

Halal Food Market in  
Singapore and other ASEAN  
countries. Opportunities for  
Polish Exporters.

**Haebara**





**Mr Zuraimi Bin Jumaat**  
**ASEAN Managing Director &**  
**Co-Founder**  
**Haebara Singapore Pte Ltd**

- Mr Zuraimi Jumaat was formerly from the Halal Certification Strategic Unit (HCSU) of the Islamic Religious Council of Singapore (MUIS).
- Mr Zuraimi was the former Consultant for Warees Halal Ltd, a subsidiary of MUIS, providing HalMQ that encompasses seven types of certification schemes spanning across the food chain, from products and eating premises to central kitchens, factories and poultry abattoirs. To date, Mr Zuraimi has served more than 400 companies in Singapore.
- Mr Zuraimi Jumaat is an Executive Council Member for Jamiyah Singapore, Muslim Missionary Society Singapore, was founded in 1932. He is also the Head, Economic Biro (Singapore) for the Malay and Islamic World Organisation (DMDI) which span to 23 Members' countries.

## **Empowering Poultry Breeding Technology Through IoT, AI, and Blockchain**

HAEBARA is an Industry 4.0 technology company focusing on non-GMO poultry breeds without antibiotic nor vaccination, while preserving its exceptional nutritional benefits to its amazing taste. We maximize the advantages of the Internet of Things (IoT), Artificial Intelligence (AI), and Blockchain technologies to disrupt the \$12 billion USD poultry industry in ASEAN.





# Halal Food Market in Singapore and other ASEAN countries. Opportunities for Polish Exporters

## Stable

- What does it mean that a product is halal or non-halal?
- Why products need to be certified as halal?

## Sustainable

- Holistic concept for Halalan Toyibban.
- What is the advantage being granted with a halal certificate?
- How to prepare for halal certification?

## Scalable

- The halal certification process in ASEAN countries including Malaysia and Singapore system.
- Key steps in an exporting halal products into halal market.

## Growth

- Is the demand for halal products growing globally.
- ASEAN Halal initiative, current limitation, challenges and opportunities.
- Singapore Halal distribution models

## ASEAN

- Focal point of Halal approach to address food security issues
- Integrated Halal Education for ASEAN for a World Class Training Facilities
- Possibilities in Haebara eco-system roll-out in ASEAN.

# CASE STUDIES

## Solving China's food scandal the Toyyiban way

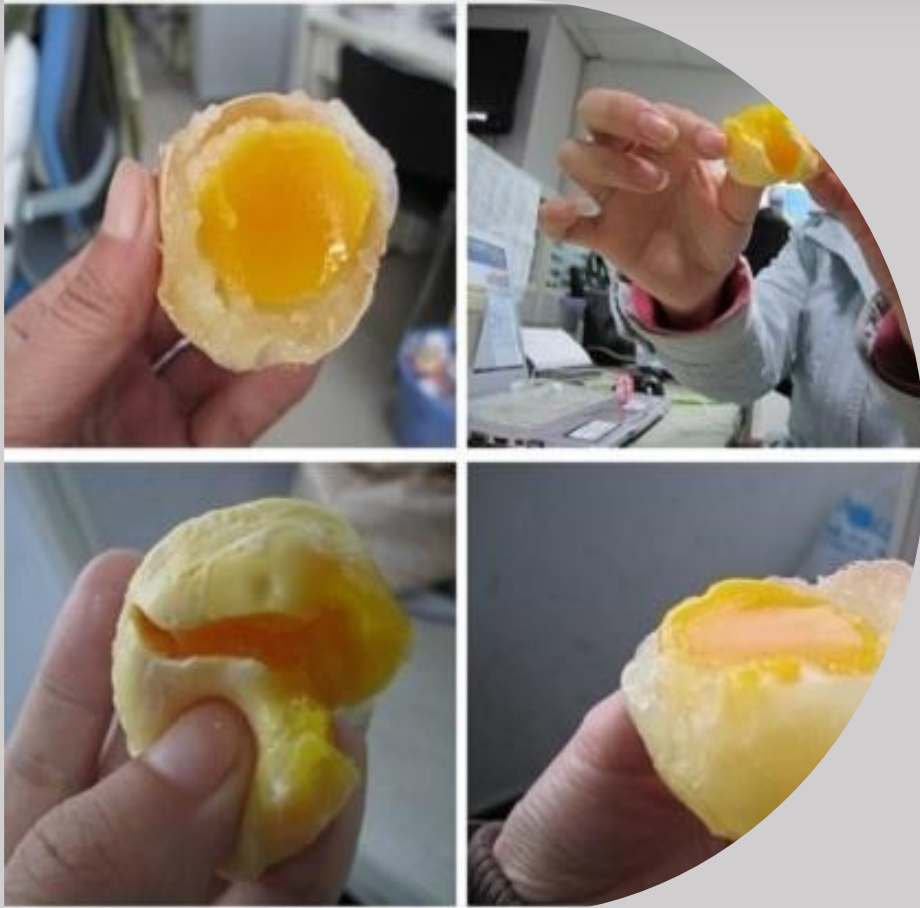
Fake eggs, diseased pork, mislabeled meat, cadmium-tainted rice, copper-sulfate tainted preserved duck eggs, fake mutton made from rat meat, pesticide-laced ginger and recycled cooking oil

**Toyyiban as solution to this food scandals** – pure, wholesale, nutritious hygienic

Toyyiban food chain – conscientious environmental-friendly, sustainable, resilient production and consumption

Toyyiban foods as important for international trade – **One Belt One Road Initiative**

Toyyiban for intra-national harmony and understanding and international trade





# TOYYIBAN AND WHY ITS GAINING IMPORTANT

- Muslim consumer preference for toyyiban products is becoming significant as it is associated with **ethical practices, premium quality, responsible consumerism, and high standards of safety, security, and purity** as underlined by syariah principles
- Syariah is the divine law of Islam, derived from the Qur'an and Sunnah, which serve as the moral guide for Muslims. The syariah sets guidelines for **what is right and wrong in everyday life, including standards for food, family life, and business transactions**
- Toyyib derives from the Arabic word tayyib which literally can be translated as "good" or "clean". Based on this meaning, tayyib is generally considered as good, clean and pure. In fact, Toyyib is mentioned more often in the Qur'an than halal but yet the principle of toyyib is not as well-known amongst even Muslims due to the commercialization of halal.

# PLANTS

Just like aquatic animals, all types of plants products are Halal except for those that are poisonous, intoxicating or hazardous to health.

It is imperative to note that although plants are generally Halal, it is important to know how it is being prepared. Truffle, for example, is Halal in its raw state. However, the process of extraction is doubtful due to the common use of either hogs/pigs or dogs to sniff and then extract the truffle from the ground. Likewise for Vegetarian food: all types of plants in its raw state is Halal, however, if it is prepared using non-Halal ingredients, the food becomes non-Halal.

# DRINKS

All kinds of beverages are Halal, except those that are poisonous, intoxicating or hazardous to health and that are mixed with Najis such as alcoholic beverages and flavouring wines.

In Singapore, the view that non-alcoholic wine, beer or the likes are considered non-Halal. This is based on a fatwa by the Fatwa Committee, due to the following reasons: Even though the products contain low alcohol content (less than 0.5%) and/or have zero alcohol content and/or have its alcohol removed, the process of manufacturing the products is similar to the manufacturing of alcohol (khamr<sup>1</sup>). Thus, it is Haram even though the small amount of alcohol in the products does not cause an individual to be intoxicated.

The products are being marketed in a manner that is similar to alcoholic beverages. Islam forbids an event that has resemblance or events that can lead to Haram activities, even though, in its' natural state, is permissible. This is aligned with a principle in the Sharia' known as sad al-zari'ah<sup>2</sup>.



# ANIMALS WELFARE

Islam upholds the rights of animals to kind treatment and justice the same as it does for human being. Animals should not be abused or taken for granted. Allah has informed us that the animals are communities like human beings and have similar rights. Allah said:

وَمَا مِنْ دَابَّةٍ فِي الْأَرْضِ وَلَا طَائِرٍ يَطِيرُ بِجَنَاحَيْهِ إِلَّا أُمَّمٌ أَمْثَالُكُمْ

**There is no creature on the earth or bird that flies with its wings but that they are communities like you.**

Surat al-An'am 6:38



# HALAL IN ISLAM

يا أيها الناس كلوا مما في الأرض حلالا طيبا

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

***(Verse 168)***

# WHAT IS HALAL FOR MUSLIM?

Halal is defined as “things or action which are permitted or lawful in Islam. It conveys basic meaning and defines the standards of acceptability in accordance to Syariah requirements”.

Halalan-toyyiban, on the other hand, is defined as “assurance and guarantee that both aspects of halalan and toyyiban are integrated into holistic and balanced requirements that fulfil the condition, situation and application needs”.



# HOLISTIC CONCEPT FOR HALALAN TOYIBBAN

Based on these two definitions, it may be concluded that halal represents the fulfilment of the Syariah requirements leading to the permissibility of an object or action while halalan-toyyiban covers a more holistic approach. The halalan-toyyiban concept is seen as a more comprehensive method that seeks to achieve international standards compliance, making it universally acceptable.

For instance, nutritious products that contain halal ingredients and at the same time do not contain any substance that could endanger human health and life, may be certified as “halalan-toyyiban” by the certifying authority upon fulfilment of all requirements set under the relevant halalan-toyyiban standards.

# HALAL CERTIFICATION

“O mankind, eat from whatever is on earth (that is) lawful and pure.” **(Quran, 2:168)**

“**Halal is clear and haram is clear.** Between the two, there are doubtful matters concerning which people do not know. One who avoids them in order to safeguard his religion and his honour are safe, while someone who indulges in it, He may be indulging in the unlawful...” **(Sahih Bukhari)**

# HALAL CERTIFICATION



Since Butter is produced from milk, it can be originally Halal.

Just pure cow's milk and lots of shaking, stirring and agitation, it can be considered conventionally as Halal.

What do you think of today's context?



