INDONESIAN EXPERIENCE IN HALAL BUSINESS DEVELOPMENT

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ABSTRACT

As the Hadith Rasullulah SAW is narrated by Tirmidhi, that traders who are always honest and trustworthy will be with the prophets, people who are always honest and people who are martyred. "Therefore the Halalanthoyyiban business is a very noble work in Islam. Indonesia is the country with the largest Muslim population in the world, but in the halal product business, Indonesia is not included in the Top 10 in the world. But with will be implemented of Mandatory Halal Certification in Indonesia at the end of 2019, this will open up great opportunities for the Indonesian people to achieve this. As it is known that Halal business has become a global phenomenon that is no longer associated with religion. but also as a Halal lifestyle for non-Muslims, because Halal products have become a symbol for quality products, safe, healthy and guaranteed, nutrition for the peoples. HALAL has become an "EMERGING MARKET" for both Muslims and Non-Muslims, the halal product business is the fastest growing worldwide and has reached around 3.3 trillion US dollars per year to meet the needs of more than 2.1 billion Muslims plus people Non-Muslims who already understand the benefits of Halal Products.
ROAD MAP

INDONESIAN EXPERIENCE IN HALAL BUSINESS DEVELOPMENT

- The Risks of Consuming Haram Foods
- History of Labeling Halal products in Indonesia
- Law of The Halal Products Assurance No. 33, 2014
- Indonesia's position & business development of halal products in the world
- Opportunities and challenges of halal product business for Indonesia
Adam & Hawa dikeluarkan dari sorga oleh Allah disebabkan oleh memakan makanan haram (Buah khuldi)

Sampai saat ini Allah masih marah kepada orang yang suka memakan makanan haram, sebagaimana firman Allah dalam Al Quran Surat Thaahaa (20) : 81

Adam & Eve were taken out of heaven by God caused by eating haram food (Khuldi fruit)

Until now God is still angry with people who like to eat haram food, as Allah says in the Qur'an Surat Thaahaa (20): 81
"Makanlah di antara rizki yang baik-baik yang telah Kami berikan kepada kamu dan jangan melewati batas yang menyebabkan kemarahan-Ku menimpa kamu. Dan barang siapa ditimpa kemarahan-Ku maka pasti akan jatuh (binasa)."

Allah marah terhadap orang → H3 = **HALAL, HARAM, HANTAM**

Allah Cinta terhadap orang → H4 = **HALAL HARUS, HARAM HAPUS**

Eat from the good things with which We have provided you and do not transgress [or oppress others] therein, lest My anger should descend upon you. And he upon whom My anger descends has certainly fallen.
Halalanthoyyiban is a concept that integrated for halal food & Drug safety in Islam.

It is said in Al-Quran, letter of Al-Baqarah, verse 168. (2:168)

O mankind, eat of that which is Halalanthoyyiban on the earth, and don’t follow the footsteps of the devil. Indeed, he is an open enemy to you.

Halalanthoyyiban composed of 2 pieces of words that come from Arabic, namely; Halal and Thoyyib.

Halal has meaning "lawful" or "permissible" and

Thoyyib has meaning “Wholesome” (safety, cleanliness, nutritious, quality, authentic).
ALL FOOD are considered halal in Islam EXCEPT the list under haram
ANALISIS MAKANAN HALAL LEBIH FOKUS KEPADA BABI & PRODUK TURUNANNYA KARENA DIA PALING BANYAK TERDAPAT PADA MAKANAN, OBAT DAN KOSMETIKA
Haram foods contain a lot of xenobiotic compounds

- Xenobiotic compounds is a compounds that enter the body, but it is not useful for the body and can harm the body.

