



THE HALAL BRIEF

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HALAL COMMUNITY DRIVING THE NEW WORLD ECONOMY
6th OCTOBER 2020
Malaysia International Trade and Exhibition Centre (MITEC),
Kuala Lumpur, Malaysia

HALAL CONTINUES TO MOVE FORWARD, PANDEMIC OR NOT
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INDUSTRIAL PARKS OFFER PERKS, TAX RELIEF

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Halal Development Corporation Berhad (An Agency under the Ministry of International Trade and Industry)

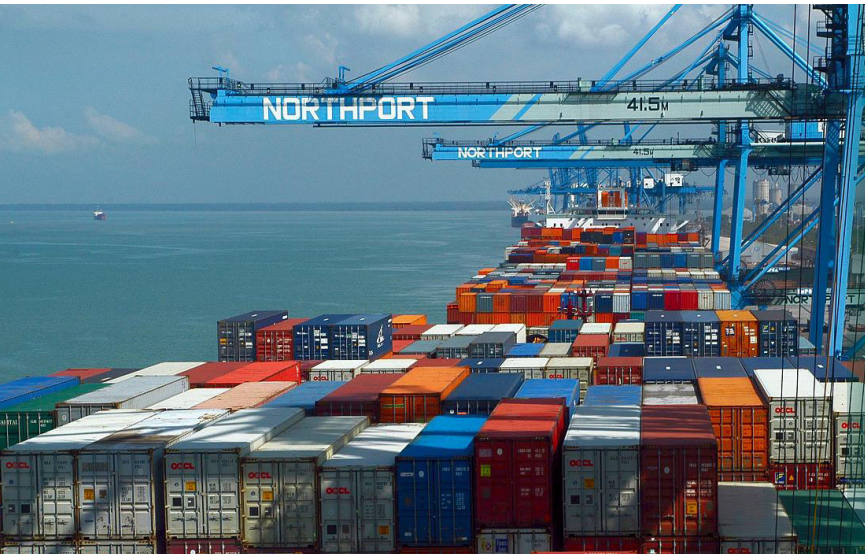
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QUICK TAKES

FOR MONTHS OF OCTOBER TO NOVEMBER 2020



Slight increase in Halal export for 2019

"Through increased consumer confidence, Malaysia registered a Halal export value of RM40.2 billion in 2019, a slight increase as compared to RM40.0 billion in the previous year, backed by higher imports from the Americas. In 2019, the Americas contributed an estimated RM4.0 billion of imports from Malaysia as compared to RM3.7 billion in 2018, displaying a year-on-year increase of 7.7%".
- HDC CEO

EXPORTS

0.5%

Total **halal export value** increased from RM40 Bil in 2018 to **RM40.2 Bil** in 2019

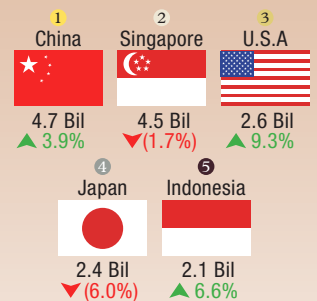
2.7%

Number of **halal exporters** in Malaysia increased from 1,827 in 2018 to **1,876** in 2019

10.4%

Food & Beverages segment increased 10.4% to **RM22.0 Bil** in 2019

Top Halal Export Destinations (MYR)



4.1%

Total **Contribution of Halal Export** (RM40.2 Bil) to **Malaysia's total Export** (RM986.4 Bil) in 2019

Source: Dept. of Statistics Malaysia & JAKIM

I would like to reaffirm Malaysia's willingness to work with other nations especially within ASEAN, on increasing our self-sufficiency in halal food. This call should also go beyond halal food to include halal pharmaceuticals, halal medical devices and even halal ingredients...



- YAB Tan Sri Datuk Haji Muhyiddin Hj. Mohd Yassin
Prime Minister of Malaysia

REUTERS

facebook.com/EXPO2020Malaysia



Malaysia to feature Net Zero Carbon Pavilion at Expo 2020 Dubai

Malaysia will be participating in the Expo 2020 Dubai which will be held on a new date beginning 1 October 2021 - 31 March 2022, whilst retaining its former name Expo 2020 Dubai. Malaysia will be featuring its Net Zero Carbon Pavilion, a campaign which is led by the Ministry of Science, Technology and Innovation with Green Tech Malaysia as the implementing agency.

Muslim-Friendly Accommodation Recognition introduced

MFAR is a recognition given to hotels that go the extra mile to cater to Muslim travellers. ITC has so far recognised a total of 39 hotels to be under the MFAR scheme, with the hotels allowed to use the MFAR logo to attract guests.



GURUYAYA.COM

QUICK TAKES



F&B still Malaysia's biggest halal revenue generator

in 2019, **Halal Food and Beverages** continued to retain its top spot as the biggest contributor to the domestic Halal economy at **RM22.05 billion**.

Halal Ingredients come in at second place with a contribution of RM12.64 billion, followed by **Cosmetics and Personal Care** at RM2.95 billion, **Palm Oil Derivatives** at RM1.26 billion, **Industrial Chemicals** at RM917.2 million and **Halal Pharmaceuticals** at RM400.9 million.

In comparison, for 2018, Halal Food and Beverages recorded a RM20.0 billion export value with Halal Ingredients at RM14.5 billion, Cosmetics and Personal Care at RM3.0 billion, Palm Oil Derivatives at RM1.8 billion, and a combined contribution of Halal Pharmaceutical and Industrial Chemicals at RM400 million.

MARKETS

US\$70B.

Domestic market value for halal products in 2020
2030 (est.) : US\$150 billion

Halal Export Value (MYR) By Group of Countries (2019)

Asia Pacific Economic Cooperation Council (APEC)	26.8 B.
Association of Southeast Asian Nations (ASEAN)	12.1 B.
Trans-Pacific Partnership (TPP)	11.3 B.
Commonwealth	11.3 B.
Organisation of Islamic Cooperation (OIC)	8.9 B.
European Union (EU)	3.3 B.
Gulf Cooperation Council (GCC)	2.3 B.

Halal Export % By Industry Size

MNCs	87.9%
SMEs (Medium)	7.4%
SMEs (Small)	4.7%

Halal Export % By Co. Status

Bumi	6.9%
Non Bumi	92.8%

+350,000

Total new jobs created in halal industry for Malaysian citizens

(US\$15B.)

Halal Trade Deficit 2019
Total Imports: US\$25 billion
Total Exports: US\$10 billion

Source: Dept. of Statistics Malaysia & JAKIM

Cost of Doing Business (CoDB)

Overall rank	Country	Overall CoDB Index score
1	Canada	2.54
2	Taiwan	2.63
3	South Korea	2.65
4	Malaysia	2.67
5	United States	2.69
5	United Kingdom	2.69

Malaysia is ranked fourth among 17 economies in a study comparing the economy's competitiveness as a manufacturing hub, outperforming others in the region such as China, Japan, Vietnam and India, according to a recent study by *KPMG*.

Source: Cost of Manufacturing Operations Around the Globe, KPMG LLP, 2020.

READ FULL: <https://bit.ly/36F9CZh>

Foreign Direct Investments (FDI)

RM64.8B.

Total Investments in Manufacturing, Services and Primary Sectors (for 1H2020)

+1,725

Total New Projects, which would create...

+37,110

Total New Employment Opportunities for all Malaysians.