# HALAL CERTIFICATION



In this day and age, butter is no longer made of just milk. Commercially-made butter are sometime packed with **“something extra for the consumers”**.

What are those “extra” possibly?

# HALAL CERTIFICATION

## 4 Main Halal Risks Factors for Butter;

- Gelatine Sieve
- Alcohol Usage
- Whey Butter instead of Milk Butter
- Usage of Lard



# HALAL CERTIFICATION

## Gelatine Sieve

The quality of the butter depends on the quality of the cream, which in turn depends on how well these two liquids of different densities are separated. **The high-quality strainer in this case, could be the gelatine sieve, made of pig gelatine** because it has really fine pores.

Once the butter is formed, the remaining liquid in the mixture would need to be drained. Once drained, the butter needs to be washed with water, and strained again to ensure that the butter has a longer shelf life, again possibly with the use of gelatine sieve and added preservative to ensure that the butter has longer shelf life.



# MUSLIM CONSUMERS' BEHAVIOUR TODAY

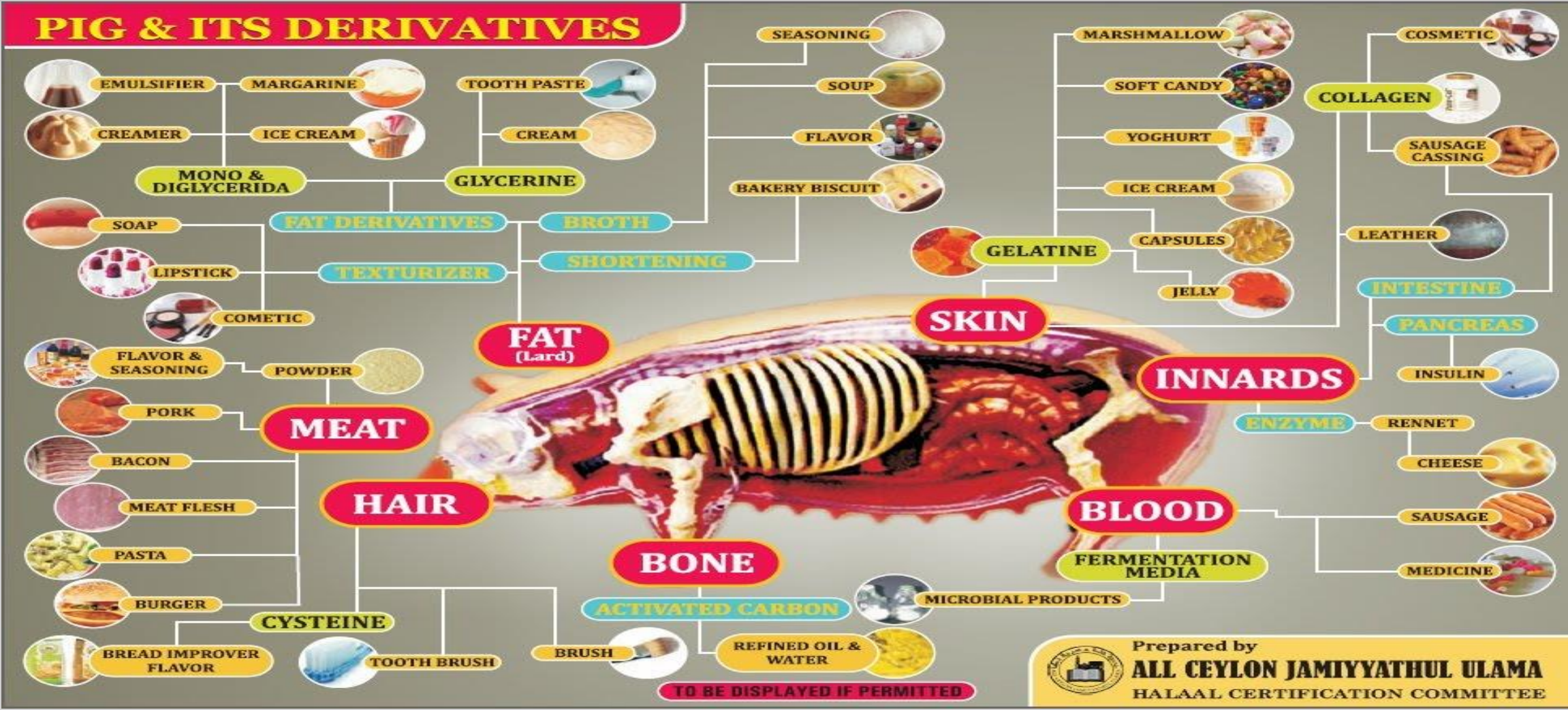
With the advancement of science and technology, food processing has become more complex, and **foods may contain ingredients and additives from questionable sources.** With efficient transportation more new products are introduced onto the shelves in the market across the world and somehow, somewhere foods can be lost in the food chain or not traceable at all.

Technological advances mean that many **consumers expect more transparency in the food production process.** They want reassurance about humane practices and many consumers are now following their food “from farm-to-fork.” Since Halal foods require rigorous production standards, consumers are beginning to **see Halal food products as healthy, organic, ethical and “animal-friendly.”** Muslim consumers, for their part, want to maintain a Halal lifestyle, and they tend to be educated about food companies that follow Halal standards; a certifying body’s stamp of approval is important.

# Ingredients Functions Cosmetic and personal care products

- **Placenta - stimulate cell renewal in the body - stimulate blood circulation, Exp. Feminine hygiene, face masks, scrubs, wrinkle creams**
- **Alcohol (SD alcohol, cetyl alcohol, stearyl alcohol) - lubricant used to stabilize oil water emulsification - emulsifier & thickener  
Moisturizer, toner, deodorant, lotion, perfume**
- **Elastin (animal protein) to maintain skin elasticity Elasticity cream**
- **Gelatin - repairs tissue - source of protein: Anti-aging cream, wrinkles cream**
- **Collagen - Stimulate the cell renewal Anti-aging cream**

# FOOD INGREDIENTS & MUSLIM CONSUMER CONCERN





# HUMANITY AND CARE

Fudayl ibn Iyad, may Allah be pleased with him, said:

مُسْلِمًا تُؤْذِي فَكَيْفَ حَقِّ بَغَيْرِ خِنْزِيرًا وَلَا كَلْبًا تُؤْذِي أَنْ لَكَ يَحِلُّ مَا وَاللَّهِ

**By Allah, it is not lawful for you to harm a dog or a pig without a just cause, so how can you harm a Muslim?**

As we can see, Islam teaches us to be very careful in our behavior with animals and all living creatures, as there is a great reward for treating them kindly and a great punishment for violating their rights. How much worse is it to violate the rights of someone whom Allah loves?





# PRE-CONDITION FOR HALAL CERTIFICATION

Here are some of the conditions **they must fulfil for certification:** Inspection will only commence after the company begins operation.

- If the establishment is a fast-food chain or operates under a franchise scheme, the company must ensure that **all outlets are Halal-compliant.**
- There must be at least **two Muslim employees** (three for operations under the Food Preparation Area scheme) involved in the production or preparation of Halal food. Their presence is vital in helping to verify that all food prepared meets the Islamic requirements and conditions set by Halal Authority. They must also be involved in **receiving Halal food or meat supplies.**

# PRE-CONDITION FOR HALAL CERTIFICATION

- Only Halal food and drinks are to be served. Non-halal food or ingredients such as pork, lard and alcohol are not to be served. They cannot be used in any food or drinks.
- **All meat or poultry used must be slaughtered by qualified Muslims.**
- All foreign Halal certificates for imported meat or poultry must be issued by Islamic authorities recognised by Halal authority.
- Animal-based ingredients, such as gelatine and shortening, must be derived from a Halal source.

# PRE-CONDITION FOR HALAL CERTIFICATION

- All crockery, cutlery, cooking utensils and equipment, chillers, freezers and cold rooms must be ritually cleansed by Halal appointed personnel if they have been used previously for preparing food with pork.
- Halal food must be prepared and stored separately from non-Halal food and items with proper signs to distinguish them.
- **There shall be no mixing of crockery, cutlery, cooking utensils and equipment for Halal and non-Halal food that may occur during collection, washing or storing.** Separate washing and drying equipment for such items must be provided.
- All staff must not bring non-Halal food or beverages into the premises.

# MALAYSIA OFFERS A COMPLETE HALAL ECOSYSTEM

## Production



Halal food & beverages



Halal cosmetics & personal care



Halal pharmaceutical



Halal Ingredients

## Services



Halal logistic



Islamic healthcare



Islamic banking & takaful



Islamic tourism

## Infrastructure



Halal Industrial Parks



Halal R&D - testing lab



Traceability system



Standard & certification

## Government Support



**STANDARDS**  
MALAYSIA

## Human Capital



- Halal Knowledge Workers
- Halal Executives & Auditors
- Syllabus in universities & colleges

**“Halal as the new source of economic growth”**

# MALAYSIAN HALAL STANDARD

**MS2424:2011**  
**Halal Pharmaceutical -**  
**General Guidelines**

**MS2200-1:2008**  
**Islamic Consumer**  
**Goods – Part 1:**  
**Cosmetic and Personal**  
**Care – General**  
**Guidelines**

**Malaysian Protocol For**  
**The Halal Meat**  
**Productions**  
**(JAKIM)**

**MS1500:2009**  
**Halal Food - Production,**  
**Preparation, Handling &**  
**Storage - General**  
**Guidelines (Second**  
**Revision)**

**MS 2400-1:2010**  
**Halalan-Toyyiban**  
**Assurance Pipeline -**  
**Management System**  
**Requirements For**  
**Transportation Of Goods**  
**And/Or Cargo Chain**  
**Services**

**MS 2400-2:2010**  
**Halalan-Toyyiban**  
**Assurance Pipeline -**  
**Management System**  
**Requirements For**  
**Warehousing And**  
**Related Activities**

**MS 2400-3:2010**  
**Halalan-Toyyiban**  
**Assurance Pipeline**  
**Management System**  
**Requirements For**  
**Retailing**