Sources of xenobiotic compounds:
- Biological compounds *(pig, wild beasts & haram animals eaten also GMO)*
- Pollutant
- Inorganic and organic compounds *(alcohol & hazardous compounds)*
- Incorrect use of drugs
Biotransformation of Xenobiotic

1. Active
2. Inactive

Xenobiotic and Poison

Biotransformed Xenobiotic and Poison

Results of biotransformation

- Active
  1. More potent
  2. Less potent
  3. Toxic

- Inactive

HARAM FOODS (Xenobiotic):

- Alcohol, Pork, Blood, Carnivorus animal & birds of prey, Animals improperly slaughtered, animals killed in the name of anyone other than Allah

Slow but sure, will changes to:

1. Physical body
2. Change in character
Pig genetic is similar with human genetic.

Pig organs most widely taken for organ implants in humans is known as the Xenotransplantation.

- **Xenotransplantation** refers to the practice of transplanting, implanting, or infusing living cells, tissues, or organs from one species to another.
Operation of pigs to be taken organ in hospital, to be inplant to human.
Because Pig genetic is similar with human genetic

Eating pork = cannibalism
= Sumanto (makan mayat)

According to medical science:
- About 66% of the protein in our body will work as enzymes
- The function of enzymes in the body is to regulate all activities and our character
- Action of the enzyme in the body is as biocatalyzer (biokatalisator)
- We talk, angry, sad, in love and etc. caused enzymes work
- If we eat dog meat = Our character becomes easy to angry
- Because enzymes of dogs = enzymes for easy to angry
And the swine, though he divide the hoof, and be clovenfooted, yet he cheweth not the cud; he [is] unclean to you. No Images or Hymns Available
Of their flesh shall ye not eat, and their carcase shall ye not touch; they [are] unclean to you. (Leviticus 11:7-8)

And the swine, because it divideth the hoof, yet cheweth not the cud, it [is] unclean unto you: ye shall not eat of their flesh, nor touch their dead carcase. No Images or Hymns Available
These ye shall eat of all that [are] in the waters: all that have fins and scales shall ye eat: (Deu 14:8-9)
Chemical compounds and obesity genes in pigs are triggers for obesity in people who eat pork.

Therefore, genetic pig very similar with humans genetic, so, chemical compound & diseases that exist in pigs are very easily transmitted to humans.

Obesity is a trigger for cardiovascular disease and arteriosclerosis.

Retrovirus which generally living in pig cells is a trigger of cancer.
There are a lot of bacteria, viruses and worms that live on pork and easily transmitted to humans

### PARASITIC DISEASES

- a) Trichinella spiratis (Trichina worms)
- b) Taenia solium (Pork tape worm)
- c) Ascaris (Round worms)
- d) Ancylostomiasis (Hook Worms)
- e) Schitosoma japonicum
- f) Paragomines westermaini
- g) Paciolepsis buski
- h) Clonorchis sinensis
- i) Metastrongylus apri
- j) Giganthorinchus gigas
- k) Balatitidium coli

### BACTERIAL DISEASES

- Tuberculosis
- Fusiformis necrofurus
- Salmonella Cholera suis
- Paratyphoid
- Bruceellosis
- Swine Erysipelas

### VIRAL DISEASES

- Retrovirus → trigger cancer
  - Small pox
  - Japanese B-encephhalitis
  - Influenza

Protozoal Diseases:
- Toxo plasma goundii.
Alcohol/Ethanol (ethyl alcohol)

- In chemistry Alcohol is an organic solvent
- In our body, alcohol works dissolving or damaging organic compound the body, especially the enzymes.
- In Biochemistry, The majority of the types of proteins that are present in our body are enzymes
- The main function of an enzyme in the body is to carry out of chemical reactions or bio-catalyst
- Organic compounds in the body of alcohol drinkers will change from normal conditions.
- Therefore, alcohol drinkers are people that damaged physically and mentally
Tapert et al., 2001

Scanning results with a Positron Emission Tomography (PET) by using F-18 – Glucose to test the memory in alcohol drinkers and non-drinkers

Qoran surah Al Maidah Verse 91. The Alcohol drinker is forget for remember Allah and do shalat, because their memory cell has damaged
The World Health Organization estimates that there are 140 million people with alcoholism worldwide.

