

Halal Accreditation Requirement From The Perspective Of Halal Certification Bodies



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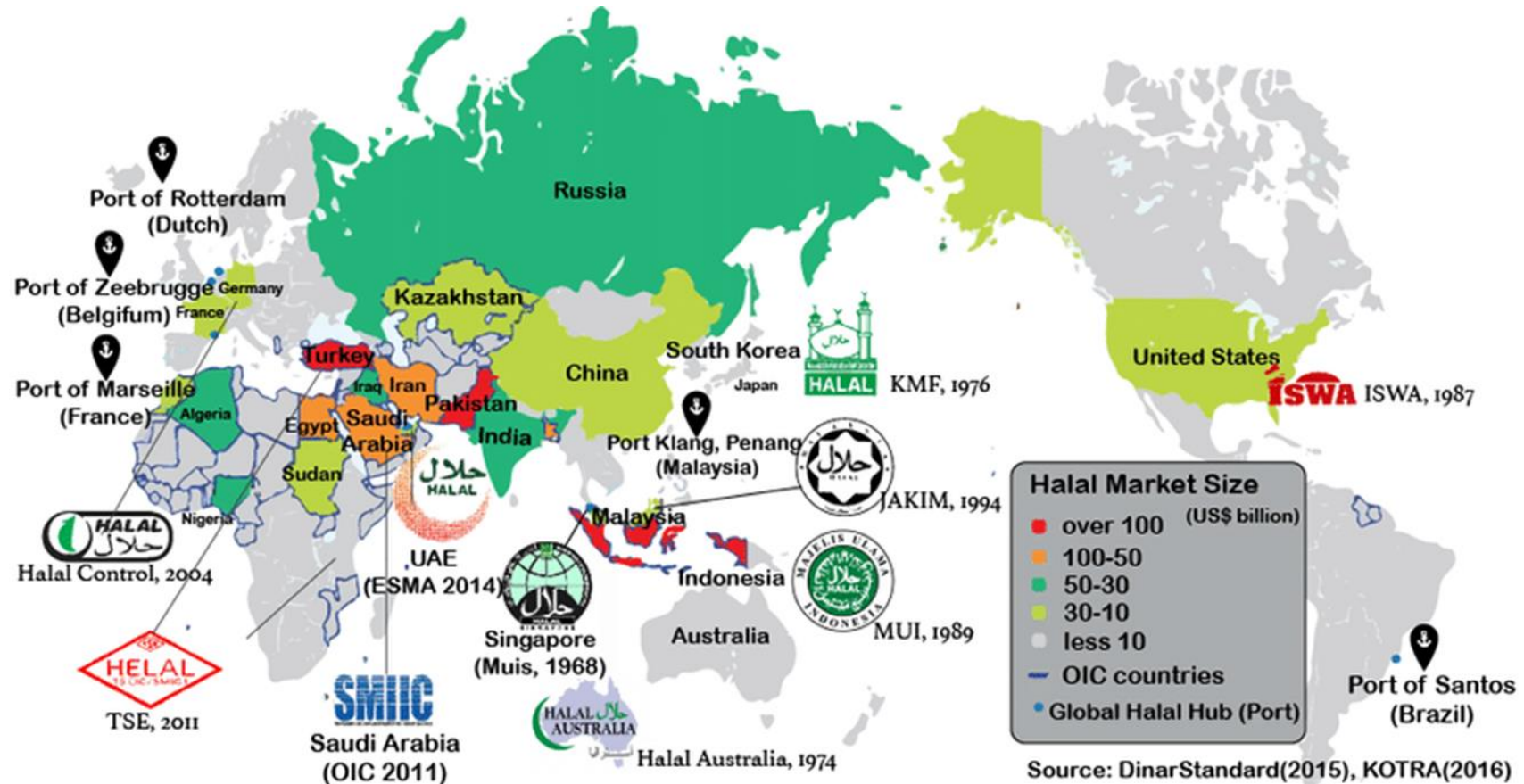
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Global Halal Market - Overview

GLOBAL PRESENCE

The halal market is not limited to Muslim-majority countries and is growing rapidly in regions like Europe and North America (IMARC group, 2023).



Halal Market - Overview

SIZE AND SCOPE

Current global halal food market value for 2022 is estimated to be USD 2.3 billion (IMARC Group, 2023).

Besides food, the market includes pharmaceuticals, cosmetics, health products, toiletries, and medical devices.