**MS2200-2:2013**  
**Islamic Consumer**  
**Goods : Part 2 : Usage of**  
**Animal Bone, Skin and**  
**Hair – General**  
**Guidelines**



# CONDITION FOR CERTIFICATION



Register with the Companies Commission of Malaysia (SSM)



Hold business license from Local Authorities (PBT)



Full operation before an application is made



Produce and / or handle only halal products



Ensure sources for ingredients are halal



Apply for all products which produced by the factory

# APPLICATION WHICH ARE NOT ELIGIBLE



Non-halal products



Any application with no standard



Companies that produce & distribute halal & non-halal products



Usage of similar branding for halal & non-halal



# APPLICATION WHICH ARE NOT ELIGIBLE



Product which give negative implication towards religion & social (hair dye, nail polish )



Natural products which does not involve any processing



Fertilizer & animal feed

# APPLICATION WHICH ARE NOT ELIGIBLE



Products which use name or synonymous names with non-halal products



Products which relabelled without undergoing any process

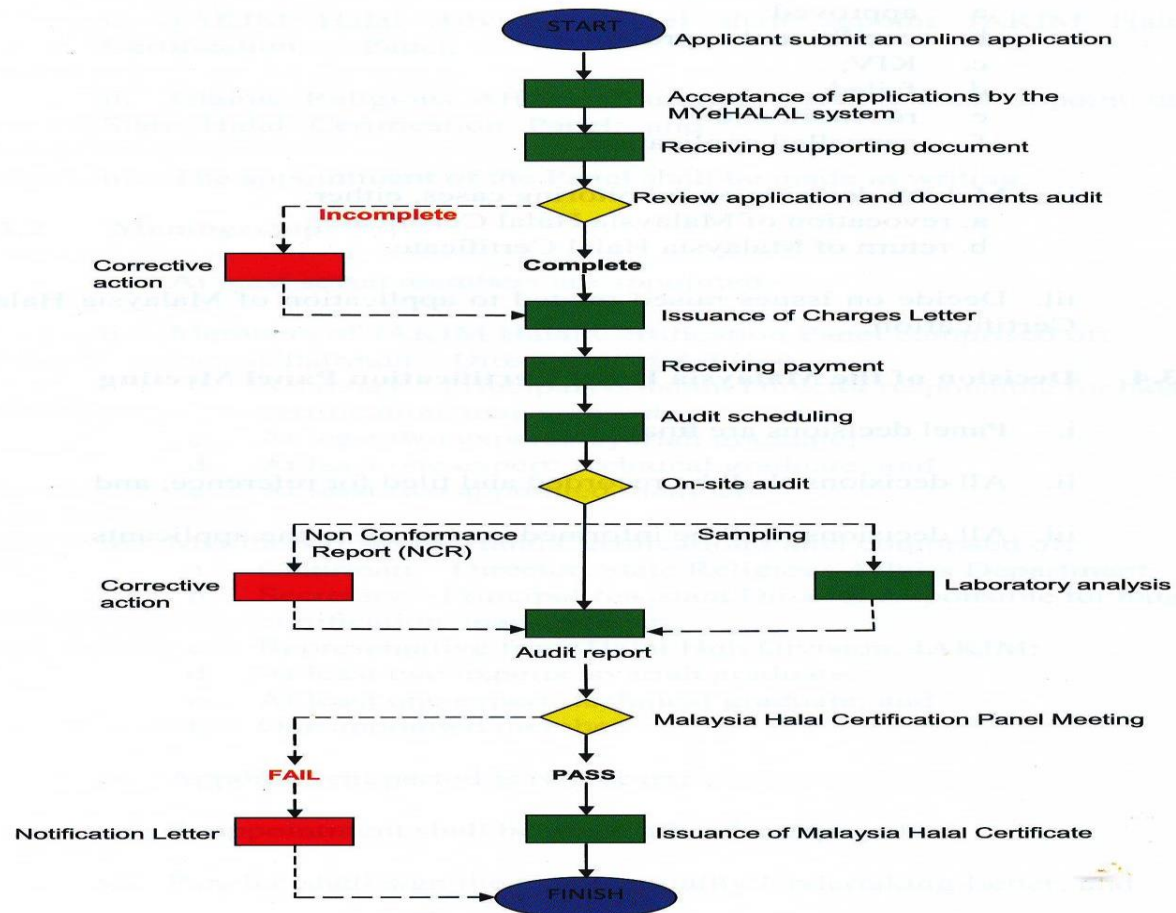


Products which are in early stages of R&D



# MALAYSIA HALAL CERTIFICATION PROCESS FLOW

MALAYSIA HALAL CERTIFICATION PROCESS FLOW CHART





# COPY OF SUPPORTING DOCUMENTS REQUIRED (HALAL FOOD)



Registration of company  
with Companies  
Commission of Malaysia  
(SSM)



Notification of the product  
( NOT No ) issued by the  
National Pharmaceutical  
Control Bureau( NPCB )



Business license from Local  
Authority (PBT)



Copy of identity card &  
letter of appointment for 2  
Malaysian Muslim workers  
(production)



Annual financial  
statement

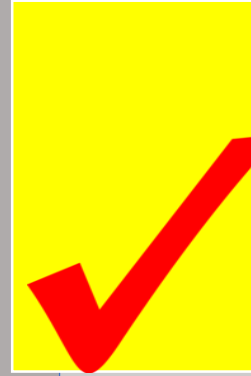


Halal certification for  
ingredient / product  
specification

# COPY OF DOCUMENTS REQUIRED (HALAL FOOD)



Label packaging / graphic art work)



Map location to plant / premises

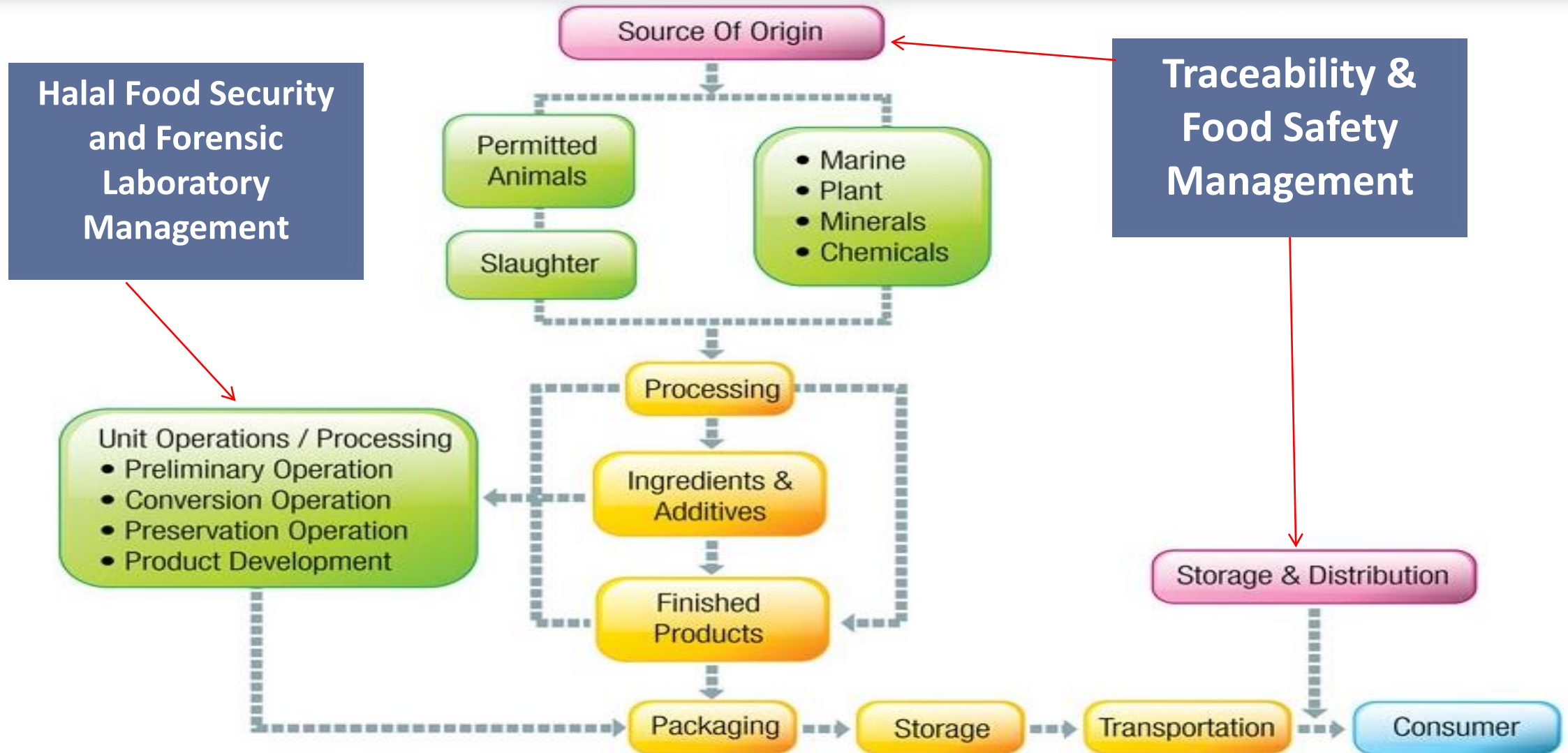


Previous halal certificate copy (for renewal only)



Flowcharts and complete manufacturing process for each product

# HOLISTIC CONCEPT OF HALALAN TOYYIBAN





# Potential Critical Areas

- Raw materials – animal or plant origin
- Slaughtering – stunning and thoracic sticking issues
- Processing operations/equipment – cross-contamination
- Packaging/Storage/Transportation (logistic issues)
- Ingredients and additives
  - Pig and its by-products (e.g. pork, lard, gelatin)
  - Enzymes (e.g. rennet, pepsin)
  - Emulsifiers (e.g. E471/E472 or mono- & diglycerides)
  - Intoxicants (alcoholic beverages, drugs)
  - Blood
- GMO/GMF
- Safety and quality aspects



# HALAL TRACEABILITY

The importance of establishing laboratories and using analytical techniques of validating authenticity in halal food production for ensuring food safety and protecting consumers from fraud and deception is necessary.