- Datuk Lim Ban Hong

Deputy Minister, Ministry of Trade and Industries (MITI)

READ FULL: <https://bit.ly/36rykMW>

Upcoming Events:

NOV 26 - 29, 2020:
8th OIC Halal Expo 2020

MAR 19 - 21, 2021:
Halal Hannover

JUN 3 - 5, 2021:
Halal Expo Canada 2021

“ The Halal Industry Development Council (HDC) established by the government has an important role to drive and oversee the entire Halal Malaysia ecosystem with the aim of making Malaysia a global halal hub. ”

- YAB Tan Sri Datuk Haji Muhyiddin Hj. Mohd Yassin
Prime Minister of Malaysia

HDC Vibes is an internationally-distributed halal trade and industry magazine that discusses the latest updates and happenings within the entire halal ecosystem. Click this QR code or email ads@hdcvibes.com and take your halal business to the next level.

HDC VIBES Issue 04 Oct/Nov 2020

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YBHG. DATO' MAHMUD ABBAS

On the appointment as

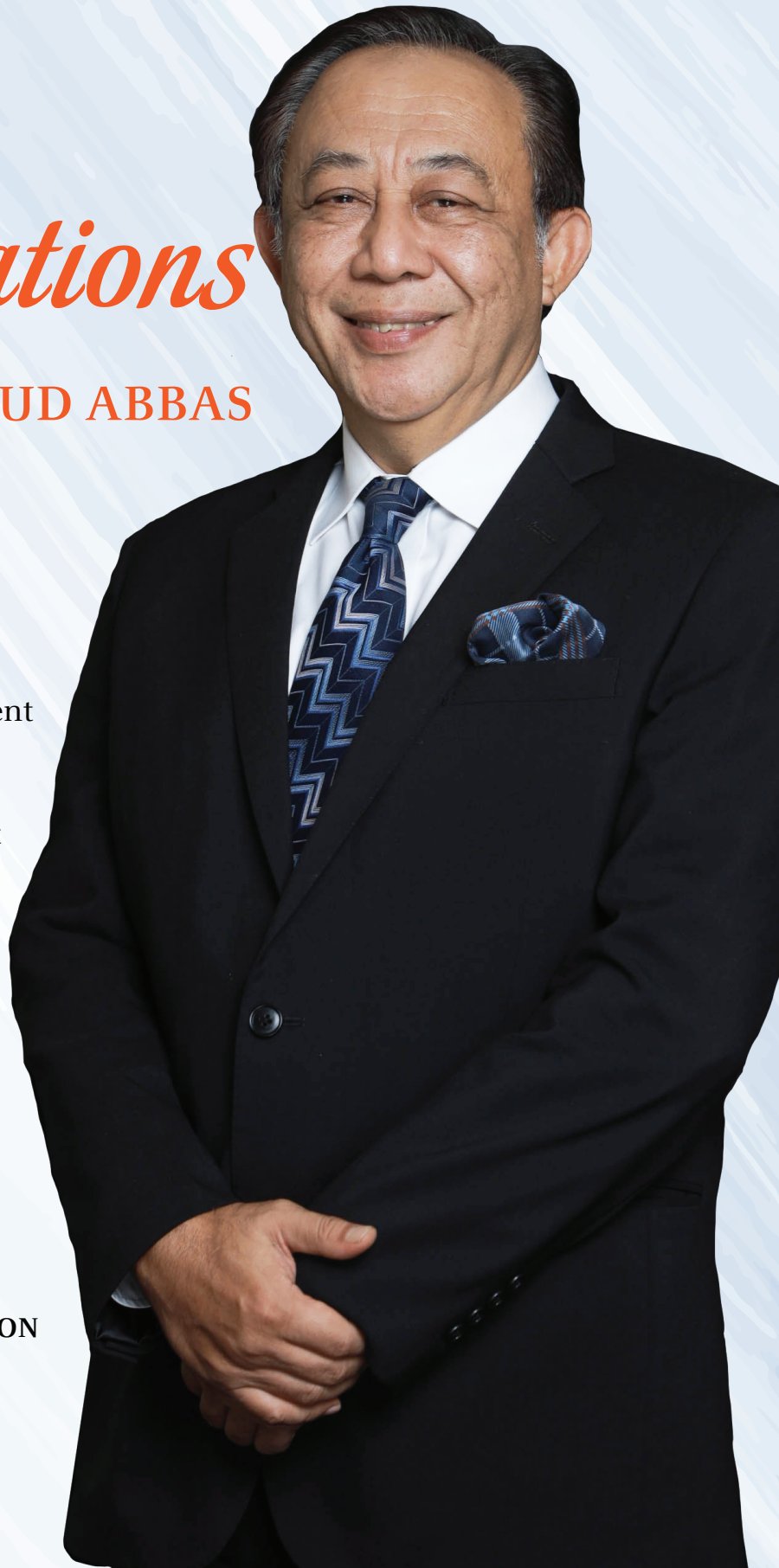
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Authority (MIDA)

Sincerely from,



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Corporation

Management and Staff of
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BERHAD**



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LOCAL

NEWS IN BRIEF



JAKIM's Halal Management Division successfully accredited with ISO/IEC 17065: 2012

On 10th October 2020, the Halal Management Division of JAKIM was successfully accredited by the Department of Standards Malaysia (DSM), Ministry of International Trade and Industry (MITI) to be in compliance with the International Standard ISO/IEC 17065:2012 Conformity Assessment.

The standard is a requirement for bodies certifying products, processes and services, in carrying out its role as the competent authority under the laws of Malaysia responsible for certifying and issuing the Halal Malaysia certificate.

The ISO/IEC 17065:2012 is one of the standards developed by the ISO (the International Organization for Standardization) and IEC (the International Electrotechnical Commission) which formed the specialised system for worldwide standardisation.

This International Standard specifies the requirements to be adhered to by certification bodies, the observance of which is intended to ensure that certification bodies operate their certification schemes in a competent, consistent and impartial manner.

As such, this successful accreditation affirms that the current procedures, practices and processes implemented by JAKIM with regards to the Halal Malaysia Certification System comply with international standards and specifications set by ISO. - *Bernama*

Penang Halal rebranded



PENANG International Halal Hub is now known as Penang Halal International Sdn Bhd (PHI).

PHI chief executive officer Aida Lim Abdullah said the move was to give the brand a more vibrant and robust image. "The rebranding is also part of the company's strategy to take the halal industry and the state's economy to the next level.

On the macro level, she said the key purpose of the whole exercise was to build and grow the halal industry and guide business entities to be more competitive in domestic and international markets.

The halal company which was started in 2008 provides a platform for numerous initiatives aiming at supporting the local and international halal industry through regional and international partnerships with stakeholders. - *Bernama*



Indonesia invites Malaysian companies to co-develop halal products industry

Indonesia has invited Malaysian companies to cooperate in developing the halal products industry for the economic interests of both countries.

Indonesia's Deputy Villages,

Disadvantaged Regions and Transmigration Minister Budi Arie Setiadi said Malaysia had extensive experience and involvement in the industry, while Indonesia had vast amounts of resources and materials, which could be utilised for mutual benefit.

"We invite Malaysian companies to discuss with the Ministry on the potential of this cooperation," he said when paying a courtesy call on Malaysian Ambassador to Indonesia Datuk Zainal Abidin Bakar in Jakarta today.

"The discussion with Budi Arie and his delegation also touched on opportunities for cooperation in agrobusiness, agricultural technology development, as well as efforts to recover sectors of mutual interest which have been affected by the COVID-19 pandemic," added Datuk Zainal Abidin. - *Salaam Gateway*



Halal Street UK and Alliance Islamic Bank Sign MOU to Provide Economic Opportunities to SMEs

Halal Street UK, the largest online store for Malaysian products in the United Kingdom today signed a multi-year Memorandum of Understanding with Alliance Islamic Bank (AIS), a subsidiary of Alliance Bank Malaysia Berhad, to help small-and-medium enterprises (SMEs) tap into the United Kingdom (UK) Halal market.

