



# CHALLENGES AND OPPORTUNITIES IN THE HALAL INDUSTRY

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**ANTALYA, TURKEY**

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# THERE IS NO ONE SIZE FITS ALL



HALAL IS  
NO LONGER  
A **RELIGIOUS**  
ISSUE

- > Labeling laws to protect use of the word “Halal” – requires disclosure of definition (e.g. New Jersey statute)
- > Legal definition of Halal (e.g. Illinois statute)
- > National Halal standard (e.g. Austria)
- > Formal recognition of certification bodies (e.g. Australia)
- > Accreditation of certification bodies (e.g. New Zealand)
- > Wholly regulated by government agency (e.g. Brunei, Malaysia)

50% Halal

Product of PT Gesitfood Indonesia, with technical help from JAV Ltd. Japan  
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# GLOBAL HALAL HARMONISATION INITIATIVES



## IHI ALLIANCE HALAL ACCREDITATION



- > **102** members of IHI Alliance
- > **39** countries
- > **53** certification bodies
- > **8** Associate Members
- > **4** under review

# HALAL CBs: VARIOUS STRUCTURES



## CURRENT SCENARIO OF HALAL CERTIFICATION

- > Islamic/ Muslim association
  - > Certification body under an Islamic/ Muslim association
  - > Mosque/ related to a specific mosque
  - > NGO or Group/ private initiative
  - > Profit-making entity
  - > Semi government/ Government-related
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- ```
graph TD; A[?] --- B[HALAL CB]; A --- C[HALAL CB]; A --- D[HALAL CB]; B --- E[SUPPLIER]; C --- F[SUPPLIER]; D --- G[SUPPLIER]; D --- H[SUPPLIER]
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# GLOBAL HALAL DEVELOPMENTAL INITIATIVES



## IHI ALLIANCE PROFESSIONAL AND TECHNICAL DEVELOPMENT PROGRAMME



**Halal in a Box (HAB)** is a developmental programme designed to assist in setting up a well-structured halal certification body (CB) that would be able to meet the requirements of accreditation. The main objective of HAB is to ensure that each country regardless whether it is Muslim or non-Muslim majority should have at least one accredited Halal CB.

Using the ICCI-IHI Alliance Halal Standard as a base, HAB implements the IHI Alliance's Global Halal Management System (GHMS) to develop a CB's capacity on theoretical and practical aspects of Halal certification.

**This course is suitable for:**

- A newly set up Halal CB seeking to establish a benchmarked Halal assurance system
- An established Halal CB seeking to review and improve its operational system towards being accredited
- A business organisation looking to establish an in-house assurance system and gearing up to becoming Halal certified

**Course duration:** Five days of classroom training and site visit. This is periodic reviews of GHMS implementation progress.

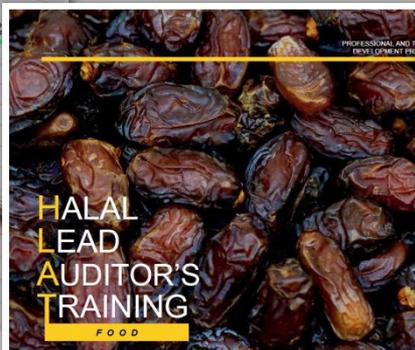
**Prerequisite:** Applicants from a new Halal CB must be from Muslim organisations already registered as a legal entity. A CB has technical and Shariah personnel as well as a good record of close relationship with reputable Halal bodies.

To learn more or book a session of HAB program contact us at:

Tel: +603 6203 2210  
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www.ihialliance.org



**HALAL LEAD AUDITOR'S TRAINING**  
 FOOD

**Halal Lead Auditor's Training (HLAT)-Food** is a programme developed by IHI Alliance to elevate the quality of Halal auditing in the halal food industry in accordance to the guidelines set forth in the ICCI-IHI Alliance Halal Standard.

The HLAT-Food course adheres to the most stringent criteria in maintaining halal integrity in the food and beverage industry with emphasis on structured methodologies of halal conformity assessment based on IHI Alliance's Global Halal Management System (GHMS).