It's important to bear in mind that even though a company has been Halal certified it is also required to have a global food safety certification (such as FSSC 22000, HACCP 22000, BRC, IFS or SQF, etc.). Halal certification is not viewed as an equivalency. Traceability software can be extremely useful in streamlining the certification process and managing food safety regulations. Once a food company is certified, a symbol of approval with letter scripture can be fixed to the top of the product that signifies it as Halal.





# UNDERSTANDING PROCESS OF SOURCING FOR HALAL RAW MATERIALS

**COMMUNITY**   
**RESPONSIBILITY**   

# IMPORTANT FOR EXPORT INTO SINGAPORE

Types of Halal Risk	Low	Medium - Low	Medium - High	High
Types of raw materials / processing aids / additives	<ul style="list-style-type: none"> <li>• Plant materials</li> <li>• Pure seafood</li> <li>• Legumes &amp; lentils</li> <li>• Rice</li> <li>• Ice</li> <li>• Spices</li> <li>• Synthetic chemicals</li> </ul>	<ul style="list-style-type: none"> <li>• Soy Bean products</li> <li>• Olive Oil</li> <li>• Sesame Oil</li> <li>• Vegetable Oil</li> <li>• Synthetic vinegar</li> <li>• Noodles</li> <li>• Pasta</li> <li>• Food additives (excluding E400s)</li> </ul>	<ul style="list-style-type: none"> <li>• Enzymes</li> <li>• Cheese &amp; byproducts</li> <li>• Food Additives (E400s)</li> <li>• Canned Foods</li> <li>• Confectionery &amp; Pastry</li> <li>• Dairy Products</li> <li>• Processed seafood</li> <li>• Sauce &amp; condiments</li> <li>• Pure vinegars</li> </ul>	<ul style="list-style-type: none"> <li>• Meat &amp; meat-based items</li> <li>• Poultry &amp; poultry-based items</li> <li>• Beef extracts</li> <li>• Beef tallow</li> <li>• Chicken skin</li> <li>• Chicken fat</li> <li>• Flavourings</li> <li>• Gelatine</li> </ul>
Types of Documents Required	<ul style="list-style-type: none"> <li>• Product specification / label</li> </ul>	<ul style="list-style-type: none"> <li>• Product specification</li> <li>• Halal questionnaire (if necessary)</li> </ul>	<ul style="list-style-type: none"> <li>• Halal questionnaire</li> <li>• Muis-recognised Halal certificate* or laboratory analysis report (if necessary)</li> </ul>	<ul style="list-style-type: none"> <li>• Muis-recognised Halal certificate*</li> </ul>

**Muis Halal Questionnaire** • Not applicable for high risk raw materials • Must be submitted with product specification and process flow chart. To be completed by 3 different parties: Muis Halal certificate holder → Direct supplier → Manufacturer of the raw material → Product specification should include the raw material breakdown including the additives and processing aids and their source • Other information such as physical properties, chemical composition, etc are irrelevant to Halal – they do not ascertain the Halal status

# DECLARATION OF RAW MATERIALS/INGREDIENTS

MARINATED WHOLE CHICKEN (SAUDI FOOD MANUFACTURING ENTERPRISES-MUIS)

SAUDI FOOD MANUFACTURING ENTERPRISES

MARINATED CHICKEN CUT HALF/9 (SAUDI FOOD MANUFACTURING ENTERPRISES-MUIS)

SAUDI FOOD MANUFACTURING ENTERPRISES

## FORMAT:

<ITEM NAME> <BRAND NAME> <CERTIFYING BODY NAME  
RECOGNISE BY MUIS>



# MEAT PRODUCTS INSPECTION

1. Description of the product;
2. Brand name of the product;
3. Country of origin; Cartons labelling information Muis Halal Certification Conditions
4. Batch number;
5. Date at which the product was manufactured or slaughter date;
6. Name and address of manufacturer / slaughterhouse;
7. Name and designated number of processing establishment, slaughterhouse and/or packing establishment;;
8. Weight of the product as contained in each packaging;
9. Number of basic packages in item count in each carton;
10. Halal certification mark, or its equivalent, bearing the name of the certifier and country of the issuer of Halal certificate;
11. Date of expiry (if any).



# UNDERSTANDING THE PROCESS OF SOURCING FOR HALAL RAW MATERIALS

## Labelling in English

- List of Ingredients
- Name & Address of Singapore Importer
- Country of Origin
- Expiry Date
- Storage instruction
- Recognised Halal Mark/Logo

**Low Fat** **Breakfast Cereals**  
Mango, Walnut and Royal Jelly

Low fat breakfast cereals contains mango pieces, walnuts and royal jelly

**3 Nutrition Information**  
Serving per package: (insert number of servings)  
Serving size: g (or mL or other units as appropriate)

	Qty per Serving	Qty per 100g (or ml)
Energy	kJ (Cal)	kJ (Cal)
Protein	g	g
Total fat	g	g
Saturated fat	g	g
Carbohydrate	g	g
Sugar	g	g
Sodium	mg (mmol)	mg (mmol)
(insert any other nutrient or biologically active substance to be declared)	g, mg, ug (or other units as appropriate)	g, mg, ug (or other units as appropriate)

**4 INGREDIENTS:**  
Whole grain wheat, corn, rolled oats, palm oil, aspartame, mango pieces [mango, mango juice, humectant (glycerol), tartrazine, natural mango flavour], royal jelly, walnuts, minerals (Calcium carbonate, iron sulphate), vitamins (Vitamin C, Vitamin B6, Folic acid, Vitamin B12) and spices.

**7 PHENYLKETONURICS:**  
CONTAINS PHENYLALANINE

**8 WARNING - THE PRODUCT MAY NOT BE SUITABLE FOR ASTHMA ALLERGY SUFFERERS.**

**11 USE BY:** 01/12/2010

**10 Low Fat**

**13 NET WEIGHT: 500g**

**5** **6** **9** **Manufactured By:**  
Brand Food Pte Ltd  
18 Food Safety Road  
Singapore 123456  
**12** Product of Singapore



# SALE OF FOOD ACT ON FOOD IMPORTED INTO SINGAPORE

## Other Requirements:

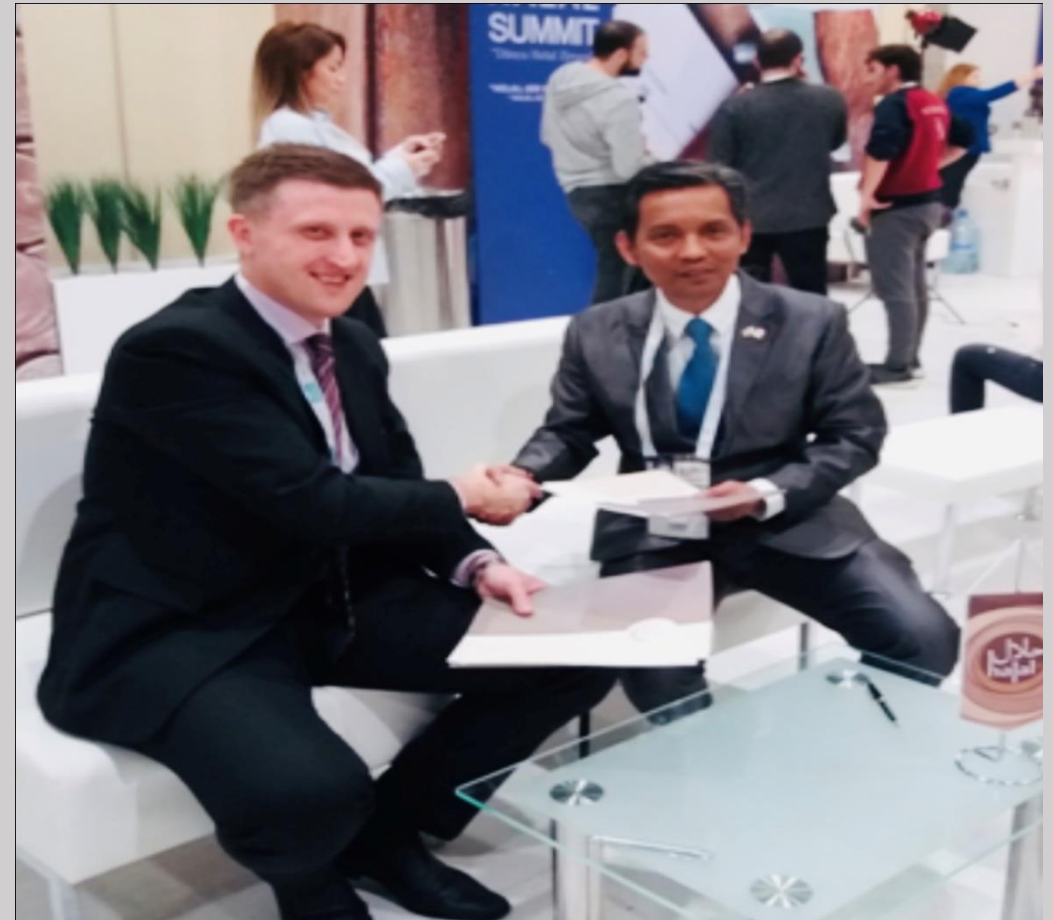
- Pesticide residue
  - Heavy metals, arsenic, lead and copper
  - Antibiotic residues
  - Mycotoxins
  - Microbiological contamination
- General guideline for RTE is TPC at not more than 100,000 p/g



# AVA REQUIREMENTS ON FOOD IMPORTED INTO SINGAPORE

**Other documents required by  
AVA:**

- **Certificate of HACCP**
- **Certificate of GMP**
- **Health Certificate (issued by MOH)**
- **Attestation of export / Export License**
- **Factory licence**





Exporting into ASEAN Halal Market – an insight of halal certification in ASEAN countries and their potential .