REGIONAL

NEWS IN BRIEF

The partnership underscores both parties' commitments in assisting SMEs to capitalise the opportunities available in the Halal industry through Halal Street UK eCommerce platforms; HalalStreet.co.uk (B2C) and HalalExtra.com (B2B) as well as Halal in One (HiO) programme which was launched by AIS earlier this year.

The MOU was signed by Dauza Umat, Operation and Administration Manager of Halal Street UK and Alliance Islamic Bank's Chief Executive Officer, Rizal IL-Ehzan Fadil Azim at the signing ceremony today.

Apart from enabling Halal Street UK to build its inventory of Halal producing SMEs, this strategic partnership between the parties aims to spur the company's growth as a cross border eCommerce platform to represent Malaysian products in the European region. - *Bernama*



Acrosx invites agencies to explore halal market in Japan

Acrosx Japan Inc today invited more agencies in Malaysia to collaborate in bringing halal products from Malaysia to Japan and the overall global market.

Its chief executive officer, Keith Wong Wai Kit said the 'Land of the Rising Sun' was also interested in exploring into the standard of halal food preparation as well as Muslim-Friendly contexts.

Wong said Acrosx Japan is also keen in creating webinars that connect Malaysia-Japan in ensuring continuation of cooperation between the two countries.

"Sharing sessions also open up

opportunities for Malaysian products to be in line with other international halal products," he said in a statement.

Wong has been living in Japan for 20 years and actively marketing the Malaysian Halal brand in that country. - *Bernama*



K-Festival 2020 showcases K-pop culture, halal tourism

October will be a busy month for the Korean Cultural Center Indonesia (KCCI) as they present a number of cultural events, both online and offline.

According to a press release, the agency in collaboration with Korean companies in Indonesia runs the Korean Culture Month K-Festival 2020, which includes Hallyu Festival, Muslim-Friendly Korea Festival, K-Food Fair and JIPREMIUM Fair.

The festival began on Oct. 2 with events such as webinars, Hangeul quizzes, a taekwondo competition and a film festival.

In a boost to promote Muslim-friendly tourism in Korea, the Korea Tourism Organization will hold an online travel festival from Oct. 16 to 18.

The agenda includes virtual journeys to Muslim-friendly destinations in Korea, a cooking show on halal Korean food as well as a talk show featuring a photographer and influencers that will share tips on how to capture the best moments while traveling in Korea.

Meanwhile, the Korean Food Festival is presented by Korea Agro-Fisheries & Food until Nov. 1. Hosted in collaboration with e-commerce platform Tokopedia and Qoo10, the festival features more than 50 South Korean dishes.

Additionally, the Korea Creative Content Agency Indonesia (KOCCA) is set to present a virtual Hallyu festival that features meet and greet sessions with K-pop stars.

To be held in November, the events will include the annual Hallyu Com-on, K-pop cover dance festival and K-pop cover song contest. The Business Matching event aims to introduce South Korean content companies to their Indonesian counterparts. Other events include K-Startup Mentoring, K-pop concerts as well as fan meetings. - *Jakarta Post*

Indonesia to revise Halal Product Guarantee Law in October to speed up certification process

Indonesia will make revisions to its Halal Product Guarantee Law No. 33/2014 to speed up its certification process.

The new revised regulations are expected to come into force next month as the government plans to issue an omnibus bill, Prof. Sukoso, head of the one-year-old national halal agency BPJPH told *Salaam Gateway*.

Revisions will affect 18 articles in Law No. 33/2014, several articles of government regulation number 31/2019 that implements the regulation of the law, and regulation No. 26/2019 on the Organization of Halal Product Guarantees.

"Through the new omnibus bill, basically we want to improve five areas regarding halal product guarantee: the roles of the different authorities, simplify business processes and permits, create more flexible and pro business regulations, speed up our services and facilitate certification for micro and small businesses," said Prof. Sukoso.

He added that with the revisions, the mechanisms and processes for halal certification will be much faster and simpler, from the current 97 working days to 21 working days. - *Salaam Gateway*.

GLOBAL

NEWS IN BRIEF



@freepik

Halal chicken scandal: Rogue butchers serving up gas killed non-Halal chicken at the counter

The sheer tonnage of fake halal meat being passed off to unwitting Muslim consumers is at shocking levels, sources from deep within the UK Halal meat industry say.

Fears are figures run as high as 75 percent of halal labelled chicken not being halal at all and often not fit for human consumption.

Reports show that the Muslim community, which makes up 5.1% of the population in the UK, along with the supply to the halal restaurant and takeaway trade, consumes a whopping 46% of all poultry produced.

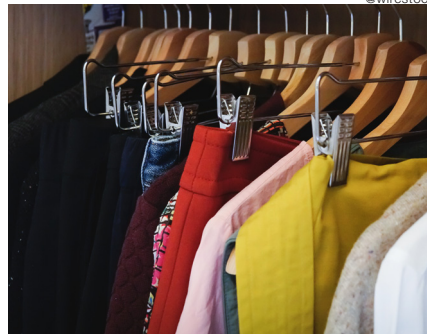
This means Muslims approximately consume up to eight times more meat and poultry than their non-Muslim counterparts.

Fears about the authenticity of some of the 'halal' meat crossing the counter into the hands of trusting Muslim customers in Britain has been a debate for many years, but this year's coronavirus pandemic lockdown strangled regular across-the-border poultry supply chains.

The majority of the cheap, days-old imported poultry entering the UK is from Europe; particularly Holland, Poland and Spain.

Their regular slaughter methods include mass killing using gas chambers and mechanical blade slaughter, therefore making the entire process non-halal whilst cheaper to run and ensuring maximum profit. - *Asian Express / HalalFocus.com*

Islamic Fashion Design Council head condemns critics of Primark's 'modest' fashion range



@wirestock

The founder of the Dubai-based Islamic Fashion Design Council has backed British retailer Primark's launch of its range of attire for Muslim women after critics branding its use of the term "modest" as "outdated".

The high-street chain has unveiled its affordable range called the Modest Collection in its autumn and winter series. A backlash brewed from some that claimed the word 'modest', which is derived from the industry term Modest Fashion, should have been dropped years ago.

Modest Fashion describes clothing for women wishing to wear enveloping clothes, often guided by reasons of faith.

Alia Khan, founder of the Islamic Fashion Design Council, this week welcomed Primark's launch, hailing it as a win for Muslim women. Ms Khan said Primark's initiative should be welcomed, and the collection demonstrated that Muslim voices were being heard.

She said she was open to ideas for the term Modest Fashion to be rebranded.

"We have to cut everybody some slack, we need to come up with a defining category for this market, it will be a fashion whatever term we use, if we call it 'decent' fashion we will be criticised," she said.

"We are open to suggestions. Maybe we have a competition on what to call it." - *The National / HalalFocus.com*



@halalfocus.com

Supermarkets, it's time to rethink how you approach your Muslim audiences


Mudorange, the award-winning creative agency helping brands to connect with diverse audiences, today launches findings from its first m.economy research on food and drink.

The never previously explored insights reveal British Muslims' motivations, behaviours and attitudes towards dining, grocery shopping, alcohol-free drinking and more.

The findings also explore how British Muslims culture and lifestyle choices are rapidly shifting and how brands can play a role in developing deeper relationships with them.

The research shows that food and drinks brands and supermarkets need to develop authentic creative campaigns, content and design that resonates with the four million Muslims living in Britain, especially during Ramadan and Eid.

