



UNIVERSITI  
TEKNOLOGI MARA  
MALAYSIA



# Halal Logistics – Guidelines and Standards Practiced for Smoother Operation Flow while Elevating the Economy

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Renaissance Johor Bahru Hotel  
Johor Bahru  
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# Presentation Outline

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Understanding the concept of Halal logistics and supply chain

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Halal and Quality

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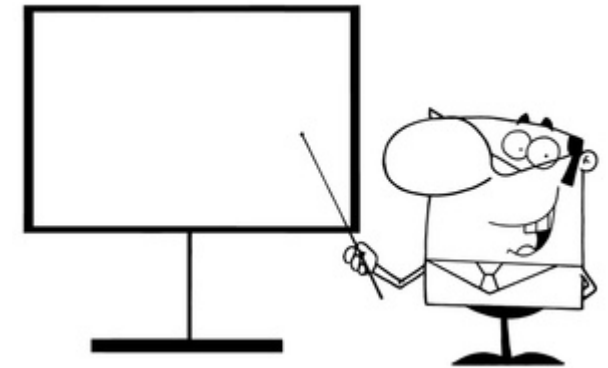
Halal Market Scenario

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Halal Logistics and Supply Chain

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Malaysia's Experience in Halal Development





# Understanding the concept of Halal logistics and supply chain

# Understanding Halal

## What is Halal?

- **Halal** is an Arabic word which mean: **lawful or permissible**.
- It covers actions, things and animals

## What is Syubhah?

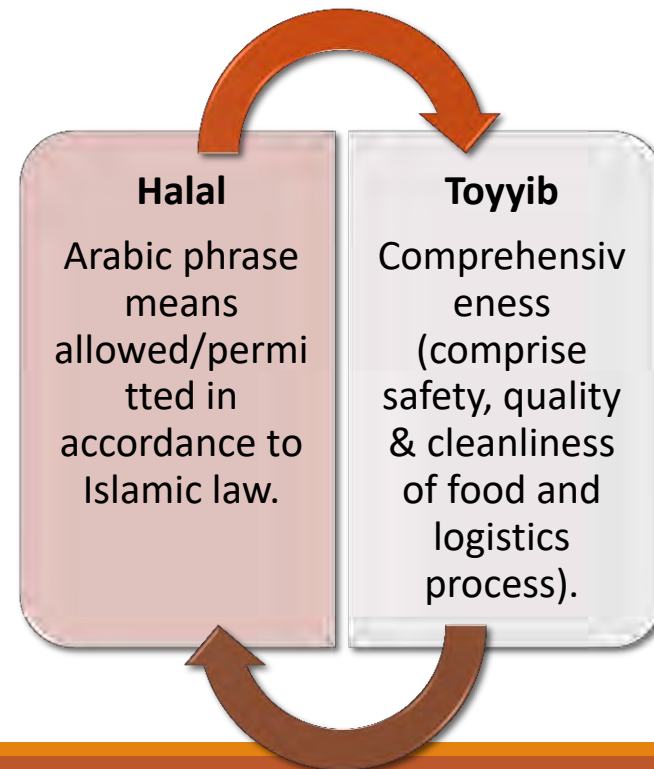
- **Syubhah** is an Arabic word which means the doubtful. It is the grey areas between Halal and Haram. Muslims should avoid them.

## What is Haram?

- **Haram** is an Arabic word which carries the meaning:
  - The **unlawful and prohibited**, the commission of which is a sin and shall be punishable by Allah; and the omission of which is praiseworthy and shall be rewarded by Allah.
- It covers **actions, things and animals**.

# What is Halalan Toyyiban?

...means any consumption of products, which are not harmful and are safe to be consumed as underlined in the Syariah law, and thus is allowable and permissible.



# Eating Halal Food: What's the big deal?

Food and drinks are an essential needs in human's life. Muslims are required to only consume *halalan toyyiban* foods and drinks.

It is an order from Allah swt that is repeatedly emphasized in the Quran. **Food** consumed **and supplications (du'a)** are closely related, which finally may build Islamic faith.

Halal food is guaranteed for its (1) safe for consumption (2) clean and hygienic (3) nutritious (4) of quality and (5) reliable.

Whatever we eat will **become our flesh and blood**. **We are what we eat**.