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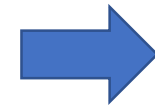


# Halal Industry

- Currently, great potential for industry in developing and promoting the halal products and services for global market.
- Halal products and services are also gaining increasing acceptability among non-Muslims.
- Created interest among food producing countries, Muslim and non-Muslim.
- The global value for trade of halal foods and non-food products is estimated at USD2.1 trillion annually (\$1.2 trillion in food sector).



# Global Halal Market



25% of world population are Muslim (1.8 billion)

## Driving Factors for Global Halal Market

- Growth in Muslim population – create more demand.
- Rising incomes among Muslims and higher purchasing power.
- Increasing demand for safe and halal products (including pharmaceuticals) spur more R&D.
- Increase in halal fraud which spurred demand for genuine halal products. This increases halal certification from competent authority.

### ❑ *Key Halal Markets*

❑ Algeria	Bahrain	Egypt	Indonesia	Iran
❑ Iraq	Jordan	Kuwait	Lebanon	Malaysia
❑ Morocco	Oman	Qatar	Saudi Arabia	Syria
❑ Tunisia	Turkey	UAE	Yemen	Pakistan

❑ Combined Population of key Halal markets: **652 million**

### ❑ *Key Halal Markets in Non-Muslim Countries*

❑ India	140 million	France	6 million
❑ China	40 million	Germany	3 million
❑ USA	8 million	UK	1.5 million
❑ Philippines	6 million	Canada	800,000



# Asean Initiatives

- **Malaysia:** International Halal Hub – Truly Asian Kitchen. Strong credentials as Islamic country.
- **Indonesia:** Halal Market Hub - Over 88 percent of Indonesia's population is Muslim, and the country is well positioned to be a hub for Halal products in Southeast Asia.
- **Singapore:** Singapore Tasty – Singapore as a Vital Food Hub. Innovation, Research & Development Center.
- **Philippines:** Mindanao as production center of Halal products – Start to come up with a common Halal food certifying body.
- **Brunei Darussalam:** Brunei Halal Branding Project (previously: Brunei Halal Premium Project).
- **Thailand:** Kitchen of the World – Long term plan to penetrate global Halal food market.

# Current Situation

- Many countries such as Singapore, Indonesia, Australia, Malaysia, USA have Halal laws and regulations.
- Some countries have government-backed Halal certification.
- Indonesia, Malaysia, Thailand, Singapore, Philippines, Brunei, China and India have all taken steps to tap into the Global Halal Market inspiring to become an international Halal Hub.

# Current Limitation

- Present process slows down growth, inefficient, not industry-friendly.
- Lack of market intelligence study on consumer demand worldwide.
- No networking, no clear coordination/interfaces between countries and agencies.
- Overseas halal promotions are lack coordination and synergy.
- Confidence in Halal certified products has started to erode.
- Lack of a global Halal brand in the market.

# Opportunities

- Opportunity for ASEAN Collaboration to be world leader in Halal Branding and create a strong presence of quality Halal brand in ASEAN.
- ASEAN can be a world leader in the TRADE of Halal goods and services, as trade is likely to be a stronger component than production.
- Establish a collaborative Halal e-Procurement within ASEAN to achieve significant savings and quality offering.
- Establish Halal Reference Centre/Knowledge Center among ASEAN countries.
- Develop a pool of investment projects and potential investors for strategic projects within ASEAN.
- Establish world-class training facilities & modules for Halal competence in ASEAN.
- Collaboration between industry, scholars & scientists to develop the Halal Standard to world-class.



# Opportunities

- Current safety management standards such as the Hazard Analysis Critical Control Point (HACCP), GMP (Good Manufacturing Practice), MS ISO 1500 (2009), FSMA (Food Safety Modernization Act) and RSPO (Roundtable Sustainable Palm Oil) exist in silo and manufacturers are left with little choice but to pay for these certifications separately.
- There's the need to embrace the important concept of wholesomeness that halalan-toyyiban promotes and **synergize the certification process** by co-opting best industry standards and practices into a **single unifying system**.



# MARKET OUTLOOK OF COSMETICS

**The global market for cosmetics & personal care ~US\$150 billion (in 2004)**

Asia is the leading region in skin care consumption ~US\$ 17.4 (in 2004)

**Malaysia - RM 3.2 billion in 2005 - skin care accounts for 24% (RM 788 m)**

The global market for cosmetics & personal care ingredients is estimated US\$14.7 billion in 2005, with a growth of 5% per year through to 2010

Asia Pacific make up 40% of the global skin care market.

With the global market for halal commodities valued at \$2 trillion, the estimated halal cosmetics in the Middle East is growing at 12% per annum and is valued at US\$2.1B



# MARKET OUTLOOK OF SINGAPORE HALAL F&B

A food obsessed country, Singapore is drawn by the glowing prospects for **Halal food and beverage**, which is projected to **hit US\$1.9 trillion in 2023** (US\$1.3 trillion in 2017).

Singapore has a heads up in this sector as it has a **well established certification system, recognised** by its immediate neighbours Brunei, Indonesia and Malaysia, as well as major trading partners, UAE, Australia, Europe and the United States.

# SINGAPORE HALAL MARKET

## Growing demand from overseas

Singapore halal-certified products and services are exported to:

- **Asean**
- **The Middle East**
- **Japan, South Korea, China**  
*(emerging Muslim tourism markets)*



Global halal food market:  
**US\$1.1 trillion (2015)**  
**US\$10 trillion (by 2030)**

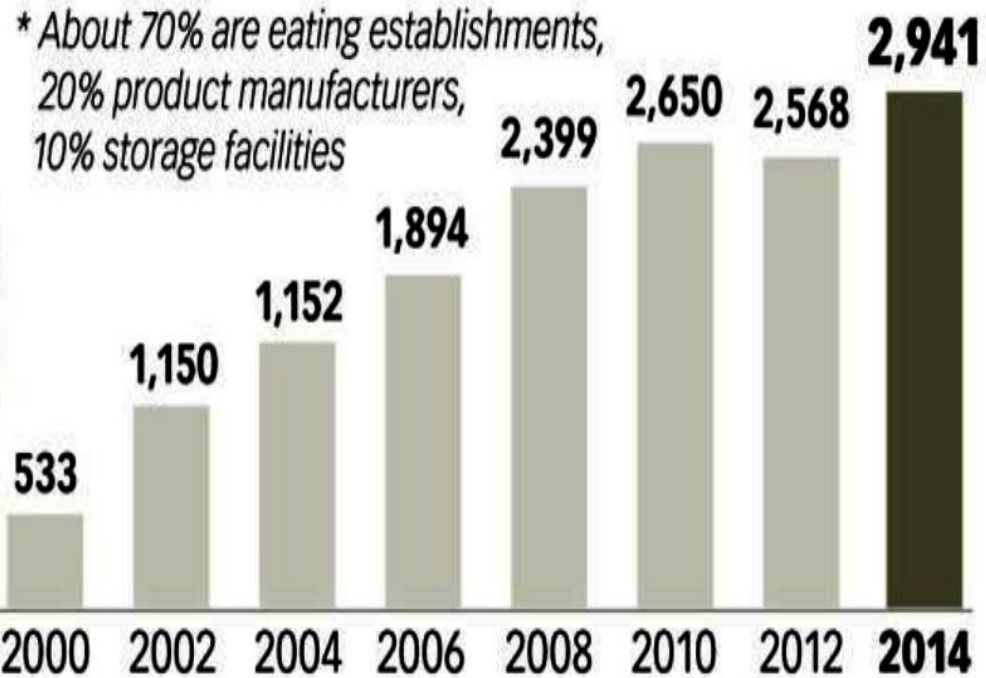
## A fast-growing community

Muslim population (2015)

- **Singapore 15% of 5.54 million**
- **World 23% of 7.4 billion. 30% of 8.35 billion (by 2030)**

# SINGAPORE HALAL MARKET

## Proliferating halal-certified premises\*



**27,041** halal-certified food products in 2014  
(up 32% from 2013)

2018 – 4, 630

2017 – 4, 456

2016 – 4, 017

2015 – 3,112

- Halal Certified Premises Grew 57% in the Past 5 Years
- >50k types of products are certified Halal in 2018.
- Higher growth for ‘Whole Plant’ compared to ‘Product’ scheme
- 14698 Halal Certified Products for Whole Plant Scheme & 38362 for Products Scheme in 2018

# SINGAPORE HALAL DISTRIBUTION

- **Eating Establishment** – for eateries including hawkers, restaurants, fast food chains, cafeterias, snack bars, bakeries, school canteen stalls, food kiosks, food stations in hotel restaurants and temporary food stalls;
- **Food Preparation Area** – for central kitchens operated by food caterers, hospitals and airports, and pre-school kitchens;
- **Poultry Abattoir** – for freshly slaughtered poultry;
- **Endorsement** – for manufacturers, importers and/or exporters who intend to import, export or re-export products which have been Halal certified by MUIS or foreign Halal-certifying authorities and/or agencies;
- **Storage Facility** – for mobile and stationary storage areas such as cold rooms and warehouses;
- **Whole Plant** – for manufacturing facilities and all products manufactured therein.



# PRODUCT OR WHOLE PLANT SCHEME

## SINGAPORE HALAL DIRECTORY



**MAJLIS UGAMA ISLAM SINGAPORE**  
الجمهورية الإسلامية السنغافورية

No: PRN15020004811

*Certificate*

Date of Expiry:  
**29 Feb 2016**

The Majlis Ugama Islam Singapura hereby certifies that the following products are Halal to Muslims according to Islamic Law:

1. ASYURA AYAM MASAK MERAH PASTE
2. ASYURA ASAM PEDAS PASTE
3. ASYURA MEE REBUS PASTE
4. ASYURA MEE BANDUNG PASTE
5. ASYURA MEE HONGKONG PASTE
6. ASYURA KARI AYAM PASTE
7. ASYURA BONESTEAK PASTE
8. ASYURA RENDANG PASTE
9. ASYURA SAMBAL GORENG PASTE
10. ASYURA SAMBAL TUMIS PASTE

(Name & Address of Company)  
**ASyURA PTE LTD**  
10 TUAS BAY WALK # 01 07  
SINGAPORE 637780

Named **Fatris Bakaram**  
of Singapore

**UGAMA ISLAM SINGAPURA**  
Religious Council of Singapore  
Islamic Hub  
111 North Bridge Road, Singapore 579702  
Tel: +65 6253 7572 • Fax: +65 6253 7572  
Email: @muis.gov.sg • Website: www.muis.gov.sg

The Muis Halal certificate is issued under Section 88A of the Administration of Muslim Law Act (Cap. 3).  
This certificate is strictly non-transferable and shall not be displayed outside the abovementioned premises.