The survey conducted with over 1,000 Muslims aged 18 – 45 living in Britain, found that they want brands to recognise their modern social and cultural contexts by meeting their demands for broader and more varied food and drink experiences, beyond the typical Arab and Indian options.

According to the research, on average British Muslims are willing to travel up to 22 minutes more to a supermarket that stocks a better halal range. When you consider that £3.5 billion is spent on halal certified food across Britain each year, there is a huge opportunity for supermarkets. - *RetailTimes.co.uk / HalalFocus.com* 

ANALYSIS

Malaysia's evolving Halal industry offers possible solution to global businesses post-Covid

BY KAMARUL AZNAM AMIR
HMEDIA.MY

Malaysia and its fast evolving halal industry is now in a better position to offer the world a possible solution for today's rapidly changing business landscape, one that is both good and wholesome, and embodies every inherent universal value known to mankind.

This was the gist of the speech by the Malaysian Prime Minister, YAB Tan Sri Dato' Haji Muhyiddin bin Haji Muhammad Yassin during the launch of the 12th World Halal Conference, which was read out by Dato' Sri Mustapa bin Mohamed, Minister in the Prime Minister's Department for Economic Affairs.

The Prime Minister noted that the devastation wrecked by the COVID-19 pandemic is both apparent and widespread. The subsequent global disruptions to aggregate supply and demand has resulted in a contraction of the world GDP by almost 5% this year, according to IMF estimates, concluding that the longer this pandemic continues, the more damaging it is to global growth and trade.

Truthfully, globalisation has also brought its fair share of challenges that need to be addressed by everyone. More intense competition amongst nations has resulted in geopolitical shifts and consequential trade tensions. The massive disruption of the global economy due to trade tensions that impacted the supply chains that connect to most, if not all economies, is still very much a threat.

Enter halal and its inherent universal values. From sustainability to restoring health of the people and the planet, caring for animals and the environment, fair trade, ethical consumerism, halal is the perfect answer to how the world can manage the direct consequences of the COVID-19 crisis, and come out better and stronger.

The solution has actually been established successfully 1,400 years ago, when Islam was reintroduced to the world. The central concern of development in an Islamic economic system is human welfare. Hence, the core principles of the Islamic economy



Photos by HDC



are actually universal values, which promote inclusion, equity, property rights and ethics.

Such is the natural connection between Islamic principles and the United Nations' Sustainable Development Goals 2030 or SDG 2030, which is in line with the very basic objective of Islamic jurisprudence or Syariah, which emphasises on the wellbeing of the people, first and foremost.

This is further reflected in the Islamic ruling that producing halal food is Fardhu Kifayah, a legal obligation that must be discharged by the Muslim community as a whole. It is actually incumbent on every capable Muslim halal producer to ensure that there is enough halal and tayyib food for the entire society.

"And within today's globalised world, that could mean for the entire global population!" said the Prime Minister. "As a Muslim nation with an advanced halal industry, Malaysia is open to work with all countries to

further enhance and grow the global halal sector, especially in the areas of Islamic finance, logistics and services," he added.

To date, Malaysia is one of the main sources of reference for over 150 countries in various areas within halal industry development and governance. Malaysia has also been recognised by 84 foreign halal certifiers in 46 countries around the world.

In terms of infrastructure, Malaysia is moving up the value chain to become a high-technology, knowledge-based and capital-intensive powerhouse, incorporating design as well as research and development activities. From halal product traceability to Islamic finance facilities, Malaysia is able to provide end-to-end halal services for any type of producers or manufacturers.

Malaysia is also home to one of the world's first halal parks - communities of halal-oriented businesses built on common property, where they are provided infrastructure, services support and tax incentives.

In terms of carrying the role as a Global Centre of Excellence for Halal Professionals and Halal Training, HDC alone has trained more than 60,000 individuals since 2007, both locally and abroad, with more than 250,000 trained collectively with other parties. A wide variety of research institutes have also been established, which have played a leading role in advocating for contemporary halal issues.

“That said, I believe that the local halal industry still has a huge potential for growth. The Halal Industry Development Council (HIDC) established by the government has an important role to drive and oversee the entire Halal Malaysia ecosystem with the aim of making Malaysia a global halal hub,” he added.

The plan is to position Malaysia as a primary destination for smart manufacturing globally and attract more high-tech investments. According to the Prime Minister, his government is committed to further strengthen the country’s infrastructure and reinforce halal’s contribution to the country’s economy, which currently accounts for 7.8% of the country’s GDP, and created over 350,000 new jobs for its citizens.

Another area which Malaysia is well-positioned to benefit and be actively part of, is the ASEAN internet economy - estimated to reach USD300 billion by 2025. The setting up of Halal Integrated

“As the current Chairman of the Asia-Pacific Economic Cooperation (APEC), I would also like to call on all APEC economies to collaborate with Malaysia to make halal products more readily available, affordable and sustainable for the 1.8 billion global Muslim population.”

@Bernama



Platform (HIP) is inline with this prospect, which will connect members to key stakeholders, including state governments and agencies, certification bodies, industry players, practitioners, scholars and consumers - all under a single halal digital community platform.

He further made the timely call to all neighbouring countries within the 11 ASEAN member countries and the 21 APEC member economies, to work together and help produce its own halal food and be less dependent on imports.

“I would also like to reaffirm Malaysia’s willingness to work with other nations especially within ASEAN, on increasing our self-sufficiency in halal food. This call should also go beyond halal food to include halal pharmaceuticals, halal medical devices and even halal ingredients,” said Tan Sri Muhyiddin.

“As the current Chairman of the Asia-Pacific Economic Cooperation (APEC), I would also like to call on all APEC economies to collaborate with Malaysia to make halal products more readily available, affordable and sustainable for the 1.8 billion global Muslim population,” added the Prime Minister.

“I have no doubt that together, we can fully leverage this opportunity and help to lay the foundation for greater growth and progress within the halal economy,” he concluded. 📌

COOPERATION

Tapping onto the current realities of the world today, His Excellency Naiyl M. Latypov, Ambassador Extraordinary and Plenipotentiary, Embassy of The Russian Federation was proud to announce that Russia is the first country to develop a Covid-19 vaccine, currently at the second stage of clinical trial which is estimated to complete by the end of this year.

“The Government of Russia is not only pleased to distribute the vaccine to Malaysia, but is also willing to share the knowledge, technology and resources with the Malaysian government for the production of the halal Covid-19 vaccine,” he said.

He added that there are currently four types of vaccines produced in the world, but only Russia’s vaccine is certified halal and is currently in the process of obtaining its venetian certificate.

Russia’s Halal Covid-19 Vaccine Offer

HMEDIA.MY



“The halal Covid vaccine proposal is currently awaiting for approval from JAKIM and the Malaysian government, and I sincerely hope for their approval as Russia is ready to cooperate with the halal industry and help serve the larger global market,” he added.

“A joint venture between Malaysia and Russia would have great impact for both countries. The halal vaccine could gratify the pharmaceutical sector in Malaysia, while Russia could improve their import and export of Halal products,” he said.