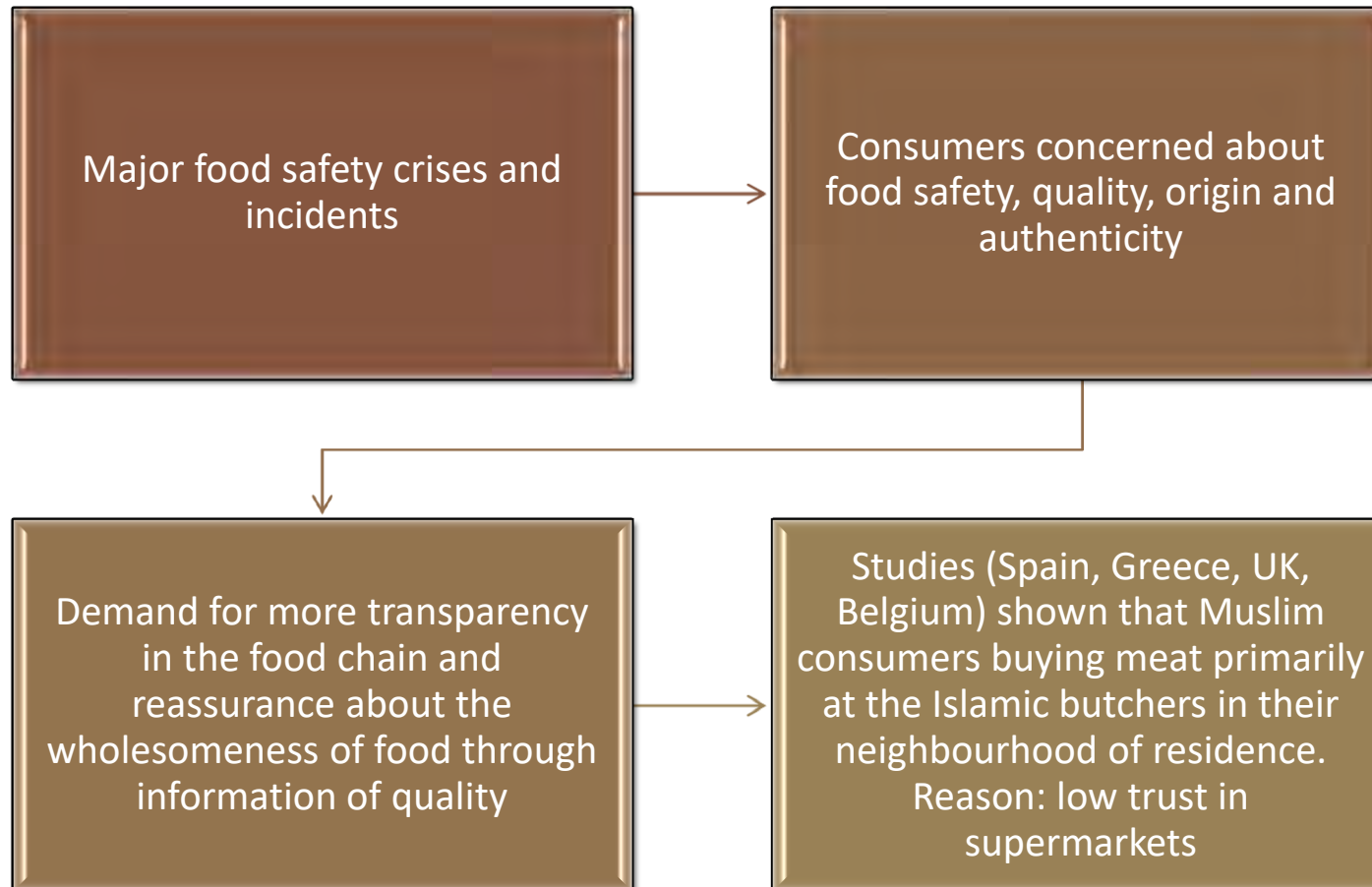


...eating *halal* food ensures better healthy life and the good food that they eat would be able to portray good attitudes and behaviors