**PRODUCT SCHEME**



**asyura**  
www.asyurapaste.com

*Pasti Gorjas!*  
- Chef Bob

Advertisement for Asyura Pasti Gorjas! featuring Chef Bob and various Asyura paste products. The image shows several packets of Asyura paste, including Lemak Cili Padi Paste, Rendang Paste, and Sambal Goreng Paste, alongside bowls of prepared dishes like Ayam Masak Merah and Rendang.



# STORAGE FACILITY & PRODUCT SCHEME

SINGAPOREHALALDIRECTORY

## Chiam Joo Seng Towgey Growers Pte Ltd

- NTUC > \$80,000 p/mth, per product (min > 60 outlets)
- Foodcourt
- Foodstall
- Major Supermarket chains
- Hotels
- Central Kitchens
- **Muslim Retails/Hawker Centres**



# POULTRY ABBATOIR & PRODUCT SCHEME

## SINGAPORE HALAL DIRECTORY

### 11 ABBATOIRS COMPANIES LISTED

- HUP HENG POULTRY INDUSTRIES PTE LTD
- TONG HUAT POULTRY PROCESSING FACTORY PTE LTD
- KENDO TRADING PTE LTD
- SIN MAH POULTRY PROCESSING (S) PTE LTD
- LEE SAY POULTRY INDUSTRIAL
- NG AI FOOD INDUSTRIES PTE LTD
- SOONLY FOOD PROCESSING INDUSTRIES PTE LTD
- KEE SONG FOOD CORPORATION (S) PTE LTD





# STORAGE FACILITY (LOGISTIC)

## SINGAPOREHALALDIRECTORY

- CHEE SONG FROZEN FOOD PTE LTD
- LEVEL 14 -17 ASRS FREEZER @ JURONG COLD STORAGE PTE LTD
- CHILLER 1 @ SELECT LOGISTIC MANAGEMENT PTE LTD
- CHILLER ROOM @ HAVI LOGISTICS (SPORE) PTE LTD
- CHILLER WAREHOUSE @ STORBEST FISHERY PORT ROAD
- COLDROOM 7 @ COOLPORT
- DBSTS RACK 1 – 24 @ GKE WAREHOUSING & LOGISTICS PTE LTD
- DISHWASHING LINE 1 @ URBAN PLUS ENTERPRISE PTE LTD



**72 STORAGE FACILITIES COMPANIES LISTED**

# CENTRAL KITCHEN SCHEME

SINGAPORE HALAL DIRECTORY

- CRAVE
- SWEE HENG BAKERY PTE LTD
- ASIAN KITCHEN @ ORCHARD HOTEL
- DELI ASIA (S) PTE LTD
- SMH FOODS ENTERPRISE
- OLD CHANGE KEE
- BAKERY @ SATS INFLIGHT CATERING CENTRE 2
- HJ MAIMUNAH MANUFACTURING AND CATERING PTE LTD



**159 CENTRAL  
KITCHEN  
COMPANIES  
LISTED**

# MAJOR FOOD MANUFACTURERS

## SINGAPORE HALAL DIRECTORY

CATEGORY	TOTAL NO OF COMPANIES
Meat Base Products	15
Food Products	34
Frozen Food	28
Poultry	16
Satay	6
Sausages and Ham	2
Seafood and Seafood Products	9

4 **BUMIH BANGSA**  
Rabu, 15 Jun 2011

**EKONIAGA**

### Pembuat dim sum halal ingin jalin kerjasama dengan syarikat Melayu/Islam

*Mahu buatkan pasaran pelanggan setempat dengan sasar perniagaan dalam industri perkahwinan*

Oleh **ATTYAH MOHD SAID**  
attayah@ekoniaga.com.my

SEBUAH syarikat pengilang dim sum halal setempat, KKF Pte Ltd, ingin menjalin lebih banyak kerjasama dengan firma Melayu/Islam, khususnya dalam industri perkahwinan.

Ini dalam usahanya meluaskan lagi pasaran pelanggan halal setempat.

Firma tersebut yang ilanginya terletak di Food Exchange Admiralty, menghasilkan 40 jenis produk dim sum premium yang dibuat sendiri seperti pau dan serui mai dan membekalkan kepada hotel-hotel mewah setempat, restoran dan kafe termasuk Straits Cafe.

Sekitar 50 peratus daripada pelanggannya merupakan syarikat halal.

Senarai tetamu di ilanginya, Pengarah Urusan KKF Pte Ltd, Enck Winston





# PRODUCT SCHEME

SINGAPORE HALAL DIRECTORY

## Singapore Muis Halal Certification for Export into Middle-East Market

Berita Harian | Jumaat, 24 April 2015  
Berita

EKONIAGA

### Firma produk pencuci Perancis dapat sijil halal

Langkah seterusnya tembusi pasaran antarabangsa

**NORHAIZA HASHIM**  
norhaiza@sph.com.sg

APABILA syarikat berbilang negara (MNC) dari Perancis, Orapi Applied (S) Pte Ltd, mendapat sijil halal bagi beberapa produk pencuci di Singapura, timbul persoalan mengapa langkah itu diambil.

Tetapi, bagi Pengarah Urusan Orapi, Encik Fabrice Chiffot, keputusan itu diambil memandangkan permintaan besar yang diterima daripada syarikat yang memerlukan cecair pencuci halal bukan sahaja di Singapura malah luar negara.

"Mempunyai sijil halal memberikan kelebihan besar bagi kami kerana kami menajadi syarikat pertama di Singapura dalam industri itu yang mendapat sijil halal daripada Majlis Ugama Islam Singapura (Muis).

"Ia membuka banyak peluang yang sebelum ini belum dimanfaatkan. Industri halal akan

Sebanyak 25 daripada 300 produk yang dihasilkan syarikat itu seperti pencuci serut, cecair pencuci pinggan, cecair pencuci tangan dan cecair pencuci lantai telah disahkan halal.

Pelanggan Orapi merupakan syarikat katering, katering bagi pesawat, syarikat pengeluar makanan halal, restoran

Singapura dan produknya dibekalkan ke 32 negara di dunia.

Selain Singapura, dua daripada kilang Orapi juga mempunyai sijil halal iaitu di Malaysia dan di Lyon, Perancis.

"Kilang kami di Malaysia sudah pun mempunyai sijil halal setelah sekian lama tetapi kilang itu membekalkan produk kami kepada pasaran Malay-

mi membangunkan pasaran Timur Tengah bermula dengan Amirah Arab Bersatu (UAE) di mana kami mendapat satu kontrak besar bagi membekalkan produk kami kepada sebuah syarikat penerbangan," jelas Encik Chiffot.

Syarikat itu telah mendapatkan firma runding cara halal, A Three Global iHalal Development, yang dimiliki Ketua

ci Zuraimi.

"Satu cabaran utama yang dihadapi syarikat itu ialah memastikan setiap sumber daripada sekitar 200 bahan yang digunakan dalam satu produk pencuci tertentu sah digunakan. Pembekal bahan ini adalah dari seluruh dunia dan kami perlu menyanjakan mereka satu persatu adakah ia halal," singkap Encik Chiffot.

INFLASI di Singapura runtur-turut bulan lalu, sedapan dan makanan berfKadar inflasi semestru 0.3 peratus bulan labmenurut satu kenyatpura (MAS) dan Ke(MIT) semalam.

Kadar kemerosoNamun, pengazrperatus, berdasarikonomi.

Kadar inflasi i dan pengangkutding 1.3 peratusmakanan yang lKos penginaprumahan ter2.1 peratus.

Kos pengakadar lebih sFebruari.

Ini menyelas kenyaSementlahu, 2.1 rran perm"Kadngan m pada a global diperM UO lar 20 m o



TEMBUSI PASARAN HALAL: Encik Fabrice Chiffot (dua dari kanan) bersama perunding cara halalnya, Encik Zuraimi Jumaat (kiri), serta kakitangannya (dari kanan) Cik Mislyah Mawazi, Encik Benoît Goldschmidt dan Encik Sayod Mohd Saimi, di kilang Orapi di Tuas. - Foto JOHARI RAHMAT





**Unified standards and technical requirement**

**Common Legal Framework**

**Gulf Association for Metrology, New RMO (Gulfmet)**

**Laboratories Cooperation (GCCLab)**

**A Multi-Economy Accreditation By GCC Accreditation Centre  
(GAC)**

**All these infrastructures lead to**

- **GCC Common Market**
- **GCC Custom Union**

**DEVELOPMENT OF GULF  
COOPERATION COUNCIL  
(GCC) STANDARDS**



# WUZHONG INDUSTRIAL HALAL PARK

Build Halal Service System and Expand the Scale of Halal Industry - **One Belt and One Road Initiative**



Mr. Ma Yu Hai, President of Wu Zhong Halal Food Business Association, presenting the Certificate of Appointment to Mr. Zursini Jusmat.