His Excellency also noted that this joint venture would also favour the neighbouring countries as Malaysia can become the vaccine hub for other ASEAN countries. 📌



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Halal Awareness Programme

- Halal Industry Fundamentals (HIF) V2:2020 - 1 day

Halal Industry Programme

- Best Practices for Halal Industry - Food & Food Services (BHP) V2:2020 - 2 days
- Halal Assurance Management System (HAS) - 2 days
- Halal Internal Auditing (HIA) - 3 days
- Halal Masterclass (HMC) - Halal Internal Governance & Compliance - 2 days

Halal Certified Programme

- Certified Halal Executive Programme (CHEP) - 10 days
- Certified Halal Auditing Programme (CHAP) - 11 days

E-Learning

- E-module - Halal Industry Fundamentals (HIF) V2:2020
- E-module - Best Practices for Halal Industry (BHP) - Food & Food Services V2:2020



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ANALYSIS

Halal Continues To Move Forward, Pandemic or Not

BY KAMARUL AZNAM AMIR
HMEDIA.MY

The atmosphere at the Malaysia International Trade and Exhibition Center Kuala Lumpur that October morning was lively and cordial. Everyone was happy to see each other, many of them old friends who have known one another since the first World Halal Conference in 2008.

Considering that there is a global pandemic spreading unchecked outside, the air inside was warm and very receptive. Delegates to this year's WHC 2020 were generally understanding of the extra precautions the organisers had to take.

Held on hybrid platforms with both physical and virtual attendance from representatives from around the world, the conference is proof that the halal industry never takes a break.

Despite the postponement, lockdowns and other untold challenges, organisers Halal Development Corporation (HDC) went ahead with the staging of this important annual conference, one that would set the direction of a burgeoning global industry now slightly dented from a global pandemic.

With the theme "Halal Community Driving the New World Economy", this year's WHC has proven to be not only significant, but also very timely. Because of Covid-19, several glaring issues within the industry are now laid bare, although many are the result of travel restrictions and subsequent disruption to the supply chain.

The conference opened with the customary Ambassador's session where His Excellencies from Japan, Australia and Russia shared the halal market development in their respective countries.

Halal awareness, in general, has increased worldwide and in Japan, a five-fold increase has been recorded within the past decade alone. As pointed out by His Excellency Hiroshi Oka, Ambassador Extraordinary and Plenipotentiary, Embassy of Japan, there are now seven halal-certified companies operating in Japan, with halal beef now widely available because of this.



Photos by HDC

“For Halal brands to secure its position in the global market, the brand needs to be transparent, consistent and reliable.”

His Excellency Andrew John Lech Goledzinowski AM
High Commissioner of Australia to Malaysia

ON YOUTUBE:
A GLIMPSE OF THE
WORLD HALAL
CONFERENCE 2020
(1MIN)
<https://bit.ly/2JHRcIT>



He added that this is also a result of the cooperation and partnership between the Japan International Cooperation Agency (JICA) and Halal Development Corporation (HDC) to learn from each other. "Empowerment in halal knowledge is certainly an ongoing effort in Japan," said Hiroshi.

In Russia, halal has proven to be a viable tool to improve the negative perception to Islam. According to His Excellency Naiyl M. Latypov, the local halal community, which includes the halal meat suppliers, the halal restaurant owners and almost every

individual along the halal supply chain in Russia, have been great ambassadors for the industry and for Islam.

The Australian Ambassador meanwhile, reiterated that the main problem with halal is actually "the absence of an international halal standard and the lack of mutual recognition between halal organisations."

"For Halal brands to secure its position in the global market, the brand needs to be transparent, consistent and reliable," said His Excellency Andrew John Lech Goledzinowski AM, the High Commissioner of Australia to Malaysia. He added that the standardisation of Halal brands could certainly increase the imports of more Australian meat into Malaysia, which would then help lower its price, which would inadvertently help to improve Malaysia's food security problems in the long run.

Amidst the ongoing crisis, among the common themes often repeated at various forums is the issue on responsible consumption and production. This was addressed in the Captains of Industry session, where Shamsul Idham Ahmad, chief executive of local healthcare giant Duopharma Consumer Healthcare, shared the challenges they faced during the recent Covid-19 lockdown.

Although the company enjoyed brisk sales especially with its health



supplements, as consumers became more health-conscious, they still had to overcome border closures and the resulting hold on imports of raw materials. This was thankfully mitigated by their three-month raw material stock policy, enabling them to continue production despite the border shutdown. With export restrictions however, they had to focus entirely on fulfilling the local demands, which is well adequate for now, according to Shamsul.

A good example of responsible consumption in practice is the way how halal is perceived in Japan. According to Shinya Yokoyama of Food Diversity Inc, Japanese in general view halal as an even healthier alternative than the existing health food movements, such as organic, vegetarian or even vegan.

“If one is considering to venture into halal business in Japan, it’s best to provide a healthier halal food, as most Japanese now are more health-conscious than ever,” said Shinya, adding that food wastage is also very minimal in Japan, where the mindset among the locals is to buy only what they can consume and nothing more.

“If you’re selling halal food in Japan, please take time to explain to the locals about the halal implementation in your company, from the raw materials used to the processes, the logistics, right up to how to recycle your end products. This will lead the Japanese to have more

“ There are similarities between the Japanese culture and Islamic practice, making halal more appealing to the Japanese market.”

Shinya Yokoyama
Food Diversity Inc

respect for your company and buy more of your halal products,” said Shinya. “There are similarities between the Japanese culture and Islamic practice, making halal more appealing to the Japanese market,” he added.

Sustainability issues were also echoed by Timothy Tan, managing director of Kawan Food Bhd. According to him, the Malaysian ready-to-eat food manufacturer is always looking for new ways to reduce the use of plastics. One of the approaches taken was to explore offering pre-cooked meals, which not only makes cooking less of a hassle, but also reduces their use of plastic in their product packaging.

When it comes to funding and finance, the current focus in technology for most financial institutions is to collaborate rather than compete. According to the chief executive of CIMB Islamic, Ahmad Shahrman

Mohd Shariff, by choosing the best available technology and creating partnerships, the bank is able to concentrate on their core business and serve the market better by adopting the right technology partners.

In terms of assisting SMEs during this time of crisis, Shariman added that CIMB actually does offer capacity-building modules as part of their offerings to halal SMEs. This usually includes seminars and knowledge sharing sessions on the fundamentals of halal, as well as the ins-and-outs of manufacturing and exporting halal products to the different regions around the world, in addition to the SME financing that they offer.

Concurring with Shariman is his colleague at Standard Chartered Saadiq Berhad, Bilal Parvais, who agrees that smart partnerships are actually very crucial to the financial and banking industry, where they usually work with not one but several service providers to fulfill the needs of SMEs. He added that there have been many partnerships made along the years targeting the SMEs, “which should allow the SMEs to climb higher within their respective sectors.”

For others, it is digital adoption that will make or break SMEs post-Covid. Othman Abdullah, chief executive of Silverlake Group, a core banking systems and financial solutions services provider, thinks the biggest lesson from



this pandemic is the absolute need for businesses, especially SMEs, to go online and fulfill their supply and demand via virtual platforms such as e-commerce and e-kiosks.

“This is where Islamic digital economy comes in, and in any digital economy, five components are at play,” according to Othman. They include e-commerce platforms, social media platforms, e-payment platforms, digital funding and digital investment. Despite the many options available, Othman laments the low digital adoption amongst businesses, SMEs in particular.

“SMEs need to change their overall paradigm in running their businesses,” added Othman. “One of the reasons may be a lack of creativity among the SMEs. Their reluctance to change or adapt to new methods in business may also be another factor contributing to the low digital adoption.”

The final session for the one-day conference was reserved for the currently trending global modest fashion market. What started as a Muslim woman’s clothing needs, modest fashion has gained popularity among modern women regardless of faith and culture. International brands are now putting modest fashion in-style resulting in high demand by the global market, complemented by support of social media influencers.

Noting the huge potential of this segment, Ambassador and Advisor to the UN’s Global Sustainable Development Goals (SDGs) Ms Saeeda Ahmed predicted “massive prospects”

“The world halal economy is an ecosystem; and if the ecosystem does not serve the purpose of poverty alleviation, promotion of trade, it is really missing a purpose.”