*justo viverra blandit. Ut congue quis
suscipit nunc.*

Fig XX: Global Halal Food & Beverage Market Size, Forecast and Y-o-Y Growth, 2019-2030



Source: DataIntelto Analysis

Segments By Type

- Halal Food
- Halal Drinks
- Halal Supplements
- Type 4

Segments By Application

- Hypermarkets/Supermarkets
- Convenience Stores
- Online Channel
- Application 4

Source: <https://dataintelto.com/report/halal-food-beverage-market/>



Global Halal Market - Overview

GROWTH & POTENTIAL

Despite the ever-present threat of recession, inflation, and perhaps even stagflation, the halal market is rapidly growing and developing, proving to be highly resilient to crises. It is expected to grow by 6% annually, driven by a rising Muslim population and increased consumer awareness. (IMARC Group, 2023).

Halal Certification



Different types of halal logotypes on the market (Dugonjić, 2019)

Halal Certification – Pros & Cons



Market Availability



Diversity Inclusion



Consumer Confidence



Lack of clear regulatory frameworks



Self-declared Entities



Multiplicity of Standards

Regulation of the Halal Market - Effective or Not?

1

Recognition & Acceptance

The acceptance of halal products in a country is affected by the recognition of the Halal Certifying Body (HCB), and only products certified by recognized HCBs are accepted

2

Multilateral Recognition Arrangement

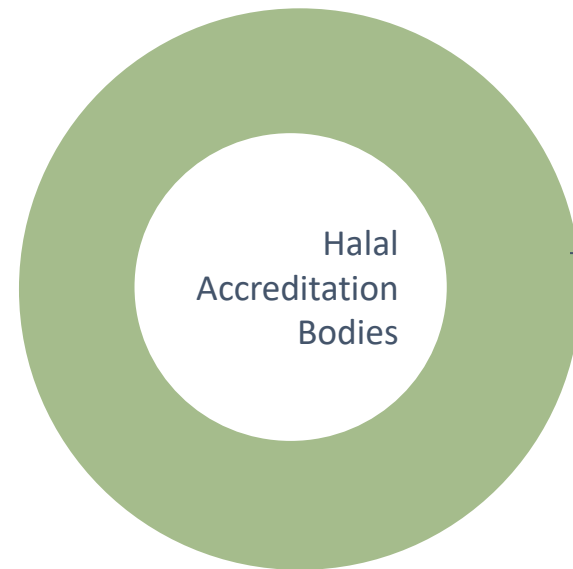
Issue with both recognition and accreditation processes is that they do not always follow international standards

3

OIC countries recognition

While a halal certification body may be accredited by an accreditation body in one OIC country, it may not necessarily be recognized in another OIC member country

Halal Accreditation Bodies



- 1 The Standards and Metrology Institute for the Islamic Countries (SMIIC)
Turkiye
- 2 Emirates International Accreditation Centre (EIAC)
United Arab Emirates
- 3 The Department of Islamic Development Malaysia (Jabatan Kemajuan Islam Malaysia or JAKIM)
Malaysia
- 4 The Saudi Food and Drug Authority (SFDA)
Saudi Arabia
- 5 Majlis Ugama Indonesia (MUI)&National Food and Drug Control Agency of Indonesia (BPOM).
Indonesia
- 6 The Halal Accreditation Agency (HAK))
Turkiye

NO universal recognition of Halal accreditation in all export markets.

Aim of Research



To determine whether the current regulation of the halal market is effective and appropriate.

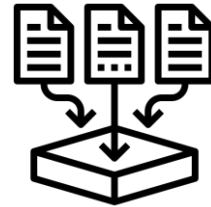
Materials and methods



METHOD

Questionnaires

Comprises of 7 questions related to the regulation of halal certification bodies



DATA COLLECTION

13 countries

1. Austria
2. Australia
3. Belgium
4. Bosnia and Herzegovina
5. Brazil
6. France
7. Montenegro
8. Netherlands
9. Poland
10. Slovenia
11. Turkey
12. United Kingdom
13. United States of America

