbound/Inbound Business Matching to/from key markets
7. Update latest information and database on Halal exports
8. Enter into Mutual Recognition Arrangements (MRAs) with Muslim countries to ensure competitiveness of products.
<table>
<thead>
<tr>
<th>Halal Parks</th>
<th>No of Companies</th>
<th>Investment Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Selangor Halal Hub</td>
<td>11</td>
<td>RM 558.0 mil</td>
</tr>
<tr>
<td>2 PKFZ Halal Flagship Zone</td>
<td>3</td>
<td>RM 200.0 mil</td>
</tr>
<tr>
<td>3 Pedas Halal Park</td>
<td>3</td>
<td>RM 15.5 mil</td>
</tr>
<tr>
<td>4 Tanjung Manis Halal Hub</td>
<td>12</td>
<td>RM 1.8 bil</td>
</tr>
<tr>
<td>5 Melaka Halal Park</td>
<td>29</td>
<td>RM 100.0 mil</td>
</tr>
<tr>
<td>6 Kelantan Halal Park</td>
<td>15</td>
<td>RM 20 mil</td>
</tr>
<tr>
<td>7 Terengganu Halal Park</td>
<td>8</td>
<td>RM 15 mil</td>
</tr>
<tr>
<td>8 Techpark @ enstek*</td>
<td>16</td>
<td>RM 1.8 bil</td>
</tr>
<tr>
<td>9 Total</td>
<td>97</td>
<td>RM 2.87 bil (RM 4.67 bil)</td>
</tr>
</tbody>
</table>
HALMAS Status & Halal Incentives

Halal Parks & Incentives Provided

**Port Klang Free Zone (PKFZ), Selangor**
- Income Tax Exemption (100% tax exemption for 10 years) OR
- Investment Tax Allowance (100% for 5 years)
- Exemption on import duty for cold room equipment

**Tanjung Manis Halal Park, Sarawak**
- Income Tax Exemption (100% tax exemption for 5 years) OR
- Investment Tax Allowance (100% for 5 years)
- Exemption on import duty for cold room equipment

**Terengganu Halal Park**
- Income tax exemption on export revenue (100% for 5 years) OR
- Investment Tax Allowance (100% for 10 years)
- Exemption from import duty on raw materials
- Double Deduction on expenses incurred in obtaining international quality standards such as HACCP, GMP, Codex Alimentarius, Sanitation Standard Operating Procedures etc.
What You Need to Know

• Malaysian Halal Law
• Malaysian Halal Standards
• Malaysian Halal Certification
• Halal Training & Consultancy
HALAL ACT 2011, Malaysia

➢ TDA 2011= Trade Description Act 2011
➢ Under the authority of Minister for Domestic Trade, Cooperatives and Consumerism (KPDNKK)
➢ Provisions relate to Halal Certification:
   1. Trade Description Order (Expression of Halal) under Section 28; and
   2. Trade Description Order (Assurance and Marking of Halal) under Section 29.
<table>
<thead>
<tr>
<th>No</th>
<th>Malaysian Standards</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MS 1500</td>
<td>Halal Food</td>
</tr>
<tr>
<td>2</td>
<td>MS 1900</td>
<td>Quality Management System – Islamic Perspective</td>
</tr>
<tr>
<td>3</td>
<td>MS 2200</td>
<td>Halal Cosmetic &amp; Personal Care</td>
</tr>
<tr>
<td>4</td>
<td>MS 2300</td>
<td>Value Based Management System – Islamic Perspective</td>
</tr>
<tr>
<td>5</td>
<td>MS 2400-1</td>
<td>Halal Logistic (transportation)</td>
</tr>
<tr>
<td>6</td>
<td>MS 2400-2</td>
<td>Halal Logistic (warehousing)</td>
</tr>
<tr>
<td>7</td>
<td>MS 2400-3</td>
<td>Halal Logistic (retailing)</td>
</tr>
<tr>
<td>8</td>
<td>MS 2424</td>
<td>Halal Pharmaceutical</td>
</tr>
</tbody>
</table>
HALAL FOOD - PRODUCTION, PREPARATION, HANDLING AND STORAGE - GENERAL GUIDELINES (SECOND REVISION)