(Wikipedia)
FETAL ALCOHOL SYNDROME

Text and photographs by GEORGE STEINMETZ
History of Halal products in Indonesia
(Food, beverage, drug & cosmetic)

The Implementation phases of Halal Products

<table>
<thead>
<tr>
<th>Phase</th>
<th>Objective</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Halal Label were made by each Industries</td>
<td>&lt; 1989</td>
</tr>
<tr>
<td>2</td>
<td>Halal Certification Voluntary by Majelis Ulama Indonesia (MUI)</td>
<td>1989-2017</td>
</tr>
<tr>
<td>3</td>
<td>Transition Time for Halal Certification From Voluntary → Mandatory (LHPA No. 33, Year 2014)</td>
<td>2017 -2019</td>
</tr>
<tr>
<td>4</td>
<td>Halal Certification Mandatory by Government (Certificate from Ministry of religion Affair / MORA)</td>
<td>2019 – and soon</td>
</tr>
</tbody>
</table>

LHPA = LAW HALAL PRODUCTS ASSURANCE = UU JAMINAN PRODUK HALAL NO. 33, 2014
DATA FOOD PRODUCTS, DRUGS, AND COSMETICS WHICH OBTAINED PERMISSION LICENSES IN INDONESIA

<table>
<thead>
<tr>
<th>Tahun</th>
<th>JUMLAH PRODUK PANGAN</th>
<th>JUMLAH PRODUK KOSMETIKA</th>
<th>JUMLAH PRODUK OBAT-OBATAN</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>51519</td>
<td>70821</td>
<td>41412</td>
<td>163752</td>
</tr>
<tr>
<td>2012</td>
<td>9363</td>
<td>17192</td>
<td>6505</td>
<td>33060</td>
</tr>
<tr>
<td>2013</td>
<td>10115</td>
<td>20552</td>
<td>4372</td>
<td>35039</td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td></td>
<td></td>
<td>155000</td>
</tr>
<tr>
<td>Total</td>
<td>70997</td>
<td>108565</td>
<td>52289</td>
<td>386851</td>
</tr>
</tbody>
</table>

Sumber: Data Produk Teregistrasi BPOM RI
<table>
<thead>
<tr>
<th>Tahun</th>
<th>JUMLAH PERUSAHAAN</th>
<th>JUMLAH SERTIFIKAT HALAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>414</td>
<td>969</td>
</tr>
<tr>
<td>2006</td>
<td>443</td>
<td>1123</td>
</tr>
<tr>
<td>2007</td>
<td>488</td>
<td>1013</td>
</tr>
<tr>
<td>2008</td>
<td>548</td>
<td>921</td>
</tr>
<tr>
<td>2009</td>
<td>353</td>
<td>470</td>
</tr>
<tr>
<td>2010</td>
<td>692</td>
<td>750</td>
</tr>
<tr>
<td>2011</td>
<td>623</td>
<td>650</td>
</tr>
<tr>
<td>2012</td>
<td>552</td>
<td>600</td>
</tr>
<tr>
<td>2013</td>
<td>4523</td>
<td>9721</td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td>10762</td>
</tr>
<tr>
<td>Total</td>
<td>8636</td>
<td>26979</td>
</tr>
</tbody>
</table>

Sumber: Data Produk Tersertifikasi Halal LPPOM MUI
% Food and beverages that have halal certification in Indonesia

<table>
<thead>
<tr>
<th>Tahun</th>
<th>JUMLAH PRODUK YANG BEREDAR (DATA BPOM)</th>
<th>JUMLAH PRODUK BERSERTIFIKAT HALAL (DATA LPPOM MUI)</th>
<th>PERSENTASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>163752</td>
<td>26413</td>
<td>16,13%</td>
</tr>
<tr>
<td>2012</td>
<td>33060</td>
<td>17249</td>
<td>52,17%</td>
</tr>
<tr>
<td>2013</td>
<td>35039</td>
<td>9721</td>
<td>27,74%</td>
</tr>
<tr>
<td>2014</td>
<td>155000</td>
<td>13000</td>
<td>8,39%</td>
</tr>
<tr>
<td>Total</td>
<td>231851</td>
<td>53383</td>
<td>26,11%</td>
</tr>
</tbody>
</table>