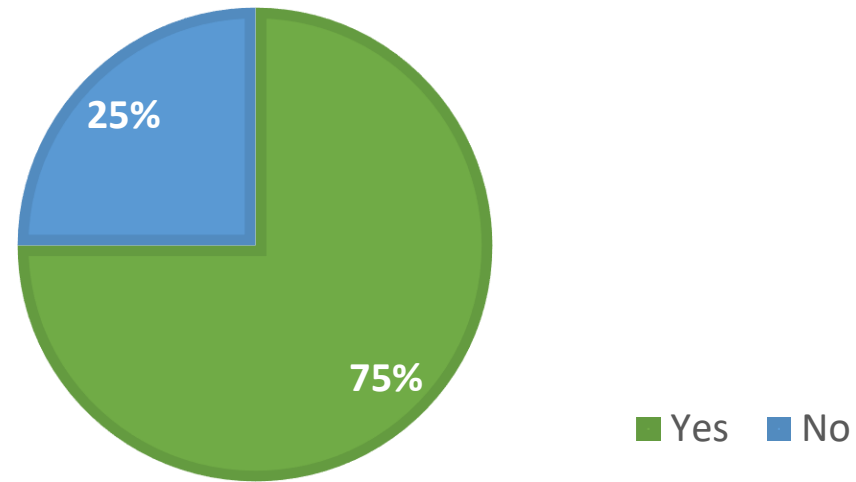


TARGET AUDIENCE

32 representatives of Halal Certification Bodies

Results & Discussion

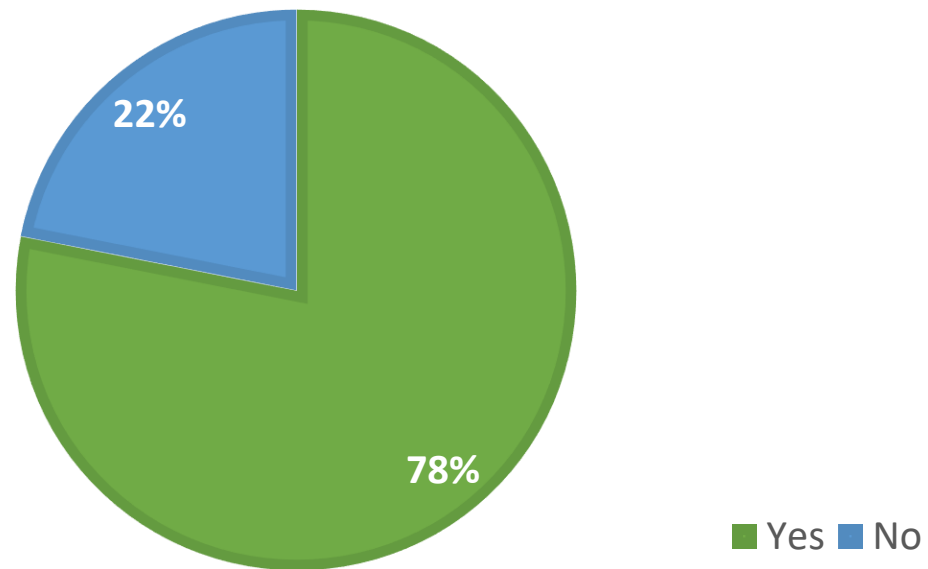
HAVE YOU OBTAINED ANY HALAL ACCREDITATION?



Research shows that halal accreditation is necessary to regulate the halal market. Of our respondents, the majority had undergone at least one.

Results & Discussion

DO YOU THINK ACCREDIATION IS
NECESSARY FOR HCB?

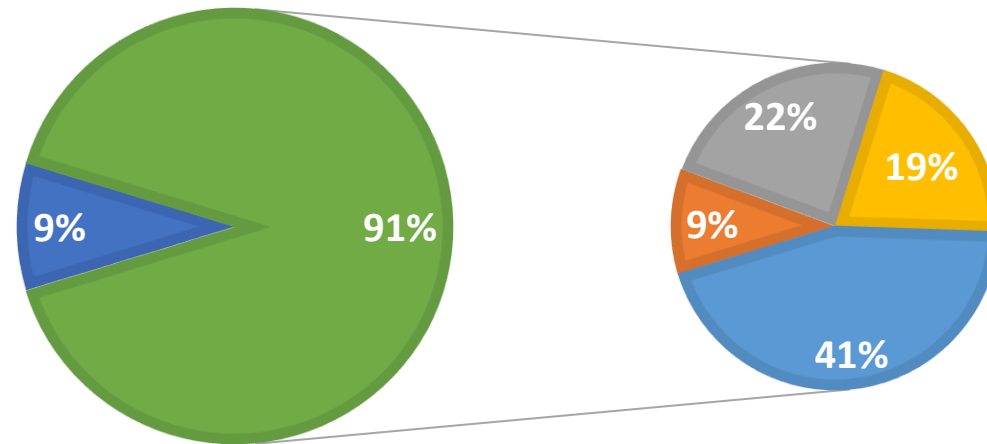


Over 78% agreed that the accreditation is necessary to regulate halal market.