ICS: 67.020

Descriptors: food, halal requirements, packaging, labelling, handling, storage, certification, slaughtering, stunning, naps

© Copyright 2009

DEPARTMENT OF STANDARDS MALAYSIA
CONTENT OF MS1500:2009

1. Scope
2. Definitions
3. Requirements
4. Compliance
5. Halal Certificates
6. Halal Certification Mark
DEFINITION – HALAL FOOD

Food and drink and/or their ingredients permitted under the *Shariah* law and fulfil the following conditions:

a) does not contain any parts or products of animals that are non-*halal* by *Shariah* law or any parts or products of animals which are not slaughtered according to *Shariah* law;

b) does not contain any *najas* according to *Shariah* law;

c) safe for consumption, non-poisonous, non-intoxicating or non-hazardous to health;
d) not prepared, processed or manufactured using equipment contaminated with najs according to Shariah law;
e) does not contain any human parts or its derivatives that are not permitted by Shariah law; and
f) during its preparation, processing, handling, packaging, storage and distribution, the food is physically separated from any other food that does not meet the requirements stated in items a), b), c), d) or e) or any other things that have been decreed as najs by Shariah law.
a) dogs and pigs and their descendents;
b) *halal* food that is contaminated with things that are non-*halal*;
c) *halal* food that comes into direct contact with things that are non-*halal*;
d) any liquid and objects discharged from the orifices of human beings or animals such as urine, blood, vomit, pus, placenta and excrement, sperm and ova of pigs and dogs except sperm and ova of other animals;
e) carrion or *halal* animals that are not slaughtered according to *Shariah* law; and
f) khamar and food or drink which contain or mixed with khamar.
Section 3: Requirements

3.1 Management responsibility

3.2 Premises (dedicated)

3.3 Devices, utensils, machines and processing aids

3.4 Hygiene, sanitation and food safety (GHP, GMP, HACCP)

3.5 Processing of halal food
   3.5.1 Sources of halal food and drink
   3.5.2 Slaughtering process
   3.5.3 Processing, handling, distribution and serving

3.6 Storage, transportation, display, sale and servings of halal food

3.7 Packaging, labelling and advertising

3.8 Legal requirements
Section 3.1: 
Management responsibility

3.1.1 The management shall appoint Muslim halal executive officers or establish a committee which consist of Muslim personnel who are responsible to ensure the effectiveness in implementation of internal halal control system

3.1.2 The management shall ensure that they are trained on the halal principles and its application

3.1.3 The management shall ensure that sufficient resources (i.e. manpower, facility, financial and infrastructure) are provided in order to implement the halal control system.
Malaysian Halal Certification

✧ Halal Authority in Malaysia is the Department of Islamic Development (JAKIM) under PM’s Office

✧ Halal food certification refers to the examination of food processes in its preparation, slaughtering, cleaning, processing, handling, disinfection, storage, transportation and management practices

✧ It confirms that the ingredients used in a product are halal certified and the premise is free from haram or non-halal products

✧ Concept of halal food from farm to table
Halal Supply Chain - Farm to Table

Farm

Raw materials:
* Animal
* Plant

Handling
  - e.g. slaughtering

Unit Operations/Processing
  - * Preliminary operation
  - * Conversion operation
  - * Preservation operation
  - * Product development

Processing

Ingredient & Additive

Handling

Packaging

Storage

Storage & Distribution

Transportation

Consumption
General Requirements for Food Industry

Applications for halal certification will be unsuccessful for the following reasons:

• The company is producing and distributing halal and non-halal products;
• The product is not halal;
• Natural substances that do not involve any processing;
• Drugs or products that are categorized as pharmaceutical products by the Ministry of Health Malaysia;
• Hair colorant / hair dye;
• Processed products manufactured overseas;
• Products that are labeled with names synonymous with confusing terminology such as ‘bak kut teh’ etc; and
• Fertilizer and animal feed.