# Halal and Quality

# Halal and Quality



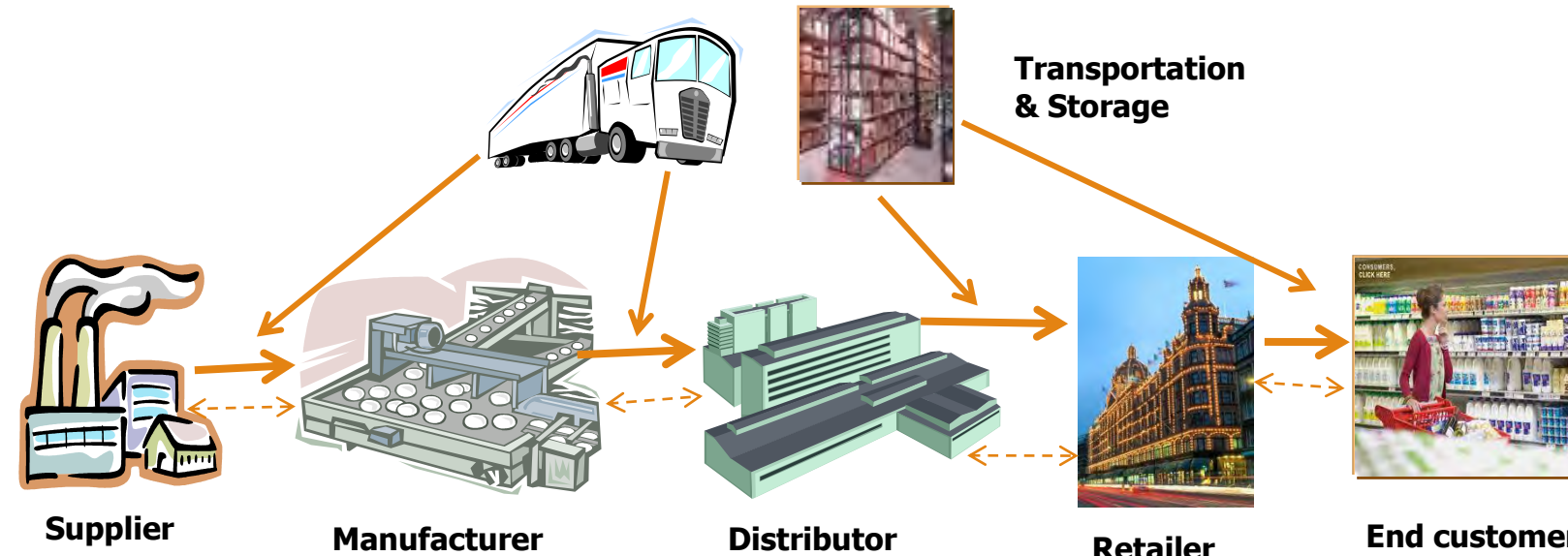
**Halal meat label** is the outcome of a quality assurance scheme because it serves as a reassurance tool for Muslim meat consumers.



