

# **INTERNATIONAL HALAL SUMMIT**

## **27-28 NOVEMBER 2014**



**TAPPING GROWING OPPORTUNITIES  
AND EMERGING TRENDS OF THE HALAL INDUSTRY**

# GLOBALIZATION OF HALAL CERTIFICATION





# **GLOBALISATION**

- **Greater free trade**
- **Bigger export markets**
- **Increased capital flows**
- **Growth of Multi-national companies**
- **Increased integration of global trade cycle**
- **Increased communication and improved transport**



# **“THE GLOBAL BURGER”**

**A study in the USA found that a burger on sale in a fast food chain has ingredients that come from 54 different countries” (Halal Focus)**

***The ‘Global Burger’ mirrors the impact of a shrunken world that is borderless, within easy reach and provides instant connectivity.***



# **MUSLIM DEMOGRAPHICS**

- **Total Muslim population - 1.6 billion**
- **Muslim Majority Countries: About three-quarters of the world's Muslims live in 49 Muslim Majority countries**
- **Muslim Minority Countries: More than a fifth of all Muslims live in non-Muslim-majority countries.**



# **“MINORITY” MISNOMER**

- **India - Indonesia and Pakistan**
- **China - Syria**
- **Germany - Lebanon**
- **Russia - Jordan and Libya**



# **PURCHASING POWER**

- **Market Share - 20% of world food trade**
- **Projected Annual Growth - \$500bn**
- **Halal Industry - \$1.2 trillion in 2010**
- **Sign of a newly confident Islamic identity**
- **Opportunity to leverage buying power?**



# **POTENTIAL GROWTH**

***“We believe that the next four to five years will see this market become more pronounced as the consumer base grows – in size and spending power – and companies need to have a clearer understanding of the opportunity and a strategy to adapt their brands to the Muslim consumer.”***

**(Fleishman-Hillard)**





# **REQUISITES FOR HALAAL CERTIFIERS**

- **Islam**
- **Essential Skills**
- **Integrity**
- **Commitment**
- **Service Orientated**
- **Conviction**
- **Responsibility**



# **LEGAL POSITION OF CERTIFIERS**

***KAFEEL - "One who has taken the responsibility  
of standing guarantee for the religious  
worthiness of a product.***

***The Holy Quran condemns those who willy nilly  
brand things as Halal or Haram as***

***PEOPLE WHO FABRICATE A LIE AGAINST ALLAH***



# **GLOBAL CHALLENGES (1)**

## **➤ Fragmented Industry**

- Although Muslims have enormous spending power they do not have concomitant influence and sway in the industry.**



# **GLOBAL CHALLENGES (2)**

## **➤ Poor Networking**

- Single most powerful tool to create synergy and foster collaboration.**
- Reviving the spirit of ukhuwah –  
“Believers are but brothers...”**
- Serve as captains of the halal industry and define new rules of engagement.**



# **GLOBAL CHALLENGES (3)**

## **➤ Accountability**

- Absence of independent audits**
- Lack of transparency and accountability**
- Community based organizations**

***“Accountability is the cornerstone of good governance”***



# **GLOBAL CHALLENGES (4)**

- **Minimum core of non - negotiable standards**
  - **No universally accepted international standards and best practice norms.**
  - **Most pressing demand is to harmonize the certification process**



# **GLOBAL CHALLENGES (5)**

## **➤ Academic Research**

- Disproportionately small amount of scientific output**
- Lack of financial resources and incentives**
- Western countries -2 percent of GDP**
- Muslim country - 0.50 percent of GDP**



# **CONCLUSION**

## **World Halal Council (WHC)**

- **Cohesive Voice for Global Certifiers**
- **Standards**
- **Ombudsman**
- **Accreditation**
- **Research**
- **Global Networking**



# Shukran