Ms Saeeda Ahmed
Ambassador and Advisor of the UN’s Global Sustainable Development Goals (SDGs)

to open up for modest fashion when the mainstream fashion industry finally caves in to the public demand and become more inclusive. “This will open up more room for the global fashion industry to feature more Muslim women from every corners of the globe,” she said.

All in all, this year’s WHC has indeed been one of the most memorable for several factors, but chiefly because it was held within a global pandemic. This factor alone opened up a host of issues and challenges previously unthought-of even by the most seasoned of industry captains.

This is indeed an interesting time to be in halal industry, and every facet and every player within the global halal economy has a role to play to support the end objective, which is to provide the purest, most sustainable and affordable halal products and services for society at large.

As rightly put by Ms Saeeda Ahmed at the conclusion of her dialogue: “The world halal economy is an ecosystem; and if the ecosystem does not serve the purpose of poverty alleviation, promotion of trade, it is really missing a purpose.”

With that, the event concluded with a list of resolutions which were agreed by all WHC 2020 delegates, and capped with a *du’a* for a pandemic-free World Halal Conference (WHC 2021) next year, *insya Allah. Wallahu a’lam bissawab.* **📌**

Overall WHC 2020 Resolutions

At the end of the conference, five resolutions were adopted and agreed by all delegates of WHC 2020, including:

- (i) The need to form a **standardised or uniform halal body** for the world;
- (ii) The need to increase the growth of the halal economy among the **small-medium sized enterprises (SMEs)**;
- (iii) The need to create a **global halal ecosystem**;
- (iv) The need to hasten the transformation from traditional platform to **digital technology**, and
- (v) The need to ensure that the concept of halal should not be exclusively for Muslims only; to aim halal as a globally-accepted universal standard **for all mankind.**

WHC 2020 VIDEOS

AMBASSADOR’S SESSION: EMPOWERING HALAL COMMUNITY



<https://bit.ly/350PXmV>

CAPTAINS OF INDUSTRY PANEL: RESPONSIBLE CONSUMPTION



<https://bit.ly/3k31PsX>

DRIVING HALAL GROWTH THROUGH ISLAMIC FINANCE



<https://bit.ly/3euaXpk>

MODEST FASHION SETTING A TREND IN FASHION INDUSTRY



<https://bit.ly/351MZ1G>



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RECOGNITION

HDC Awards Thirteen for Contributions to Halal Industry Growth



YB. Senator Lim Ban Hong, Deputy Minister International Trade and Industry gave out the WHC Awards to each of the respective winners.

**BY NORSIDA AHMAD
HDC**

In conjunction with the 12th World Halal Conference (WHC), organisers Halal Development Corporation (HDC) awarded twelve organisations and a personality for their contributions to the growth of halal industry.

With an aim to recognise organisations and individuals who have contributed towards the growth of the global halal economy, WHC Awards winners must have demonstrated the core values of leadership, business and product innovation, as well as technological achievements and corporate social engagements within their respective industries.

“These achievements mark a number of milestones for these respective organisations,” said HDC’s Chief Executive Officer, Hairol Ariffein Sahari in his welcome speech at the World Halal Night and Excellence Awards 2020.

He pointed out that it is due to these organisations that Malaysia is the reference point for Halal standards and operations today.

“Some of these are well-known brands who had been in their respective industries for a long time, and put halal stringent processes into their operations.

“Indirectly this showcases the importance of halal in business processes to gain customer confidence and market support,” Hairol added. **V**



Halal Central Kitchen Excellence Award
The Westin Kuala Lumpur
For their establishment of Halal Kitchens for the halal production, processing, preparation and storage requirements of high quality halal cuisines served to suit the palate of their local and international guests.

Halal International Business Excellence Award
Yotsuba Milk Products Co. Ltd
For its innovative business processes, product development, enterprise, sustainability, leadership, and overall business success in penetrating halal market globally.

Halal R&D Excellence Award
International Institute for Halal Research and Training (INHART)
For their role in innovating, changing and infusing technology and ideas into halal industry and the community, as well for pioneering halal R&D and uplifting the industry through science and technology.

**List of Winners
World Halal Excellence Awards 2020**

Halal Personality Excellence Award
Tun Musa Hitam
For his exceptional leadership and commitment to the Halal Economy. Currently the Chairman of the World Islamic Economic Foundation, Tun Musa is also the Chair of Jury for the Royal Award for Islamic Finance.

Halal Pharmaceutical Excellence Award
Pharmaniaga Manufacturing Berhad
For their role in trail blazing within the healthcare industry as a provider of quality products and services manufactured and distributed within the stringent halal processes.

Halal Prominent Brand Excellence Award
QSR Brands (M) Holdings Berhad
For its high-profile brands and trademarks built throughout the halal industry, which includes creative excellence and consistency in promoting international acceptance and recognition.

Halal State Performance Excellence Award
The State of Perak
For developing the state's halal capacity programmes to actively promote the participation of local businesses within the domestic halal market.

Halal Franchise Excellence Award
Nando's Chickenland Malaysia Sdn Bhd

Halal SME Excellence Award
Kolam Emas Sdn Bhd

Halal Logistics Excellence Award
FM Global Logistics (M) Sdn Bhd

Halal Cosmetic & Personal Care Excellence Award
Colgate-Palmolive Marketing Sdn Bhd

Halal Food & Beverage Excellence Award
Fraser and Neave Holdings Berhad

INDUSTRY

Industrial parks offer perks, tax relief

BY FARIDAH MOHD ALI
HDC

Running a halal business requires a special set of skills and materials, some of which differ drastically from those employed by conventional competitors in the same industry. Firms that produce halal products can have difficulty resolving supply and other logistical problems on their own. To create a friendly environment where producers of halal goods can benefit from being around other companies with similar priorities, the Halal Development Corp. (HDC) certifies halal industrial parks to encourage the development of this growing sector.

There are currently 14 of these Halmas Halal Parks in Malaysia, encompassing 200,000 acres of land, with 70,000 acres still available for new investors or manufactures that are home to companies from a wide range of industries, including food, pharmaceuticals and cosmetics. Investors in halal parks receive generous tax incentives, as well as other benefits. These are extended not only to producers of halal products, but also the operators of halal parks and firms that provide logistical support to the businesses operating in the parks. Among the tax benefits, businesses can receive 100 percent income tax exemption on qualifying capital expenditure for as long as 10 years. The operators of halal parks must comply with strict requirements laid out by the HDC aimed at ensuring quality and transparency.

Concentrating halal businesses in industrial hubs has numerous advantages, foremost being that economies of scale provide easier and more affordable access to halal raw materials, which can be difficult to source for individual companies or new businesses. The accumulated knowledge and networks of connections found in a halal park help ensure supply and other issues can be solved more easily. These parks also facilitate the flow of capital, as investors can explore a wide range of opportunities in a single convenient location. Investors will find halal parks offering a flexible environment that often allows some companies to be eligible for 100 percent foreign ownership, the freedom to borrow from foreign banks and the possibility of



HALMAS-accredited Techpark at Enstek

Malaysian Halal Parks			Total Investment Approved in Overall Manufacturing, Services & Primary Sectors (1H2020):
Total Halal Parks in Malaysia:	Total HALMAS Accredited Halal Parks:	Total Investment Received Since 2010:	
25	14	RM13.27B.	RM64.80B.

bringing in overseas workers.