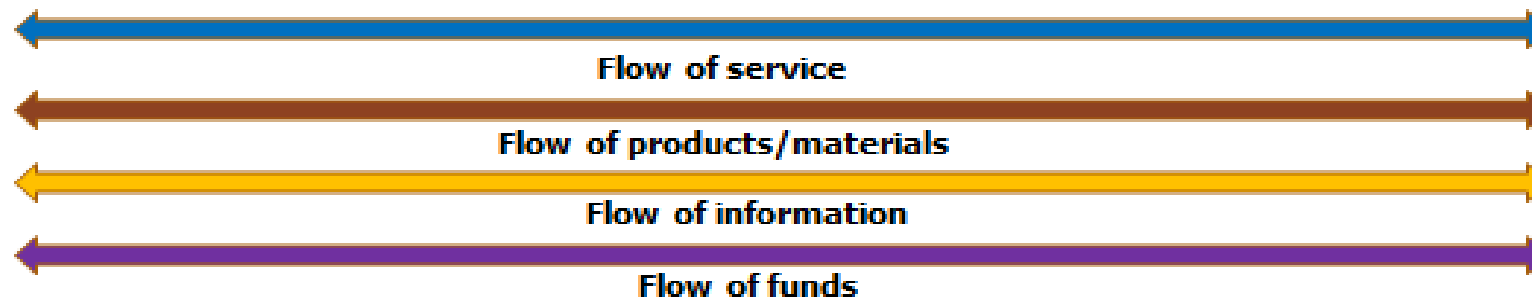


# Halal logistics and supply chain

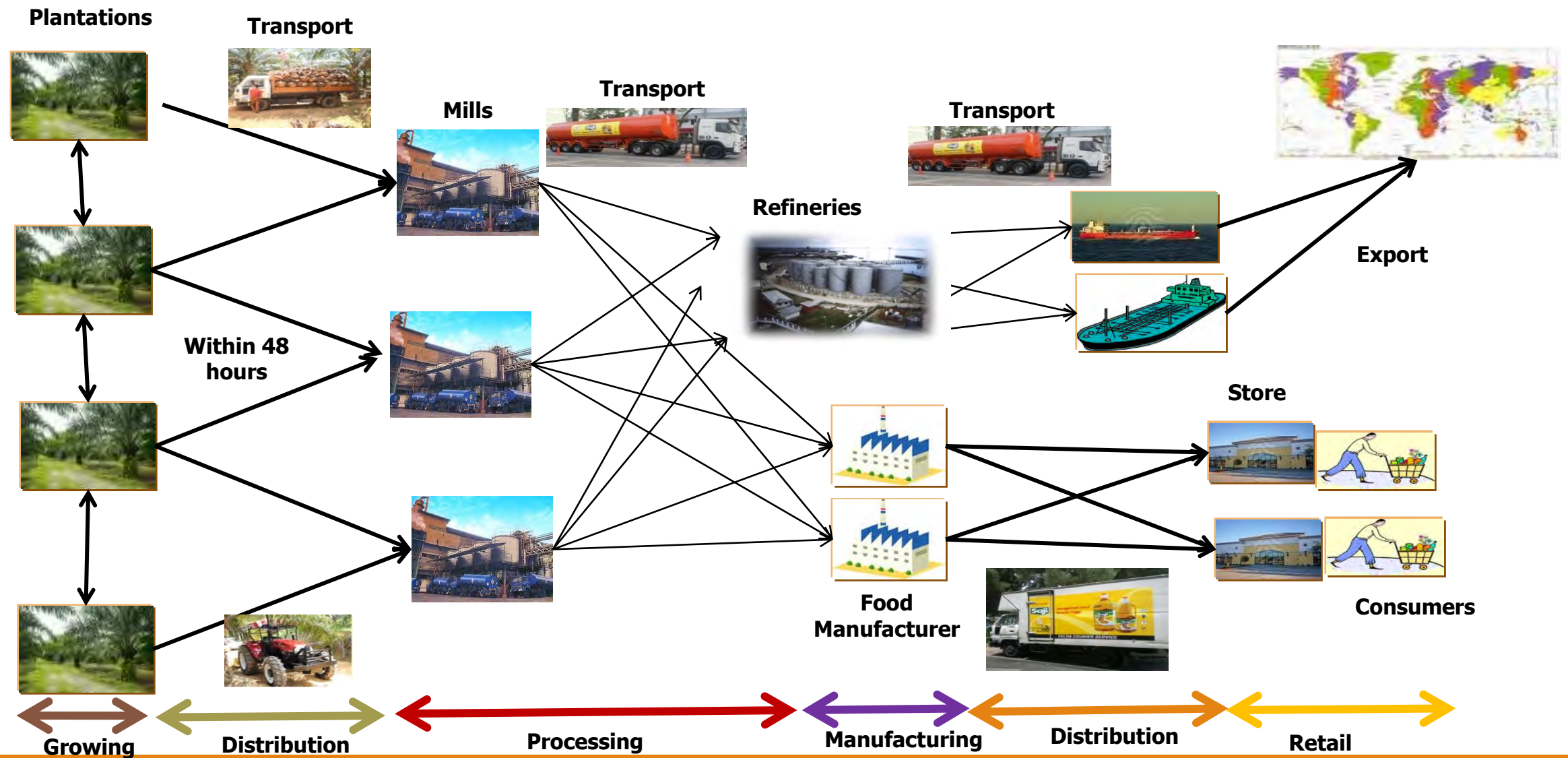
# What is a Supply Chain?



