

# KONVENSYEN ISU SEMASA HALAL & EKONOMI MUSLIM

PENSIJILAN HALAL MALAYSIA SEBAGAI EJEN PEMASARAN

DISAMPAIKAN OLEH:

Universiti Malaysia Pahang  
24 Disember 2019



MUHAMMAD HAWARI HASSAN  
BAHAGIAN KAWAL SELIA HALAL,  
JAKIM PUTRAJAYA



جائزہ کما جواز اسلام مليسيا  
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## CONCEPT HALAL AND THOYYIB – THE UNDERLYING PRINCIPLE FOR A MUSLIM DIET

Products has to be:

**Halal**

Permissible according to the Syariah (Islamic Law)

+

**Thoyyib**

Good to consume / apply



Healthy



Nutritious



Permitted sources



Clean & Safe



High Quality



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# CONCEPT OF MALAYSIAN HALAL CERTIFICATION



**Voluntary**



**Addition of Value to Product & Service**



**Halal Built-In Rather Than Tested For**

Majority of Malaysian Halal Certification Certificate Holders are Non-Muslim Owners Companies



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## MAIN REFERENCES



**Malaysian Standard (MS)**



**MPPHM**



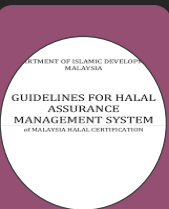
**Fatwa**



**Law/Regulation**



**Circular**



**MHMS**

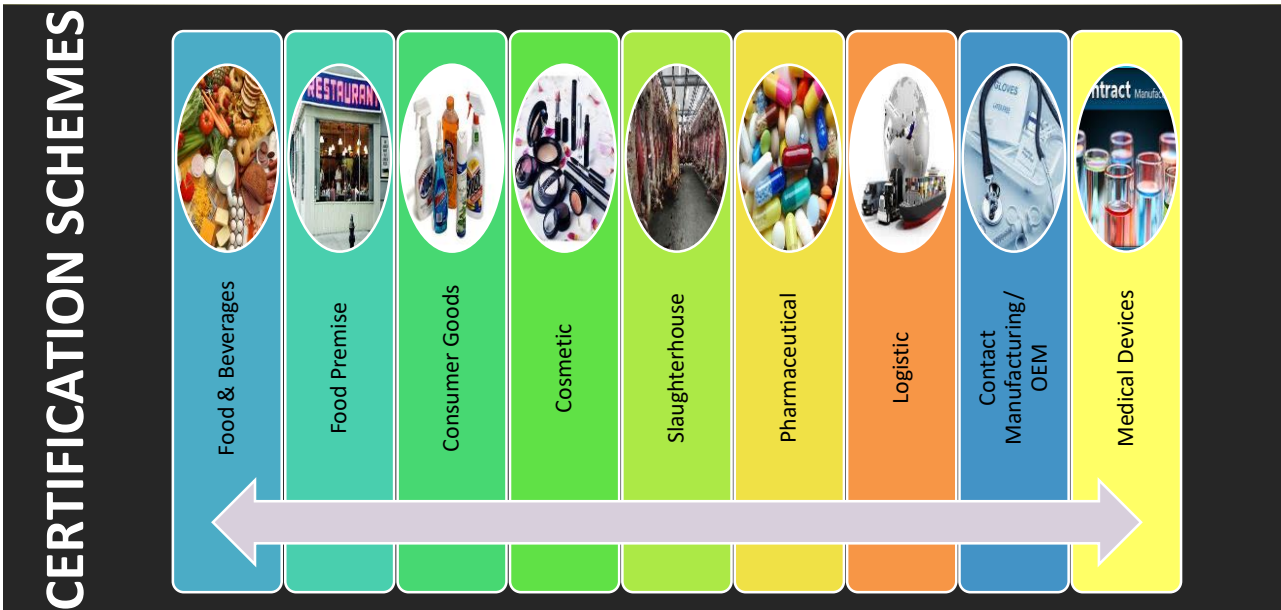


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**HALAL MALAYSIA PORTAL**

Selamat Datang ke Pautan Pintas Portal Rasmi HALAL MALAYSIA  
 Welcome to the Fast Link of the Halal of Malaysia Official Portal

Announcement : [NOTIFICATION OF CHANGES IN LATEST LIST OF FOREIGN HALAL CERTIFICATION](#)

Verify Halal Status :

Please Click The Icons Below For A Faster And Speedy Communication

- [System MYeHALAL](#)
- [Circular](#)
- [Certification And Procedure](#)



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**APPLICATION FEE**

APPLICATION	CATEGORY		RM
	TYPE OF INDUSTRY	FEATURES	
<b>Product and Service</b> • Food/ Beverages/ Food Supplement • Consumer Goods • Cosmetic & Personal Care • Pharmaceutical • Logistic • Contract Manufacturing/ OEM • Central Kitchen	Micro	Annual turnover less than RM 300,000.00	100
	Small	Annual turnover between RM 300,000.00 and less than RM 15 Million	400
	Medium	Annual turnover between RM15 Million and RM 50 Million	700
	Multinational	Annual turnover exceeds RM 50 Million	1000



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**NOT ELIGIBLE**



Non halal products



No standard/  
guideline



Produce &  
distribute halal-non  
halal products



Similar branding  
halal-non halal  
products



Negative  
implication to  
religion/ social



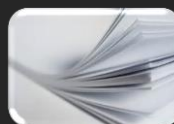
Natural products



Fertilizer & animal  
feed



Crockery



Paper



Synonymous  
products names



Relabeled products



Food premise  
prepare haram  
cuisine



R&D products



Deviation of aqidah,  
superstition &  
deception



Hotel kitchen  
prepares pork  
based menu



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# GENERAL REQUIREMENTS



- Raw material/ Ingredient/ Processing Aid
- Processing
- Packaging & Labelling
- Factory
- Food Premise
- Worker
- Sanitation System
- Halal Record
- Amenities & Welfare
- Training
- Supervision & Monitoring
- Elements of Worship
- OEM



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# SPECIFIC REQUIREMENTS

## Large Category

## Medium Industry Category

- Established internal Halal Committee
- Appoint Halal Executive
- Appoint minimum 2 Muslim workers (permanent, Malaysia citizen, fulltime in handling/ processing product section)
- Established Halal Assurance System (HAS)

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SPECIFIC REQUIREMENTS

Small Industry Category

- Appoint 1 Muslim supervisor workers (permanent, Malaysian citizen, works along the supply chain of handling/ processing)
- Appoint minimum 1 Muslim worker (workers (permanent & fulltime in handling/ processing product section)

Micro Industry Category

- Appoint minimum 1 Muslim worker (permanent & fulltime in handling/ processing product section)



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HALAL CERTIFICATE



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HALAL LOGO



MS 1500 : 2009

Ref/Ruj:1 005-01/2013



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BENEFIT OF HALAL CERTIFICATION



Increase  
Consumer  
Confidence



The Social  
Contribution



Facilitate  
Monitoring



Improved  
Productivity  
and Profit  
Gain



Global symbol  
for quality



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**Recognized Foreign Halal Certifiers**  
As on **10 Dec. 2019**  
[81 CBs from 45 Countries]

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### BADAN PENSIJILAN HALAL LUAR NEGARA YANG DIKTIKRAF JAKIM

KEMASKINI 10 DISEMBER 2019

Bahagian Halal, Jakim [www.halal.gov.my](http://www.halal.gov.my)



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# CONCLUSION

## Halal as a great opportunity to tap in the global market

## Extended to service related

## Agenda in the world economy



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# THANK YOU



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