Results & Discussion

DOES CURRENT ACCREDITATION PROCESS IN YOUR OPINION HAVE SAME DISADVANTAGES?

- No
- Yes, too much requirements
- Too much bureaucracy
- Too much political interest.
- Too high price

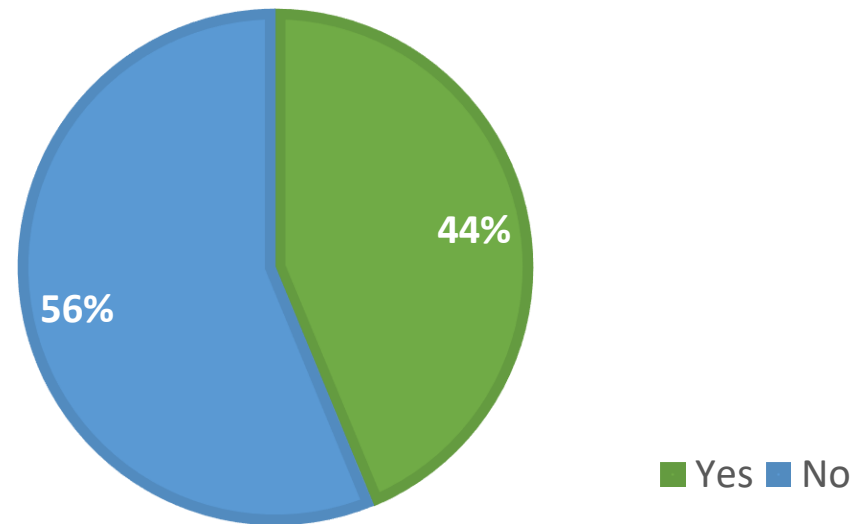


Some respondents cited high costs as a challenge and called for the development of international recognition of halal accreditation.

The halal industry is vulnerable to politics, with 18.8% of respondents agreeing that there is too much political interest in halal accreditation. However, a significant minority of respondents found the process too complex due to excessive requests, which could affect recognition.

Results & Discussion

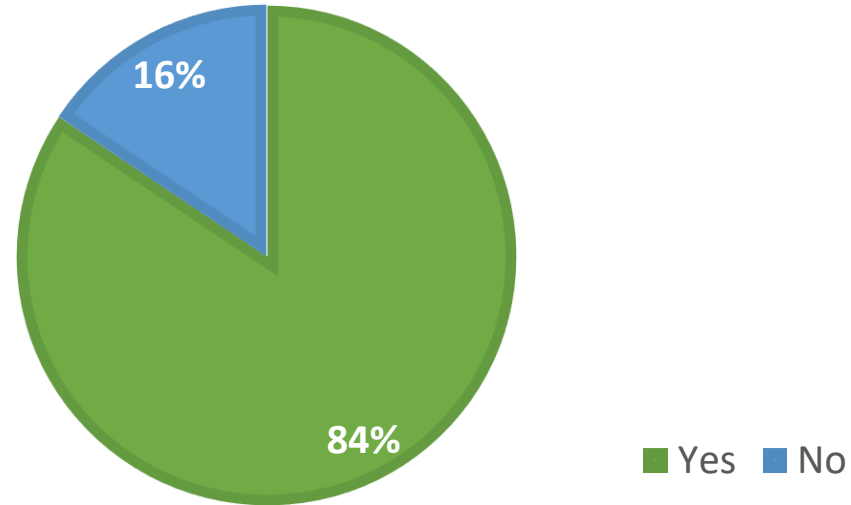
DO YOU THINK THAT THE DEVELOPMENT OF HALAL ACCREDITATION PROCESS IS ON THE RIGHT PATH?



56.3% of the respondents disagreed that it was on the right track, whereas 43.8% believed it was.