# Haebara

Haebara Singapore Pte Ltd

Haebara Malaysia Sdn Bhd

Haebara Myanmar Co, Ltd

PT Haebara Indonesia International

Haebara Korea Co, Ltd



# The Global Halal Market Welcomes HAEBARA

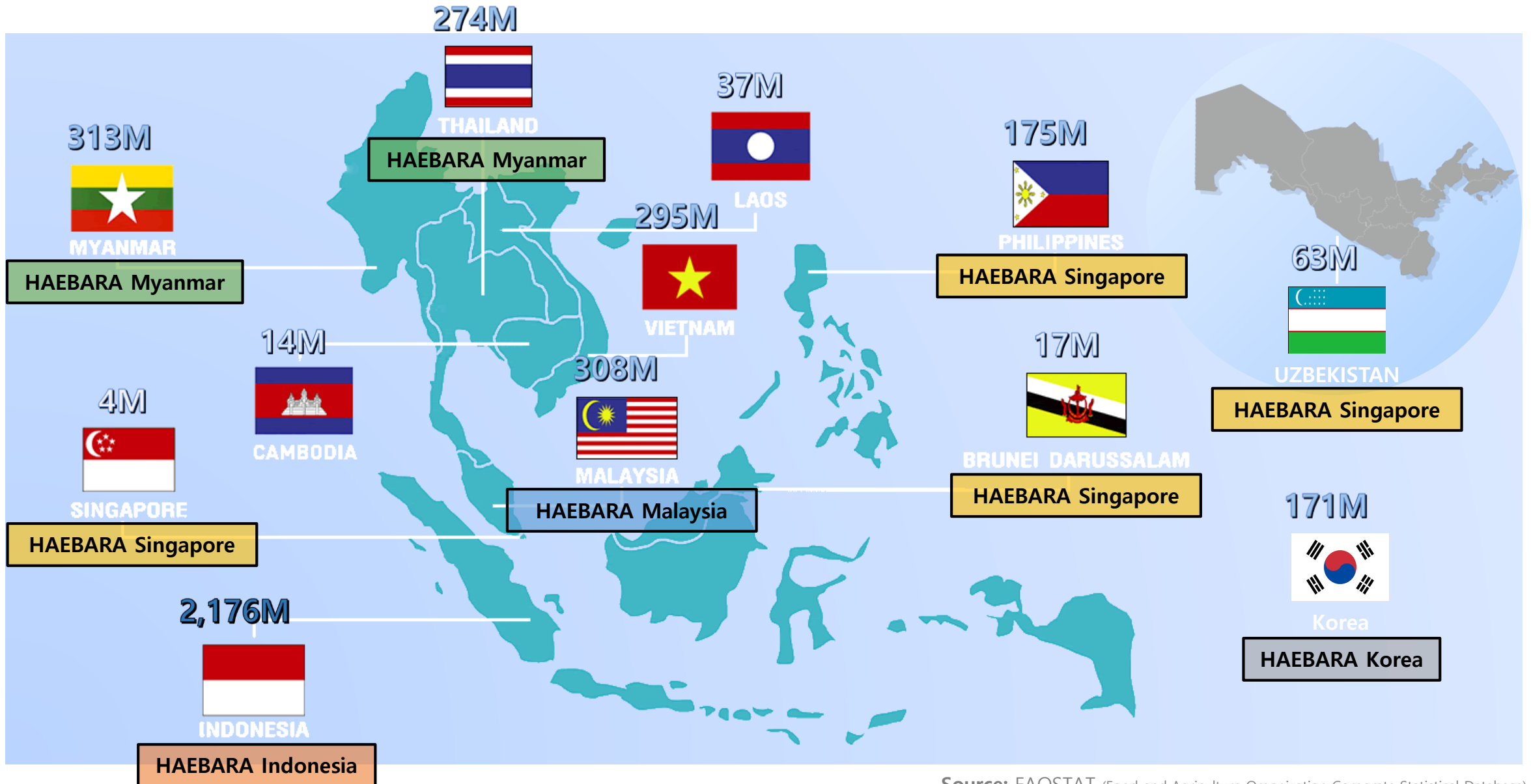
## Global Halal Market at a Glance

- 1.3 Trillion USD food market recorded in 2017
- Indonesia to mandate new Halal Assurance System effective as of October, 2019 to classify GMO product to be marked as non-Halal.
- Halal certifications between Muslim majority countries like Indonesia, Malaysia, Saudi Arabia, UAE, and Turkey are not mutually recognized.
- Korea for example, when halal certification is approved through delegated NGO, the original halal logo from the certifying countries cannot be used, resulting in creation of more halal logos.

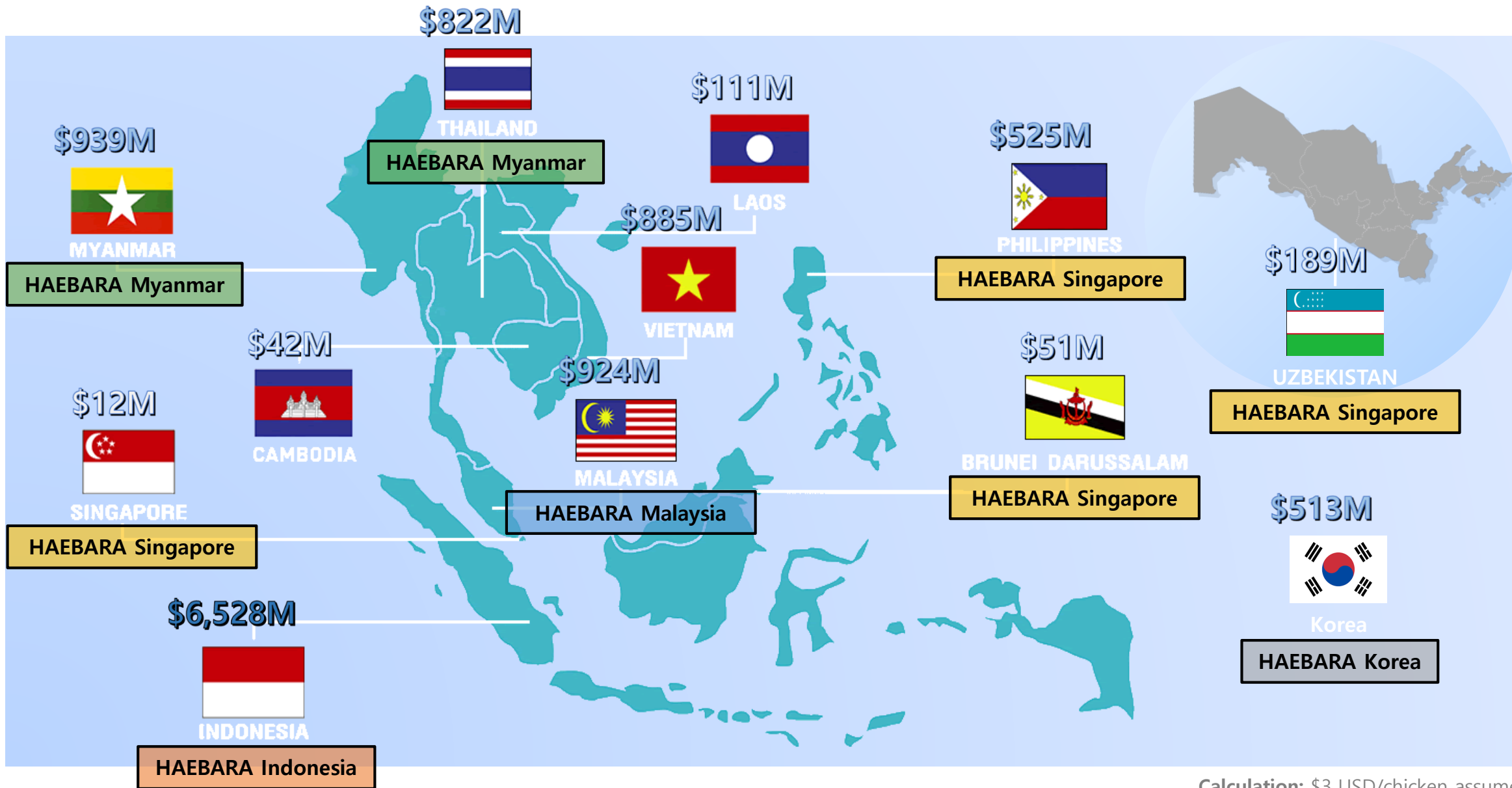
## Poultry Supply Status in ASEAN

- Most of the chickens, if not all, are GMO chickens against the definition and purpose of halal.
- Even if non-GMO chickens are imported at 2x-3x higher price, they still require vaccinations, thus the idea was to only have slaughtering, logistics, and cooking method to be halal certified.
- HAEBARA chicken with no vaccinations/antibiotics, a possibility was discovered that raw ingredient level halal certification may be conducted for the first time, followed by the needs to have feed and agricultural crops to be halal certified as well.

# Numbers of Chickens Consumed in 2017 (in million chickens)



# \$11.5 Billion USD Chicken Market (in million USD)



# INTEGRATED ASEAN HALAL EDUCATION TO BE WORLD CLASS TRAINING FACILITIES

## Usaha lahir bakat mahir dalam industri halal



**BANGUNKAN KEUPAYAAN HALAL:** Pengarah Eksekutif SIM, Encik Ronald Tan (Kanan) berjabat tangan dengan Encik Zuraimi selepas memeterai MOU dalam Konvensyen Dunia Melayu Dunia Islam (DMDI) ke-19 anjuran Jamiyah baru-baru ini. – Foto SIM

► **NORHAIZA HASHIM**  
norhaiza@qph.com.sg

PERKEMBANGAN industri halal yang pesat di dunia telah mendorong cabang pembangunan eksekutif Institut Pengurusan Singapura (SIM), Pembangunan Profesional SIM (SIM PD) untuk memeterai perjanjian persefahaman (MOU) dengan sebuah syarikat halal swasta untuk melahirkan bakat-bakat yang mahir dalam industri halal.

Ini merupakan inisiatif pertama SIM PD dalam industri halal, kata Encik Noor Hayat Khalil, pengurus (Huraian Pembelajaran bagi Pelanggan) SIM PD.

MOU dengan syarikat runding-cara halal swasta, Pure & Good Management (P&G) Pte Ltd itu dimeterai dalam Konvensyen Dunia Melayu Dunia Islam (DMDI) ke-19 anjuran Jamiyah baru-baru ini.

Kedua-dua pertubuhan akan

menganjurkan sebuah program sehari, International Halal Masterclass, April ini sebelum memperkenalkan beberapa program intensif untuk topik-topik seperti pemikiran rekaian (design thinking) bagi industri halal dan pelancangan halal bermula Jun ini.