Total persentase produk bersertifikat halal sejak tahun 2011 s.d. 2014 adalah 26,11% sehingga produk pangan, kosmetika, dan obat-obatan yang beredar dan belum bersertifikat halal tahun 2011 s.d. 2014 sebesar 73,89%

DIREKTORAT JENDERAL BIMBINGAN MASYARAKAT ISLAM
The basic principles on Law Halal Products Assurance (UU Jaminan Produk Halal) No. 33 Year 2014 is:

the change of halal certificate from voluntary becomes mandatory for foods, beverages, drugs, cosmetics, chemical products, biological products, products of genetic engineering, as well as the use of used goods, used, or used by the community,

That will begin at the end 2017 and will be implemented gradually in Indonesia
Therefore, it is said on:

1. **Article 1, point 1**
   - Products are goods and/or services related to foods, beverages, drugs, cosmetics, chemical products, biological products, products of genetic engineering, as well as the use of used goods, used, or used by the community.

2. **And article 4 say, that:**
   - Products that enter, distribute and traded in Indonesia are required to have *(Mandatory)* halal certificate.
Marketing of halal products is the fastest growing in the world, at this moment has reached about 3.3 trillion US dollars annually.

The Halal label has become a symbol for good quality and wholesomeness. That attracts not only for Muslims but also becoming a lifestyle of choice for non-Muslims.

With the global Muslim population estimated, about 2 billion or about 23% and also fastest growing, Therefore, Marketing of halal products will grow fastest in the world.
Key Markets, Key Facts (cont.)

- Halal food makes up around two-thirds of the global market for halal products and 17% of the global food industry.
- The market for Muslim food & beverage products is estimated at US$ 1.88 billion annually in 2012. The projected demand for halal food & beverage is US$ 3.3 billion for 2018, corresponding to a Compound Annual Growth Rate (CAGR) of about 6.9%.

Global Muslim Food & Beverage Expenditure compared to Top F&B Markets, 2012 USD billion

Source: State of Global Islamic Economy Report 2013
Top Countries by Volume of Muslim Food Consumption Market, 2012
USD billion

Source: State of Global Islamic Economy Report 2013
<table>
<thead>
<tr>
<th>Halal Lifestyle Sector</th>
<th>Contribution</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>Estimate 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halal Food</td>
<td>$ 1.088 Billion</td>
<td>$ 1.292 Billion</td>
<td>$ 1,128 Billion</td>
<td>$ 2,537 Billion</td>
<td></td>
</tr>
<tr>
<td>Travel</td>
<td>$ 137 Billion</td>
<td>$ 140 Billion</td>
<td>$ 142 Billion</td>
<td>$ 233 Billion</td>
<td></td>
</tr>
<tr>
<td>Clothing and Fashion</td>
<td>$ 224 Billion</td>
<td>$ 266 Billion</td>
<td>$ 230 Billion</td>
<td>$ 327 Billion</td>
<td></td>
</tr>
<tr>
<td>Pharmaceutical</td>
<td>$ 70 Billion</td>
<td>$ 72 Billion</td>
<td>$ 75 Billion</td>
<td>$ 106 Billion</td>
<td></td>
</tr>
<tr>
<td>Cosmetics</td>
<td>$ 26 Billion</td>
<td>$ 46 Billion</td>
<td>$ 54 Billion</td>
<td>$ 80 Billion</td>
<td></td>
</tr>
<tr>
<td>Media and Recreation</td>
<td>$ 151 Billion</td>
<td>$ 185 Billion</td>
<td>$ 179 Billion</td>
<td>$ 246 Billion</td>
<td></td>
</tr>
<tr>
<td>Finance/ Bank</td>
<td>$ 1,354 Billion</td>
<td>$ 1,214 Billion</td>
<td>$ 1,814 Billion</td>
<td>$ 3,247 Billion</td>
<td></td>
</tr>
</tbody>
</table>