So far more than 60 multinational corporations and over 300 Malaysian enterprises have facilities in halal parks. Major Japanese companies with operations in halal hubs include the Malaysian subsidiaries of Ajinomoto Co. and Kewpie Corp., which joined a halal park in 2011. Among the global brands that have chosen to take advantage of the benefits of halal park participation are Kellogg Co., Cargill Inc. and Coca-Cola Co. While food and beverage makers have the largest presence in halal parks, there is incredible variety in the companies representing this sector, which range from makers of fruit juice and instant noodles to sugar refineries and flour mills. Non-food industries that have found opportunities in halal parks include pharmaceuticals, nutritional supplements, leather products, perfumes, toiletries and food packaging. Foreign companies that are unfamiliar with halal practices can send their employees to HDC training sessions at its facility near Kuala Lumpur, or arrange for on-site instruction tailored to their needs.

Malaysia is a global trade hub that is strategically situated amid the large Muslim markets of the Middle East, India and Indonesia. The country also offers a welcoming environment for the halal industry. In addition to its large

Muslim population, Malaysia's political stability, pro-business government and skilled workforce combine to provide a solid foundation for building a halal business that can succeed in Southeast Asia and all over the world. Malaysia is a prime destination for halal investment and ideal as a gateway to the Association of Southeast Asian Nations region and the Middle East with an estimated halal market size worth \$1 trillion.

The market for halal products is expected to grow rapidly in the coming years. Businesses that position themselves early by investing in employee training and putting down roots in friendly halal parks will be in a better position to take advantage of this growth. There are no certainties in the business world, but companies that surround themselves with supportive infrastructure and networks of other halal-orientated firms are equipping themselves to skillfully navigate whatever the future is. **V**

**ON YOUTUBE:
THE WORLD'S
LARGEST HALAL
HUB BY HDC (0:40)**
<https://bit.ly/2I9rW4F>

READ FULL: <https://www.japantimes.co.jp/2020/09/01/special-supplements/industrial-parks-offer-perks-tax-relief/>

REGIONAL

The 16th ASEAN Working Group on Halal Food Meeting (16th AWGHF Meeting), chaired by Brunei Darussalam, was held through a virtual video conference recently from Bandar Seri Begawan.

Acting Director of Syariah Affairs Haji Abdul Rahman bin Matzin, who chaired the meeting, emphasised the importance for the Halal industry in ASEAN to speed up the global adoption of Fourth Industrial Revolution (IR 4.0), especially as the world is affected by the COVID-19 outbreak.

“Halal industries also need to play a bigger role to catch up, and utilise new technologies in the revolution, starting from manufacturing and throughout the supply chain. The revolution can possibly give numerous advantages towards the expansion of the industries,” he said.

The issues discussed included the progress in the implementation of the

ASEAN Halal industries urged to step up their game

BY BORNEO BULLETIN



framework for ASEAN Cooperation on Halal Foods, Sub-Regional Halal Cooperation Programme under the Brunei Darussalam, Indonesia, Malaysia and Singapore Islamic Religious Council (MABIMS).

Also on the agenda was Brunei-Indonesia-Malaysia-Philippines East ASEAN Growth Area (BIMP-EAGA); and Indonesia, Malaysia, Thailand-Growth Triangle (IMT-GT); as well as progress update on the implementation of ASEAN Cooperation Action Plan on Halal Food for 2017-2020. The establishment of the International Halal Authority (IHAB).

AWGHF was established to facilitate the uniformity of Halal standards within the ASEAN region, in meeting the increasing demand for credible and secure Halal products and services. - *Borneo Bulletin* **V**

READ FULL: <https://borneobulletin.com.bn/2020/07/asean-halal-industries-urged-to-step-up-their-game-2/>

OPINION

Persidangan Halal Sedunia Ke-12 (WHC) anjuran Halal Development Corporation Malaysia (HDC) berlangsung pada 6 Oktober lalu dengan tema *Komuniti Halal Pemacu Ekonomi Dunia Baharu*. Persidangan itu menumpukan perbincangan kepada beberapa komponen antara lainnya memaju ekonomi halal melalui kewangan Islam. Persidangan itu turut dihoskan oleh Kementerian Perdagangan Antarabangsa dan Industri Malaysia (MITI).

Sudah pasti terdapat banyak cadangan dan inisiatif bagaimana kewangan Islam boleh membantu memajukan industri halal terutama di peringkat antarabangsa. Antara faktor utama kejayaan Islam di Malaysia ialah kerangka perundangannya yang mantap dan komprehensif. Ia juga membina keyakinan pelabur-pelabur luar untuk menggunakan sistem kewangan Islam Malaysia.

Sebagaimana kewangan Islam, kerajaan ingin menjadikan Malaysia sebagai hab halal antarabangsa. Tidak dapat dinafikan sivil Halal Malaysia merupakan tanda perniagaan yang diyakini di peringkat antarabangsa. Kejayaan sivil Halal Malaysia banyak bergantung kepada kualiti dan standard tinggi serta proses dan prosedur pematuhan halal yang ketat

Keperluan Akta Halal kritikal

OLEH AHMAD HIDAYAT BUANG
UTUSAN MALAYSIA

PHOTO BY UTUSAN/FAUZI BAHARUDIN



dilaksanakan terutama oleh Jabatan Kemajuan Islam Malaysia (Jakim). Setakat ini, fungsi yang dimainkan oleh Jakim adalah bersifat pentadbiran yang disokong sedikit-sebanyak oleh Akta Perihal Dagangan 2011, terutama perintah yang dibuat di bawah akta ini iaitu Perihal Dagangan (Perakuan dan Penandaan Halal) dan Takrif

Halal 2011. Perintah berkenaan mengiktiraf Jakim dan Majlis Agama Islam negeri-negeri sebagai pihak berkuasa berwajib bagi perakuan dan penandaan halal di negara ini.

KUKUH

Dari aspek ini terdapat sedikit perbezaan antara industri halal dan kewangan Islam. Ketiadaan undang-undang khusus dan lengkap mengenai halal setakat ini memang tidak menimbulkan permasalahan besar, memandangkan kerjasama kukuh antara pihak-pihak terlibat serta sokongan kuat dan dasar yang jelas daripada Kerajaan Persekutuan.

Namun beigtu, dalam jangka masa panjang, tanggungjawab yang dipikul oleh Jakim perlu mendapat jaminan dan legitimasi perundangan. Perkara ini penting terutama dalam konteks untuk mencapai wawasan kerajaan menjadikan Malaysia sebagai hab halal antarabangsa. Cadangan menggubal Akta Halal bukanlah perkara baharu memandangkan sudah terdapat usaha ke arah itu sejak 2012 lagi. Halangan utama penggubalan undang-undang ini adalah berkaitan kuasa negeri yang dikatakan termasuk dalam urusan halal. - *Utusan Malaysia* **V**

BACA PENUH: <https://www.utusan.com.my/rencana/2020/10/keperluan-akta-halal-kritikal/>



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INDUSTRY

The ongoing pandemic has shown that there is a pressing need for new technology and innovation within the way traditional business and trade is currently conducted. With border lockdowns and movements restrictions, companies have been forced to go digital out of necessity.

For the halal industry, there is a new virtual halal hub being constructed called Halal Integrated Platform (HIP), and it is expected to be ready within the first quarter of next year, according to HDC's chief executive Hairol Ariffien Sahari.

Set to drive the growth of the halal industry in Malaysia, this online marketplace will facilitate companies looking to grow their business capabilities and capacities backed by the halal certification. For the domestic players, this is the platform to take their brands globally, and will be the main catalyst to drive halal exports.

Several key benefits have been lined up to entice industry players to become members, with HDC's main aim is to increase the number of halal-certified companies from Malaysia, and provide them with privileged access and capacity to become an export-ready SME.