(Source: Manual Procedure of Halal Certification, JAKIM)
Malaysian Halal Certification Process

Register on-line - Create ID & password

Validate account within 24 hours

Send supporting documents within 5 working days after registering online

Supporting Documents:
1) Company Profile
2) Company/Business Registration
3) Name and menu/product details to verify; Ingredients to be used
4) Name & address of ingredients supplier
5) Halal status of all ingredients (if applicable)
6) Packaging type
7) Production Process & Procedure
8) Other documents such as HACCP, ISO, GHP, GMP, TQM; and premise/factory location map

Application process within 1-5 days

Processing fee letter will be issued

Pay Processing Fee (within 14 working days)

Audit Process (30 days after payment)

Approval process through Certification Panel Meeting

Certificate issued within 5 working days

Notification letter issued for non-approval

Complete?

Not Approved

Approved
Malaysian Halal Certificate and Logo
Halal Training Services

- Developing human resource capacity in the Halal sector (competency)
- Maintaining Halal Integrity from farm to table
- Aims to bridge the gap between current level of awareness & understanding and the kind of expertise needed to support the growing Halal industry
- Through competent trainers & standardized training modules
- Training centres: HDC, UMS, IIUM, UPM, USIM
# HDC HALAL TRAINING MODULES

## HALAL AWARENESS PROGRAMME (HAP)

- **HAP01** - Understanding Halal (1 day)
- **HAP02** - Understanding the Halal Industry (2 days)
- **HAP03** - MS1500:2004 - The Malaysian Halal Food Standard (1 day)

## HALAL INDUSTRY PROGRAMME (HIP)

- **HIP01** - Best Halal Practices in the Food Industry (2 days)
- **HIP02** - Effective Halal Operations in the Food Industry (2 days)
- **HIP03** - Internal Halal Auditing Workshop (3 days)

## HALAL PROFESSIONAL PROGRAMME (HPP)

- **HPP01** - Professional Halal Trainers Workshop (5 days)
- **HPP02** - Professional Halal Auditors Workshop (5 days)
- **HPP03** - Refresher Course for Halal Consultants (1 day)
AREAS OF HALAL RESEARCH AND DEVELOPMENT

DEVELOPMENT OF HALAL ANALYTICAL METHODS AND PRODUCT INNOVATION

- Halal Forensics
- Development of Analytical Methods for Adulteration and Authentication
- Development of rapid screening methods for halal detection
- Development of halal cosmetic products
- Development of halal pharmaceutical products

HALAL POLICY, MANAGEMENT, MARKETING AND CONSUMER AFFAIRS

- Halal Legal Framework
- Shariah and the Industry
- Halal Standards and Assurance Systems
- Halal Marketing and Branding

SLAUGHTER MANAGEMENT

- Slaughtering Procedure
- Animal Welfare and Safety
- Meat Quality
- Abattoirs and standard operating procedure
- Animal handling and management

HALAL EDUCATION

- Halal Diploma, Degree and Post-graduate education
- Halal online and long distance education
- Halal Training and Awareness for the Public and Industry Players
- Halal Inspectors and Auditors Training

DEVELOPMENT OF HALAL ANALYTICAL METHODS AND PRODUCT INNOVATION

Slaughtering Procedure
Animal Welfare and Safety
Meat Quality
Abattoirs and standard operating procedure
Animal handling and management

HALAL EDUCATION

- Halal Diploma, Degree and Post-graduate education
- Halal online and long distance education
- Halal Training and Awareness for the Public and Industry Players
- Halal Inspectors and Auditors Training
PORCINE DETECTION IN 4 EASY STEPS

• Conv PCR = many steps = hours/ days

Take Sample → Transport → Prepare Sample → PCR → Results

• HaFYS™ Simplicity
  – Collect Sample
  – Place in Test Module
  – Insert into Analyzer
  – One Button to Start
  – Yes/No Results

1 step, 1 button, ~ 1 hour

– Simple, rapid, anywhere
Muslims’ Basic Obligations

- Muslims eat to live and not live to eat
- Eating is a matter of worship and begins in the name of Allah
- Muslims are obliged to consumed only halal food as mentioned in the Qur’an
- The basic principle established by Islam is the principle of natural usability and permissibility of things.
- All food is halal except what is prohibited either by a verse of the Qur’an or an authentic Sunnah of the Prophet Muhammad SAW.
- Dr. Yusof Qaradawi outlined the concept of Halal into 11 points as follows:
Principles of Halal & Haram

1. All things created by Allah S.W.T are *halal*, with few exceptions that are specifically prohibited.
2. To make *halal* or *haram* is the right of Allah alone.
3. The basic reason for the prohibition of things are due to impurity and harmfulness.
4. What is *halal* (permitted) is sufficient and what is *haram* (prohibited) is superfluous.
5. Whatever is conducive to the *haram* (prohibited) is in itself *haram* (prohibited).
Continue....