**This course is suitable for those:**

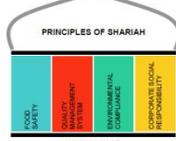
- Who require a detailed knowledge of halal auditing
- Whose job involves assessment of Halal suppliers/potential suppliers
- Who are responsible for managing the halal within their organisation
- Who are involved in preparing for assessment by certification bodies

**Course duration:** Three and a half days:  
 • 2 days classroom  
 • 1 day site audit observation  
 • 3 hour written examination

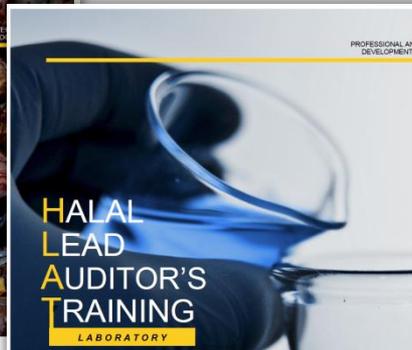
**Prerequisite:** HLAT is an advanced halal technical development that would require participants to have an in-depth knowledge in Shariah and food safety standards; experience will be an added advantage.

To learn more or book a session on the HLAT-Food please contact us at:

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**HALAL LEAD AUDITOR'S TRAINING**  
 LABORATORY

**Halal Lead Auditor's Training (HLAT)-Laboratory** is a programme developed by IHI Alliance to elevate the level of technical competency, impartiality and independence of Halal laboratory testing in accordance to the guidelines set forth in the ICCI-IHI Alliance Halal Standard.

The HLAT-Laboratory course adheres to the most stringent criteria in maintaining halal integrity with emphasis on structured methodologies of halal conformity in laboratory testing and analysis based on IHI Alliance's Global Halal Management System (GHMS).

**This course is suitable for those:**

- Who require a detailed knowledge of Halal auditing
- Whose job involves performing laboratory tests for Halal products
- Who are responsible for managing the Halal within their organisation
- Who are involved in preparing for assessment by certification bodies

**Course duration:** Three and a half days:  
 • 2 days classroom  
 • 1 day site audit observation  
 • 3 hour written examination

**Prerequisite:** HLAT-Laboratory is an advanced Halal auditing & assessment programme that would require a basic knowledge of Shariah, laboratory test safety standards, working experience in an ISO 9001 accredited laboratory will be an added advantage.

To learn more or book a session on the HLAT-Lab programme, please contact us at:

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**HALAL INDUSTRY WORKSHOP**

**Halal Industry Workshop (HIW)** is a training programme that can be tailored to one or a combination of several components of the global Halal supply chain based on the ICCI-IHI Alliance Halal Standard.

HIW's content is designed to teach participants the core Shariah and technical aspects of each sector, helping new and established organisations to venture into the Halal industry with globally accepted standards and relevant market intelligence.

**This course is suitable for those:**

- Individuals who want to develop knowledge on Halal industry from farm to fork
- Corporate organisations who seek to build a solid foundation of a particular Halal sector for a new business venture
- Government agencies who are involved in domestic and international developments of Halal industry in their country
- Halal auditors and practitioners involved in preparing for assessment by customers or certification bodies
- Academics from schools and universities looking to build their institution's knowledge capacity on the Halal economy

**Course duration:** Two days. Duration will be extended to accommodate the number of sectors presented.

**Prerequisite:** HIW is suitable for new and experienced Halal industry practitioners.

To learn more or book a session on the HIW, please contact us at:

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# GLOBAL COMMUNICATIONS & BRANDING PLATFORMS



## GLOBAL PREMIER EVENTS



TM



## INDUSTRY PUBLICATION



## WORLDWIDE HALAL GUIDES



# HALAL SUPPLY CHAIN CURRENT SCENARIO



MUSLIMS ARE  
NOT IN CONTROL  
OF THE HALAL  
**SUPPLY CHAIN**

- > We don't own what we eat
- > 80% of globally traded Halal products come from non-Muslim owned/controlled corporations (even in OIC countries)
- > The OIC block of 57 countries had a trade deficit in food of US\$40.1 billion in 2009 (Source: UN's International Trade Center)
- > Vulnerable to supply side shocks (price hikes, shortages etc);
- > Affordability over-rides need for integrity
- > Lack of integration across supply chain

# HALAL SOLUTIONS & OPPORTUNITIES



**MOVING  
FORWARD**

- > Muslim's money must own Muslim's consumptions
- > Seed capital / venture capital / private Muslim fund to be the bridge builder for Islamic funds to invest in emerging food sector. For a start, concentrating on production
- > Eventually moving into manufacturing
- > Ultimately controlling the whole halal supply chain including logistic and finance
- > IHI Alliance in preliminary ground work stage



# INTERNATIONAL HALAL INTEGRITY ALLIANCE

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