Consists of all parties involved directly or indirectly in fulfilling customers' request



# Supply Chain Management



# How to Ensure Halal?

To avoid cross contamination:



From haram substances



From hazardous substances



# Types of Contamination

## Biological



Bacteria  
Mold  
Fungus  
Parasites  
Viruses & Other  
toxins

## Chemical



Accidental  
contamination  
with chemicals  
throughout the  
product chain

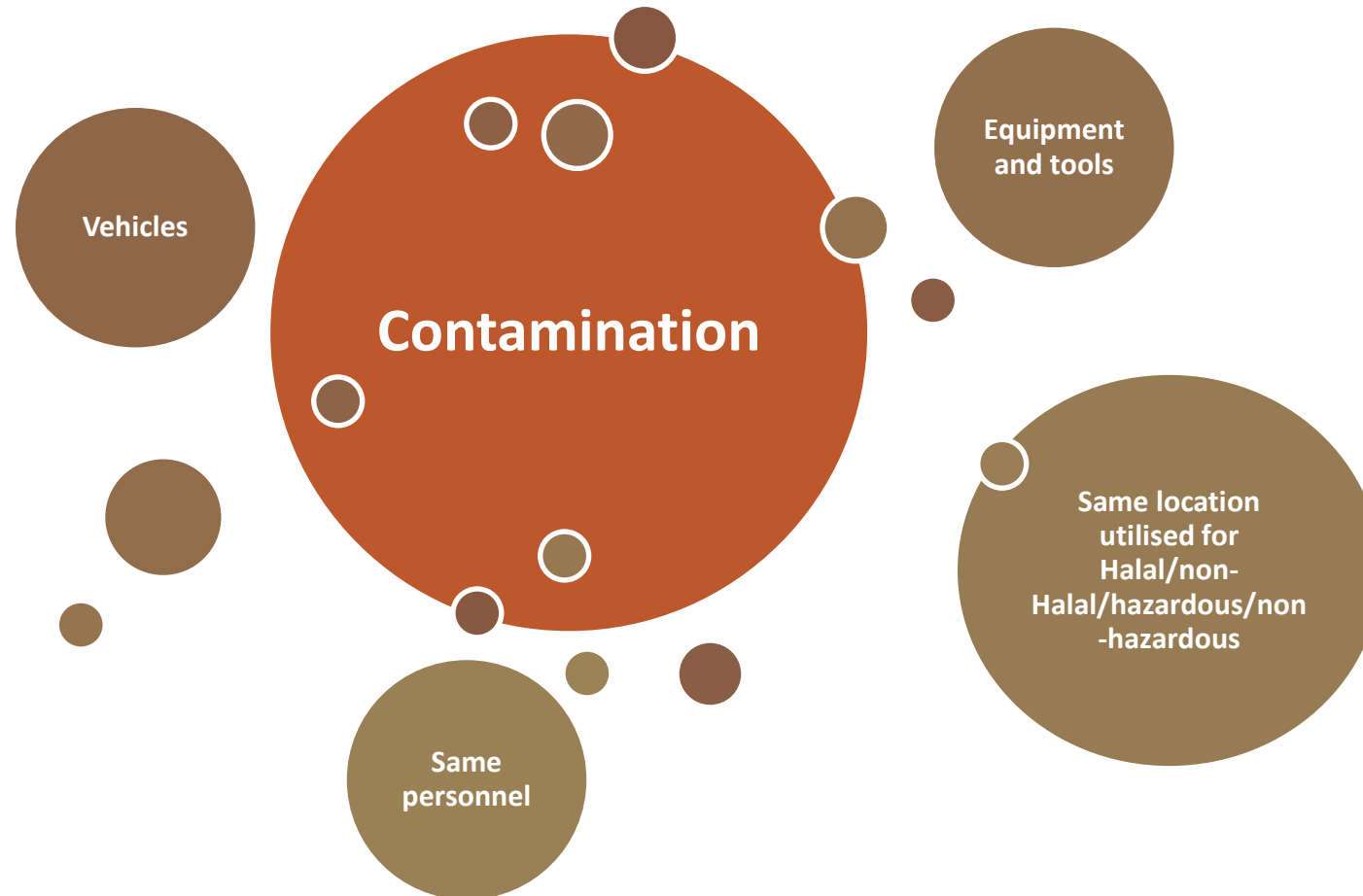
## Physical



Accidental  
contamination  
with objects due  
to employee  
carelessness



# Risks of Potential Contamination





# Halal Market Scenario



Fresh foods



Manufactured foods



Halal Beverages

# Halal Logistics Industry



Beef and poultry



Cosmetics



Pharmaceutical products



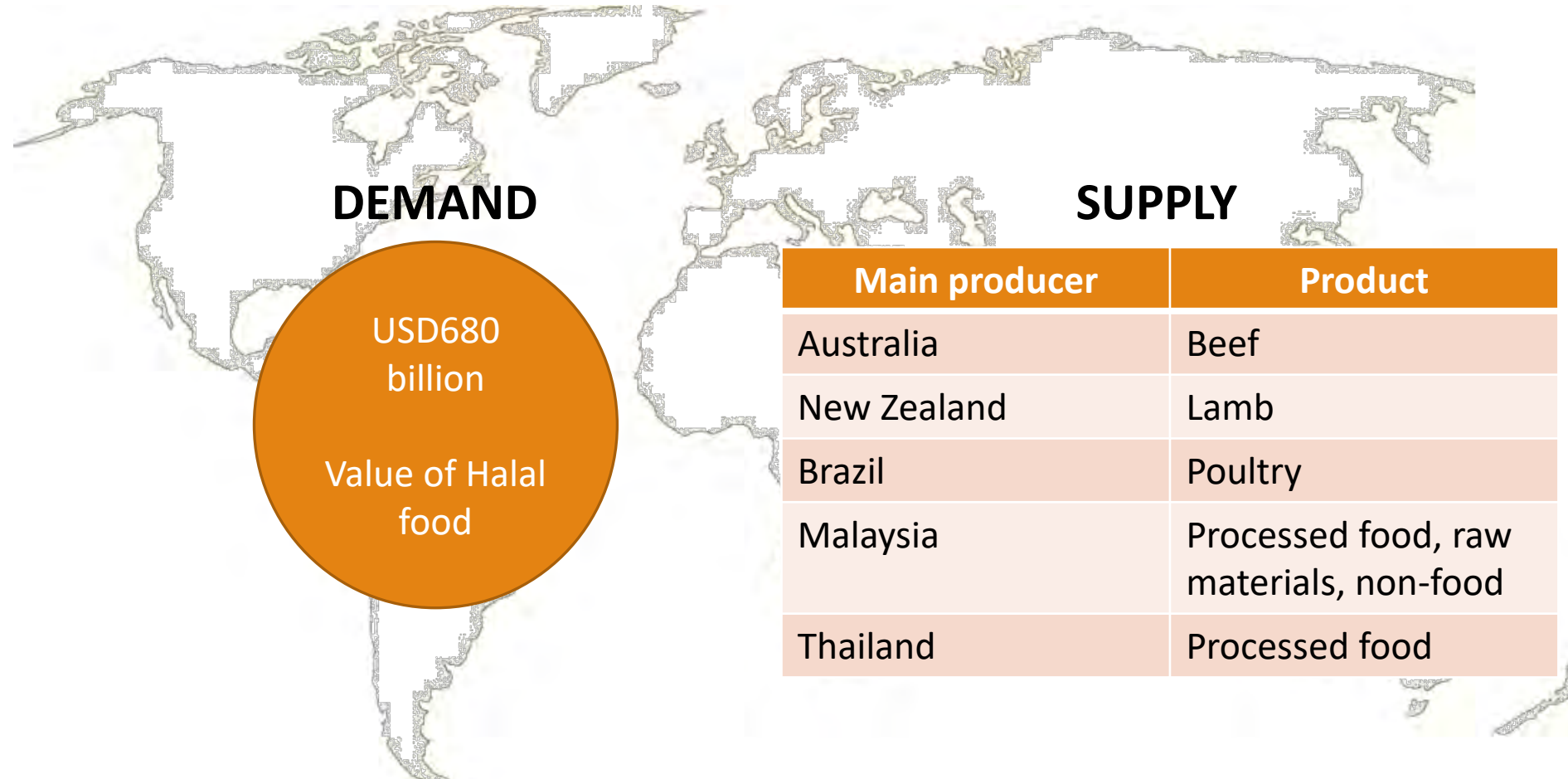