GLOBAL ISLAMIC ECONOMY

CORE SECTORS
- Food
- Finance
- Clothing
- Tourism
- Media/Recreation
- Pharmaceuticals
- Cosmetics

...STRUCTURALLY AFFECTED BY ISLAMIC VALUES
- Halal food compliance
- Islamic law compliant
- Halal food, prayers services
- Halal ingredient compliance
- Custom clothing
- Family friend/Halal media

...DRIVEN BY RETAIL CUSTOMER NEEDS
- Halal food
- Islamic finance
- Value based services
- Non-haram ingredients
- "Modest" clothing
- Values based media/recreation

...DRIVEN BY BUSINESS CUSTOMER NEEDS
- Islamic financing
- Compliance
- Standardization
- Social responsibility
- Governance
- Business ethics

Muslims are the fastest growing consumer segment in the world.

Any company that is not considering how to serve them is missing a significant opportunity to affect both its top and bottom line growth.

Dr. Arancha González
Executive Director International Trade Centre

Source: Halal Goes Global, 2015
Copyright all ideas, Sapta Nirwandar © 2016
THE VISION OF UEA

‘Our vision for the Islamic economy sector is clear: we need this sector to contribute, in a vital manner, to our national economy and enhance our position as the global capital of the Islamic economy.’

(Khalifa bin Zayed al Nahyan)
**Top 10 Global Islamic Economy Indicator**

GIES Report 2016 - 2017

<table>
<thead>
<tr>
<th>Top 10 Halal Food</th>
<th>Top 10 Islamic Finance</th>
<th>Top 10 Halal Travel</th>
<th>Top 10 Modest Fashion</th>
<th>Top 10 Halal Media Recreation</th>
<th>Top 10 Pharmaceuticals &amp; Cosmetics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UEA</td>
<td>UAE</td>
<td>Indonesia</td>
<td>UAE</td>
<td>Togo</td>
</tr>
<tr>
<td>2</td>
<td>Australia</td>
<td>Malaysia</td>
<td>UEA</td>
<td>Turki</td>
<td>Malaysia</td>
</tr>
<tr>
<td>3</td>
<td>Pakistan</td>
<td>Bahrain</td>
<td>Malaysia</td>
<td>Turki</td>
<td>Singapura</td>
</tr>
<tr>
<td>4</td>
<td>Brazil</td>
<td>Arab Saudi</td>
<td>Singapura</td>
<td>Malaysia</td>
<td>Malaysia</td>
</tr>
<tr>
<td>5</td>
<td>Malaysia</td>
<td>Oman</td>
<td>Yordania</td>
<td>Yordania</td>
<td>Singapura</td>
</tr>
<tr>
<td>6</td>
<td>Oman</td>
<td>Kuwait</td>
<td>Maladewa</td>
<td>Singapura</td>
<td>Sri Lanka</td>
</tr>
<tr>
<td>7</td>
<td>Somalia</td>
<td>Pakistan</td>
<td>Iran</td>
<td>Iran</td>
<td>Perancis</td>
</tr>
<tr>
<td>8</td>
<td>Arab Saudi</td>
<td>Qatar</td>
<td>Lebanon</td>
<td>Lebanon</td>
<td>Lebanon</td>
</tr>
<tr>
<td>9</td>
<td>Bahrain</td>
<td>Indonesia</td>
<td>Oman</td>
<td>Oman</td>
<td>Oman</td>
</tr>
<tr>
<td>10</td>
<td>Qatar</td>
<td>Arab Saudi</td>
<td>Arab Saudi</td>
<td>Arab Saudi</td>
<td>Arab Saudi</td>
</tr>
</tbody>
</table>
1. Malaysia
2. UAE
3. Bahrain
4. Saudi Arabia
5. Oman
6. Pakistan
7. Kuwait
8. Qatar
9. Jordan
10. Indonesia
11. Singapore
12. Brunei
13. Sudan
14. Iran
15. Bangladesh