"Inilah kali pertama kami bekerjasama bagi membangunkan keupayaan kepimpinan bagi industri halal yang berkembang. Kami yakin industri ini memerlukan bantuan bagi melahirkan pemimpin-pemimpin yang berminat menerobos industri halal agar memupuk keupayaan inovatif bagi firma-firma yang kebanyakannya merupakan syarikat kecil dan sederhana (SME) serta mereka yang berminat menerobos industri halal agar membangunkan sektor itu di peringkat sejagat dan setempat," jelas Encik Noor ketika ditanya *Berita Harian*.

Menurut Pengarah Eksekutif P&G, Encik Zuraimi Jumaat, terdapat minat dalam kalangan rang-

katan antarabangsa P&G seperti Korea Selatan, China, Jepun, Vietnam dan Afrika Selatan untuk membangunkan keupayaan tenaga buruh halal sejagat.

"Ini akan membantu rangkaian antarabangsa kami memahami perniagaan halal dalam ekonomi sejagat dan mengalihkan pengetahuan kepada pengurus halal sejagat mereka," ujar Encik Zuraimi, yang memhantu syarikat-syarikat luar negara membangunkan keupayaan halal mereka.

Dalam kelas Masterclass itu, ia dijangka disertai oleh beberapa peserta luar negara yang memböehkan wakil-wakil setempat dalam bidang halal yang menyertai program itu untuk bertukar-tukar pandangan.

Selain penyarah dari luar negara, sesi sehari itu akan juga dikendalikan oleh penyarah SIM yang akan menyampaikan ceramah mengenai pemikiran rekaian bagi

membawa inovasi dalam industri halal.

Pendaftaran dijangka dibuka pertengahan bulan depan bagi kelas itu.

SIM PD dan P&G telah bekerjasama sejak awal 2018 bagi membangunkan peta laluan bagi membangunkan karyawan, karyawan dan kakitangan dalam sektor ini.

Industri halal telah berkembang dari hanya makanan kepada bidang lain seperti kosmetik, farmasutikal, pelancungan yang membuka peluang pekerjaan dan perniagaan baru.

"Bagi menyokong pertumbuhan dalam sektor ini, pengurus dan pekerja terlatih diperlukan bagi memastikan industri ini diurus dengan berkesan," jelas Encik Noor.

Menurut Asia Pacific Food Industry ([www.apfoodonline.com](http://www.apfoodonline.com)), makanan dan minuman Halal bernilai AS\$1.2 trilion (\$1.67 trilion) pada 2015, dan dijangka meningkat kepada AS\$1.9 trilion menjelang 2021.



# Build Manpower Capabilities For Halal Food Industry

Bertrand Leong | Today's Manager



## Building Managerial and Manpower Capabilities

**“We need to train our *halal* managers to be able to understand global *halal* certification processes and food safety requirements in the Islamic economy.** “ Mr Zuraimi Jumaat.

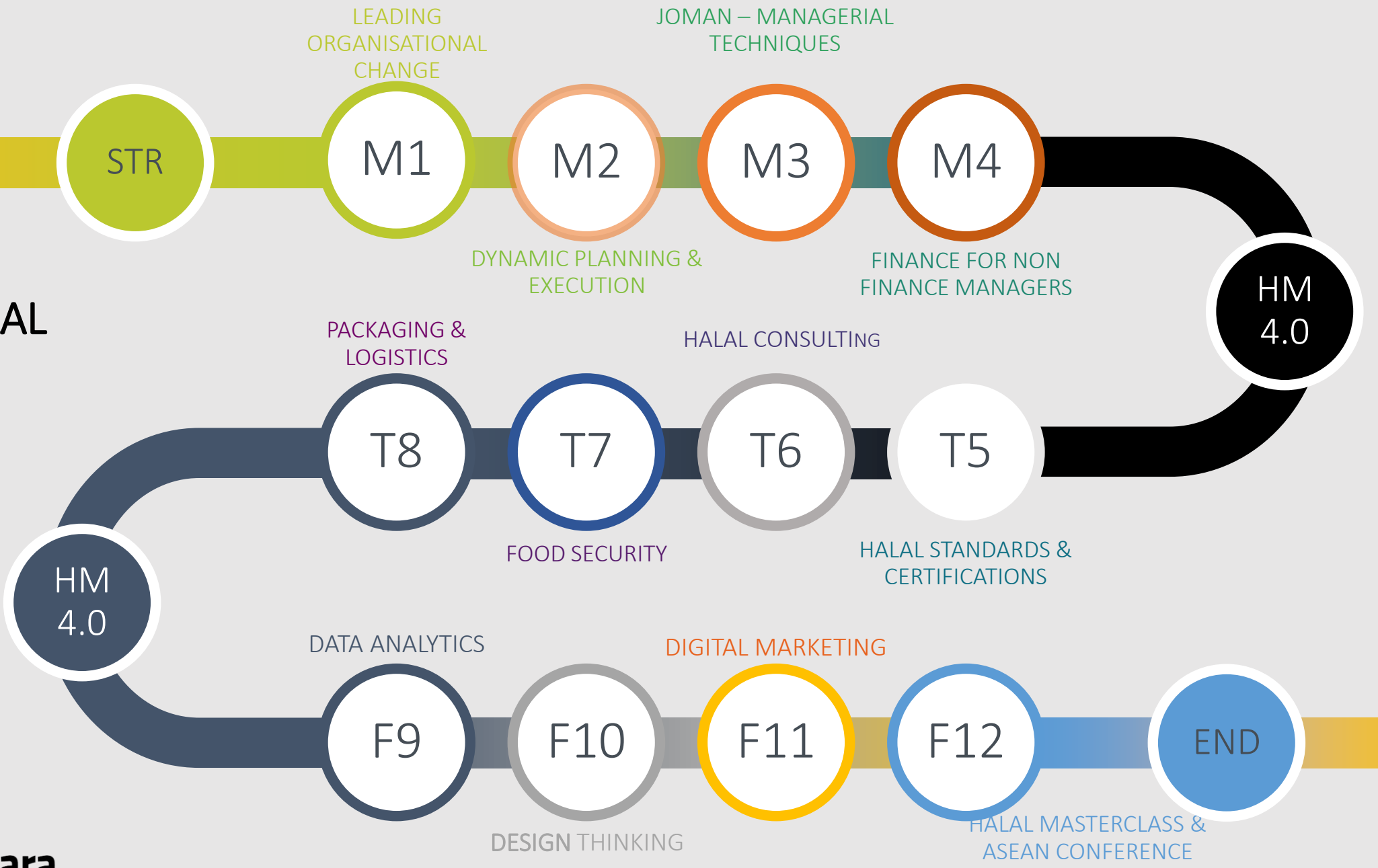
This is in addition to areas like food preparation, handling, storage, choice of ingredients, verification of *halal* expiry dates and their validities, ensuring the compliance of *Syariah* components with global food safety qualifications, as well as the pre-audit requirements attaining to those regulations as points-of-entry for trade facilitation amongst others.”

## Singapore to Lead by Example

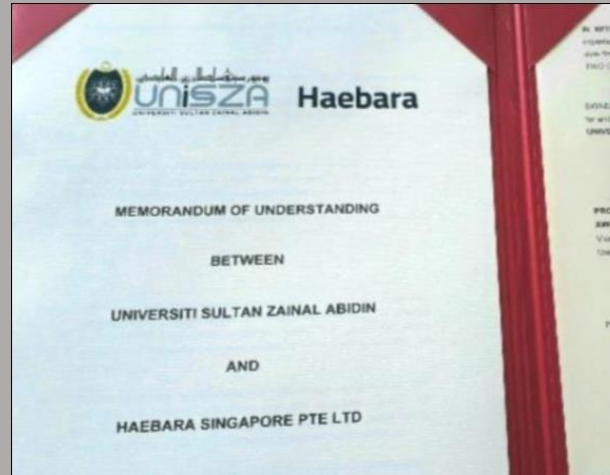
“We hope to work with our regional contacts by benchmarking Singapore with global *halal* industry markets. **If local manpower capabilities in the *halal* food industry are high, we can expect consumer confidence to grow since people will know that all *halal* products originating from Singapore are of a higher standard and level of food safety.** Knowledge creation and skills development will help to professionalise this and provide an attractive model for our regional counterparts to collectively raise *halal* regional (and even global) food standards for everyone,” he says.

# CERTIFIED HALAL MANAGER 4.0

## DEVELOPMENT ROADMAP



# HALAL POULTRY TECHNOLOGY COOPERATION WITH UNIVERSITY SULTAN ZAINAL ABIDIN TERANGGANU





# IoT, AI, and Blockchain Empowering ASEAN

## 1

### We Create Employment



We make sure our farmers can only focus on taking very good care of the chickens by providing healthy chicks, feeds, water, electricity, and advanced poultry houses to also ensure animal welfare. We are dedicated in creating jobs as we move forward together.

## 2

### Halal Market Awaits Us

<b>Existing Muslim Market</b> 11.9% of global expenditure <b>\$2,006 BILLION</b>	<b>Potential Market Size</b> 7.3% CAGR Growth (2016-2022) <b>\$3,081 BILLION</b>
--	--

Per Thomson Reuters's 'Global Islamic Economy 2017-2018' report, size of halal market recorded in 2016 was the following

- Food:** \$1.245 Trillion USD
- Tourism:** \$169 Billion USD
- Pharmacy:** \$83 Billion USD
- Cosmetic:** \$57 Billion USD

## 3

### Rise of Blockchain Technology



In order to provide full traceability of non-GMO poultry products, we have partnered with OneAgrix, a blockchain technology provider with strong halal e-commerce background, to ensure and protect our end customer's rights through Global Halal Standard (GHS).

## 4

### One ASEAN One Team



Myanmar was tactical location to ensure we can duplicate our successful business operations in other ASEAN countries in the orders of Indonesia, Malaysia, Philippines, and Uzbekistan. We want our investors to be with us all the way to witness how we make changes to ASEAN.





**Haebara**

**Thank You**

[zuraimi@haebara.com](mailto:zuraimi@haebara.com)