Assisting Local Halal SMEs Into New World Economy



HALAL INTEGRATED PLATFORM (HIP)

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7. Halal Knowledge Centre & Market Insight
8. Talent Job Matching
9. Special Financing Packages
10. Online Halal Marketplace
11. Social Media Mentions & Promotion

"Looking at our halal ecosystem, the certification and standards are already there. But what about the capability of our companies? About 98 percent of them are SMEs and they need mentoring, money and markets. With proper consultation services, HDC is positive that halal certification can be obtained by these SMEs within 30 working days," he said.

"SMEs need to understand all the elements of marketing, from branding, distribution channels and messaging to communications strategy. Having your products certified halal does not mean you can sell them in the global market.

"As the country's sole halal development agency, HDC is now at the forefront of promoting Malaysian-made halal products in the international market, through various of our platforms and network set-ups overseas," he said.

What may have been difficult for local products to be marketed to the mass in the past, has now changed dramatically with HIP, showcasing HDC's resolve and creativity to pave new paths for halal industry players to march confidently into the New World Economy. **V**

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The upcoming Budget 2021 should emphasise on efforts to produce more small and medium enterprises (SMEs) involved in the halal industry, as well as facilitate them in obtaining halal certification and penetrating the export market.

Halal Industry Development Corporation (HDC) chief executive officer Hairol Ariffien Sahari said the government, through the relevant agencies, needs to help SMEs that offer halal products and services find an easier way to get the halal certification.

So far this year, only about 7,000 of the 200,000 SMEs have acquired the halal certification, he said.

"The government needs to work with agencies such as the Malaysian Islamic Development Department and Department of Standards Malaysia, as well as the Ministry of Domestic Trade and Consumer Affairs to find solutions on the halal certification process and how to make it more industry-friendly," he told Bernama

Produce more SMEs in halal industry, facilitate halal certification – HDC

BY BERNAMA

when commenting on his expectations from Budget 2021 to be tabled on Nov 6, 2020.

Hairol said the global halal products and services market is worth US\$3.1 trillion (US\$1=RM4.15) with Malaysia registering an export value of US\$10 billion in 2019.

"If more SMEs have halal certificates, they will definitely be able to further increase the export market, as well as make them successful industry players," he said.

Last year, RM10 million was provided to the Ministry of Entrepreneur

Development and Cooperatives (MEDAC) under Budget 2020 for advisory services and awareness campaign on halal certification, development of halal products and the setting up of a platform for market participants to compete in the international halal market.

Hairol also emphasised on the need to boost human capital and manpower in the halal industry in the budget.

"Only about 20,000 individuals were trained in the management of the halal industry through various programmes related to the halal industry such as biotechnology, food technology and biomedical.

"Their expertise is needed as they play a role in providing services to improve halal integrity along the supply chain that helps the growth of the halal ecosystem as a whole," he said, adding that it also provides them with good job opportunities, as well as the opportunity to serve halal companies abroad. - Bernama **V**

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PARTING WORDS

Elevating Halal to be the Nation's Main Income Earner

BY FARIDAH MOHD ALI
HDC



“Our main objective is to increase the halal export value of Malaysia and attract investments into halal industrial parks in Malaysia.”

the agency responsible to coordinate all matters pertaining to the development of the halal ecosystem in Malaysia. We execute our role through initiatives as the secretariat to the Halal Industry Development Council, under the purview of the Ministry of International Trade and Industries (MITI).

Our main objective is to increase the halal export value of Malaysia and attract investments into halal industrial parks in Malaysia. HDC has transformed Malaysia into the leader of global halal industry through the creation of various opportunities, including investment, trade, employment, knowledge sharing and transfer of technology within the halal ecosystem.

What is the halal industry prospects in Malaysia and how much does Malaysia contribute to the global halal market?

Malaysia has the first-mover advantage in global halal hub. Its infrastructure and ecosystem is solid, even its halal certification has been well received at the international level.

Since being appointed as the new Halal Development Corporation's Chairman in August last year, Datuk Mahmud Abbas has been instituting various initiatives and reforms to help realise Malaysia's global halal hub vision. We caught up with the man-on-a-mission to listen more about his plans and vision for Malaysian halal industry.

This was the 12th WHC organised by HDC. What is the difference this year?

Mahmud: In line with the new norms, WHC is being held within a hybrid setting, both physical and virtual. Panelists presented set topics physically within the confines of MITEC, watched on site by more than 300 delegates who we separated and organised according to the set SOPs, as well as online via HDC's portal.

With the background of the ongoing Covid-19 pandemic, what is the expected outcome from this conference?

We have received very positive response from various parties, including from the government, industry players, academicians, researchers as well as from business and trade partners. The topics proved to be very relevant and timely, which were based on a very apt theme “Halal Community Driving The New World Economy”, signalling a conscious move towards rehabilitation and rebuilding for a better tomorrow.

Can you tell us where Malaysia stands within the global halal industry?

The global halal industry is today worth over US\$3 trillion (RM12 trillion) a year based on the demands of Muslims worldwide for halal products. With the increase in demand from non Muslim consumers, the market size is expected to increase to US\$30 trillion a year. This would involve not just food but also pharmaceuticals, cosmetics and other personal care products. The Ministry recently approved a new standard for the export of medical devices products, inadvertently would increase halal's export value and contribution. Through a comprehensive halal ecosystem, Malaysia has set the benchmark and is the reference point in best practice for halal industry development as well as halal standards.

Can you clarify HDC's actual role as the development agency for the Malaysian halal ecosystem?

HDC was established in 2006 and is

The entire Muslim population today is around 1.84 billion or 24.4% of the global population, and this is expected to increase to 2.2 billion by 2030. The increase in Muslim population worldwide opens up various opportunities for the Islamic economy and for Malaysia to market its halal products anywhere in the world.

Malaysia currently export around US\$10 billion (RM41 billion). HDC is aiming to achieve a total halal export of US\$100 billion (RM417 billion) for Malaysia by 2030.

What is the latest update on halal industrial parks in Malaysia?

Halal parks are a key factor within manufacturing processes. HDC will continue to add value and equip them with digital infrastructure following the increase in transactions online. Malaysia's strategic geographical position within South East Asia is excellent for trade with regional and international markets.

With the largest halal park in the world measuring over 200,000 acres nationwide, HDC is preparing a world-class infrastructure for investors and for skilled and productive workforce, ease of business, access to halal raw materials and ingredients and various government incentives on offer.

Is the halal industry affected by the Covid-19 pandemic?

Sure it does. This is made worse by the disruption in product supply chain. Throughout this pandemic, manufacturing capacity cannot cope with the increased demand of consumers and many nations did not want to export. Malaysia experienced a reduction in imports for halal products due to the pandemic, especially from neighbouring countries such as Indonesia, Singapore and Thailand.

However, the worry on the risk of Covid-19 spreading also contributed to the increase in awareness by the public about the importance of hygiene for food and products. Halal products are becoming more popular, as consumers begin to realise the difference between halal and non halal products.

Products that were not processed hygienically can potentially cause diseases which can result in a global pandemic such as what we're experiencing. This pandemic in a way also contributed to the increasing demand for halal, not just by the Muslims but also non Muslims as well.



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MALAYSIA CHARTS NEW FRONTIER!

Malaysia makes history as the first APEC economy to organise the APEC Economic Leaders' Meeting (AELM) fully virtually on 20th November 2020. 21 Leaders from the APEC region will take part in this historical discussion through one digital platform to chart the way forward for APEC in years to come. The first virtual AELM is also testament to Malaysia's regional leadership in championing the principle of Shared Prosperity for the people in Asia Pacific.

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