Results & Discussion

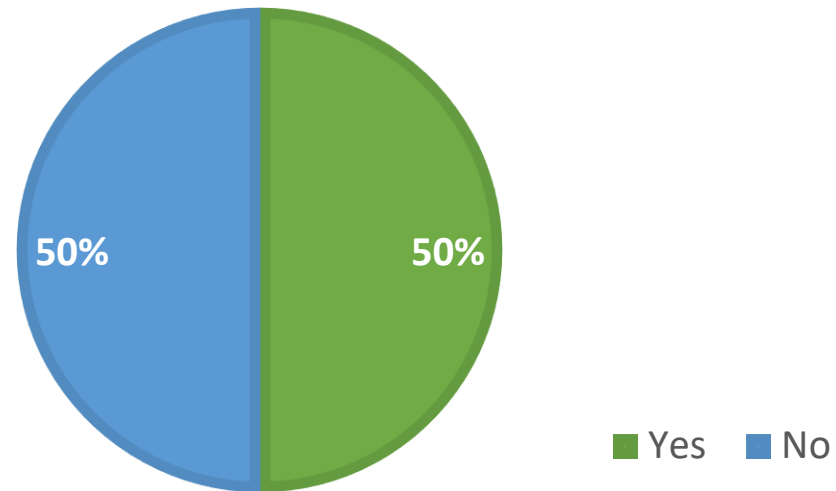
DOES HALAL ACCREDITATION OBTAINED FROM ONE OF THE OIC COUNTRIES IN YOUR OPINION SHOULD BE RECOGNISED IN ALL OIC COUNTRIES?



84.4% of the respondents confirmed that having an internationally recognized accreditation is necessary, while 15.6% stated that there is no need for international recognition.

Results & Discussion

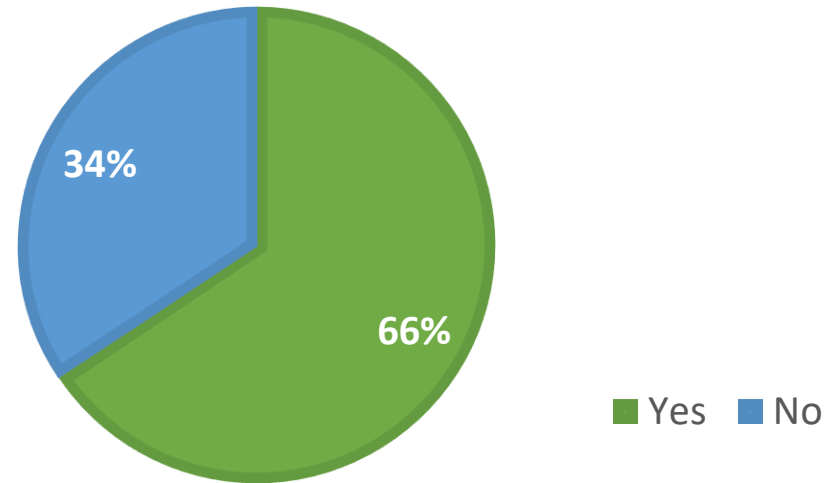
DO YOU THINK IT IS NECESSARY TO ESTABLISH A HALAL ACCREDITATION BODY IN NON-OIC COUNTRIES SUCH AS THE EU OR US?



The questionnaire revealed that respondents were equally divided in their opinions.

Results & Discussion

IN YOUR OPINION IS THERE A NEED TO ACCREDIT/RECOGNIZE HALAL CERTIFICATES FROM OIC COUNTRIES FOR PRODUCTS SOLD IN NON-OIC COUNTRIES?



65.6% of the respondents stated that there is a need to accredit/recognize halal certificates from OIC countries for products sold in non-OIC countries, while 34.4% believe that there is no need for such accreditation/recognition.

Conclusion



Effective regulation and accreditation are critical to ensuring the integrity and growth of the halal market



The role of Halal Accreditation Bodies is to find consensus in halal markets, reduce costs and complexity of accreditation, establish international alignment for accreditation, and recognize HCBs.



The questionnaire data suggests that halal certification bodies view the proliferation of halal standards as a significant barrier to smooth export activities.



It underscores the necessity of halal accreditation to regulate the market, but also emphasizes the need for consensus among accreditation bodies to reduce the cost and complexity of the accreditation process.

The study concludes that the current state of halal accreditation is not optimal.



HALAL BUSINESS FORUM 2023

October 2nd - 3rd Zagreb, Croatia



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Thank you!

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