Score:
1. Malaysia 121
2. UAE 86
3. Bahrain 66
4. Saudi Arabia 66
5. Oman 63
6. Pakistan 48
7. Kuwait 45
8. Qatar 44
9. Jordan 43
10. Indonesia 40
11. Singapore 37
12. Brunei 33
13. Sudan 32
14. Iran 28
15. Bangladesh 26

2016-2017
GLOBAL CALENDAR OF HALAL EVENT 2016

30 Maret-2 April
KLCC, Kuala Lumpur

3 April Expo at Melbourne
10 April Expo at Sydney
9 April Conference at Melbourne

3-5 Mei
Konya, Turkey

22-24 April
Manila, Philippines

22-25 Juni
Taiwan

18-20 Agustus
Seoul, Korea Selatan

11-12 Oktober
Dubai, UAE

2-5 Juni
Moscow, Russia

Indonesia Halal Lifestyle Expo & Conference
6-8 October Jakarta, Indonesia

6-8 November
Santiago, Chile

Sumber: Diolah Oleh SSN Center
GLOBAL CALENDAR OF HALAL EVENT 2017

January
Sydney, 11-12

February
KLCC, Kuala Lumpur, 5-8 April

March
26 Feb-02 Mar

April

May
30 April – 1 May
Eindhoven, Netherland

June
21-24 Juni
Taipei

July

August
Seoul, 17-19 Agustus

September

October

November
16-18 November
Moscow

December

Sumber : Diolah Oleh SSN Center 2016
HALAL LIFESTYLE
Sector di Indonesia

- Travel
- Media & Recreational
- Pharmaceutical
- Cosmetics
- Education
- Halal & Food
- Finance
- Fashion
- Medical Care & Wellness
- Art & Culture
HALAL FOOD
World demand - Supply

Permintaan/Demand

1,9 bil Muslim
Value USD 1.292 bil

Supply/Penyeedia

<table>
<thead>
<tr>
<th>Main Players</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Daging Sapi</td>
</tr>
<tr>
<td>New Zealand</td>
<td>Daging Kambing</td>
</tr>
<tr>
<td>Brazil</td>
<td>Unggas/ Ayam</td>
</tr>
<tr>
<td>Malaysia, South Korea</td>
<td>Produk olahan makanan, Bahan makanan</td>
</tr>
<tr>
<td>Thailand</td>
<td>Produk olahan makanan</td>
</tr>
</tbody>
</table>

Issues: Food Insecurity
- Global supply chain/ Pasokan secara Global
- Trade (especially intra-OIC (Organization Islam Cooperation) is less than 15%)/ Perdagangan antar negara OIC (Organisasi Kerjasama Islam) kurang dari 15%

SOURCE: Global Islamic Economy Report, 2015-2016
HALAL SUPPLY CHAIN
From Farm to Fork

- Farm
- Factory
- Distributor
- Retailer
- House/Restaurant
THAILAND MUSLIM-FRIENDLY APP
Makanan Halal di Thailand

Dengan 5% populasi Muslim, Thailand mampu mengekspor 25% dari total ekspor produk makanan halal.
Pemerintah Korea sudah melaunching sebanyak 150 Restaurtant Halal di Seoul pada 2015.
Halal Food Court in Singapore
GLOBAL HALAL LOGISTIC

Key players in global halal market

Port of Santos, Brazil
Port of Marseille, France
The Port of Rotterdam, The Netherlands
Port of Zeebrugge, Belgium
Jebel Ali Port, UAE
Port Klang, Malaysia
Penang Port, Malaysia

Turkey
Producing halal foods for EU

China
Home to more than 20 million Muslims

Thailand
Exporting halal foods

Brazil
Supplying halal meat to Africa, Middle East

Malaysia
Working to become halal distribution hub
Halal Cosmetics

Semakin banyak Wanita beralih ke Wardah
Freya Halal Nail Polish

Product no. | C15/57253
Shade no. | H253
Shade name | Scarlet

Product no. | C15/57285
Shade no. | H285
Shade name | Punch
The top global halal medical tourist destinations based on the Frost & Sullivan report 2016

MALAYSIA
- Malaysia Healthcare Travel Council
- KPJ Healthcare Berhad

THAILAND
Bangkok Hospital launched an Arabic Medical Services wing in 2006. They provide Arabic-speaking staff in addition to halal food and prayer facilities.