Halal Retail



# Factors Influencing Demand for Halal Products and Services



# Key Drivers of Halal



## The Halal Economy

Global Halal Market Value  
**US\$ 2,300,000,000,000** annually

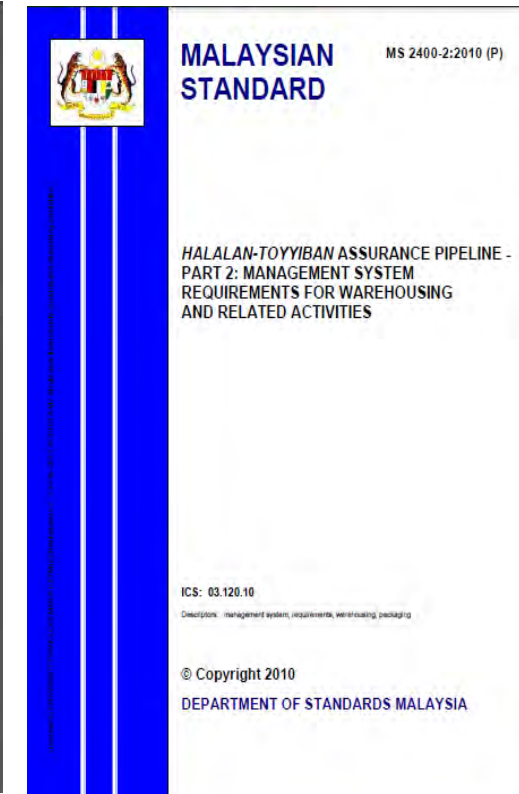
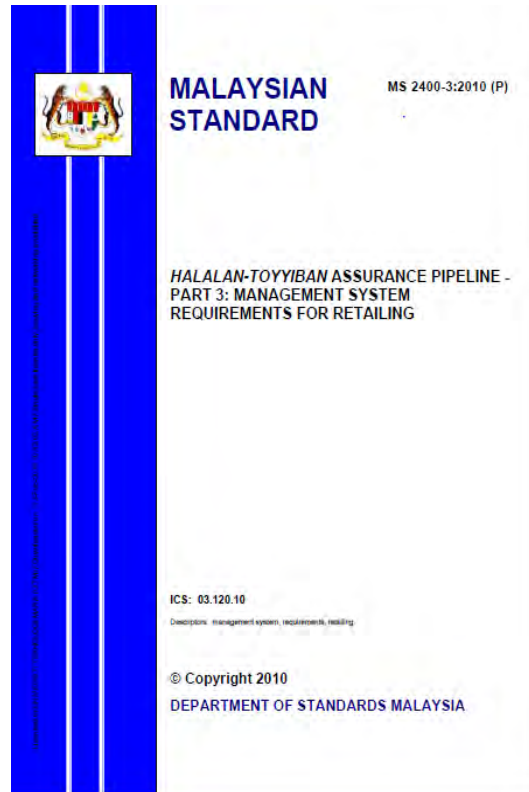


Source: Fleishman-Hillard Majlis, 'The next billion: The market opportunity of the Muslim world' (July 2012)