6. Falsely representing unlawful (haram) as lawful (halal) is prohibited.

7. Prohibiting what is permitted (halal) and permitting what is prohibited (haram) is similar to ascribing partners to Allah.

8. Good intentions do not make the unlawful (haram) acceptable.

9. Doubtful things should be avoided.

10. Unlawful (Haram) things are prohibited to everyone alike.

11. Necessity dictates exceptions
The Qur’an

O ye people! Eat of what is on earth, **lawful and wholesome**; and do not follow the footsteps of the Evil One, for he is to you an avowed enemy.

Al-Baqarah: 168

Forbidden unto you (for food) are **carrion and blood and swine-flesh, and that which hath been dedicated unto any other than Allah**, and the strangled, and the dead through beating, and the dead through falling from a height, and that which hath been killed by (the goring of) horns, and the devoured of wild beasts, saving that which ye make lawful (by the death-stroke), and that which hath been immolated unto idols.

Al-Maidah: 3
The Halal Food Concept

The underlying principle for a Muslim’s diet is food has to be:

- **halal** (permissible – Syariah compliant), and
- **thoyyiban** (wholesome: healthy, safe, nutritious, quality)
Issues on Halal Status of Packaging Materials

- Plastic bags and containers: stearates
- Plastic, paper, styrofoam cup, and styrofoam plates: waxes and coatings
- Metal cans and drums: contaminated with animal fats
- Formation, rolling, and cutting of steel sheets to make containers, requires the use of oils to aid in their manufacturing
- Steel drums can be used to carry foods containing pork or pork fat, despite rigorous cleaning practices, might remain in small amounts to contaminate halal products otherwise thought pure
- Animal fats can be used as glue in packaging
PACKAGING, LABELLING AND ADVERTISING Based on MS1500: 2009

- Packaging materials should be halal in nature.
- The packaging material should not contain any raw materials that are considered as najs.
- The packaging material should not be prepared, processed or manufactured by using equipment that is contaminated with things categorized as najs according to the Syariah law.
- During its preparation, processing, packaging, storage, or transportation, the products should be totally separated from other food that does not meet all or any of the above three requirements or any other things that are considered najs by the Syariah law.
• The packaging design, symbol, logo, name, and image should not be similar and confusing with things categorized not allowed by Syariah law.

• The packaging material does not contain any raw materials that are considered hazardous to human health.

• The packaging should be carried out in a clean and hygienic manner in sound sanitary conditions.

• The product should be processed and packed under strict hygienic conditions in premises licensed in accordance with good manufacturing practices (Recommended International Code of Practice — General Principles of Food Hygiene (Ref. No. CAC/RCP 1-1969, Rev. 2 (1985)).
PACKAGING DESIGN FOR HALAL PRODUCTS

• The packaging design, symbol, logo, name, and image should not be similar and confusing with things categorized not allowed by Syariah law.
Not Allowed!
HALAL FOOD MEANS

Permissible + Good Quality + Universal Value

MARKETABLE PRODUCTS FOR MUSLIMS & NON-MUSLIMS
Proposed Collaboration

**MALAYSIA ROLES**
- Incentives
- Market Access
- Investor-Investee Development
- Halal Compliance Advisory/Consultancy

**TAIWAN COMPANIES’ ROLES**
- Technology Transfer
- Business Experiences
- Food Safety & QC Management
- Investment & Financial Support
Proposal

Taiwan companies have good potential to become prominent global producers of Halal products.

Taiwan companies should utilize THIDA Halal certification and its Islamic market access capabilities and opportunities.
SUMMARY

- Halal and haram issues are serious matters to Muslims;
- Halal Food is not only halal but is also wholesome (safe and with good quality);
- Halal products & services are universal, fit for Muslims as well as non-Muslims;
- Standard is important as a common reference or benchmark for Halal food production
- Marketing halal products to the world is possible through Halal Certification; and
- Maintaining the integrity of halal products is crucial to ensure long term business.
THANK YOU FOR YOUR ATTENTION