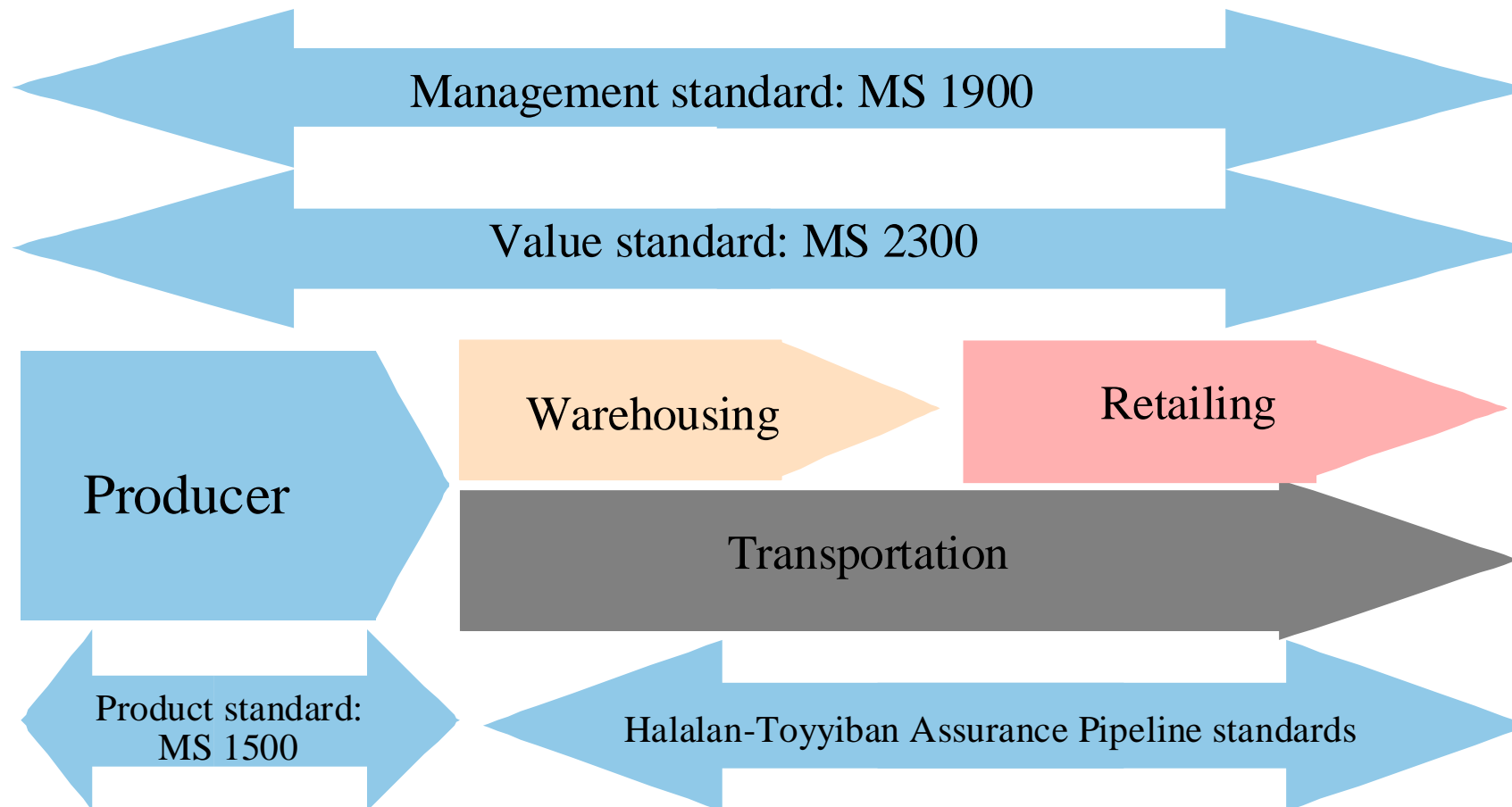


# Malaysia's Experience in Halal Development

# Halalan Toyyiban Assurance Pipeline MS2400



# MS2400 Family – Application of Standards



# Malaysia Halal Certification

**Halal certification confirms that the ingredients used in a product t are Halal certified and the premise is free from Haram or non-Halal products. It prevents consumer fraud in the preparation, distribution and sale of Halal products and services.**

Category of users for the Halal certification

- Manufacturer/ producer;
- Distributor/ trader;
- Sub-contract manufacturer;
- Repacking;
- Food premise;
- Abattoir/slaughter house



# Malaysia Halal Standards and Guidelines

<b>Halal Certification Manual</b>	<b>General guidelines by JAKIM on all Halal related certification requirements</b>
<b>MS1500:2009</b>	<b>Halal Food – Production, Preparation, Handling and Storage (General Guidelines)</b>
<b>MS1900:2005</b>	<b>Quality Management Systems – Requirements from Islamic Perspectives</b>
<b>MS2200</b>	<b>Islamic Consumer Goods – Part 1: Cosmetics and Personal Care, General Guidelines</b>
<b>MS2300</b>	<b>Value-based Management System: Requirements from Islamic Perspectives</b>
<b>MS2424</b>	<b>Halal Pharmaceuticals – General Guidelines</b>
<b>MS2400: 2010 (Part 1)</b>	<b>Halalan-Toyyiban Assurance Pipeline – Part 1: Management System Requirements for Transportation of Goods and/or Cargo Chain Services</b>
<b>MS2400: 2010 (Part 2)</b>	<b>Halalan-Toyyiban Assurance Pipeline – Part 2: Management System Requirements for Warehousing and Related Activities</b>
<b>MS2400: 2010 (Part 3)</b>	<b>Halalan-Toyyiban Assurance Pipeline – Part 3: Management System Requirements for Retailing</b>



# Chairman Technical Committee (TC 10) Halal Supply Chain



**Standard Metrology  
Institute for Islamic  
Countries (SMIIC)**

Meeting in Istanbul  
28<sup>th</sup> September 2017



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