INDIA
Global Health City Chennai is the first hospital in India to receive a halal certification.
Media and Recreation Sector
Halal Hospitality

The Al Meroz Hotel is Bangkok’s Leading Halal Hotel. The Hotel’s accommodation, dining and leisure facilities have been specially created to ensure the comfort and wellbeing of our Muslim and non-Muslim guests. All meals served in our restaurants are Halal-certified and the Hotel is a non-alcoholic.
Pattaya Halal Hotel
Thailand
Pattaya Halal Restaurant
Thailand

The one and only Premium Halal in Pattaya
Muslim and Global Spend on Beach Resort

Source: MFBR: Opportunities and Trends, 2016
Opportunities And Challenges Of Halal Products Business For Indonesia

INDONESIA HARUS MELAKUKAN ATM

ATM = Ambil, Tiru & Modifikasi

Dari negara2 yang sukses dalam pengembangan Produk Halal, UEA, Thailand, Malaysia Dll
Indonesia is a country with great potential, to develop various sectors for halal products, as the biggest muslim population in the world.

- **4th World’s Most Populous Country**
- **257 million Population (in 2015)**
- **The Biggest Population Muslim in the World**
- **17,508 islands Biggest Archipelagic Nation**
- **G20 2nd fastest growing Member State after China**
- **10th World's Largest Economy**
- **1 trillion USD GDP (PPP)**
- **4,876 USD GDP per capita (PPP)**

**INDONESIA**
Indonesia should be able to develop a variety of superior halal food products
Indonesia must make halal park in every province as it has done Malaysia.

Johor Halal Park  
Iskandar Malaysia, Johor
Indonesia should be able to grow the industry in various fields to be oriented to the export of halal products.
Indonesia must make as much as halal drugs and cosmetics
Indonesia is number one in TOP MODEST in the world, therefore, Indonesia's halal Mode industry must be export-oriented.
Indonesia Must Have Some:

Media and Recreation Sector must follow the halal lifestyle that is internationally oriented with English.
We must be able to realize Indonesia as the number one tourist destination of halal in the world.
Indonesia is the biggest archipelago country in the world, we have to make as much as possible, beach for halal tourist destination.

Sharia Beach Island Santen, Banyuwangi.
HOTEL & RESIDENCY HALALANTHOYYIBAN
The New Iconic, Religion & Green Living @Margonda - Depok
For development Halal Products, Indonesian Halal Products Foundation (YPHI) is working with UIN (State Islamic University) Jakarta to hold the first International Scientific Seminar in Indonesia with Topics:
International Conference & Expo On Halal, State and Society in Asia Pacific, 21-22 October 2017 at Sahid Jaya Hotel Jl Thamrin, Jakarta

Website ice-hassap.event.uinjkt.ac.id.

YPHI bekerja sama dengan UIN (State Islamic University) Jakarta untuk mengadakan Seminar Ilmiah International pertama di Indonesia dengan Topik

International Conference & Expo On Halal, State and Society in Asia Pacific, 21-22 October 2017 di Sahid Jaya Hotel Jl Thamrin, Jakarta

Website ice-hassap.event.uinjkt.ac.id.
CONCLUSION / KESIMPULAN

Indonesia already has strong capital, as the first country in the world to make the law mandatory halal certification.

Currently Indonesia is like a giant who just got up from sleep, to realize Indonesia as a leading country in the field of halal products, depends on our efforts to work hard to realize our hopes and ideals.

Indonesia sudah punya modal kuat, sebagai negara pertama di dunia yang membuat undang-undang wajib sertifikasi halal.

Saat ini Indonesia adalah bagaikan raksasa yang baru bangun dari tidurnya, untuk mewujudkan Indonesia sebagai negara terkemuka di bidang produk halal, tergantung kepada usaha kita semua untuk bekerja keras guna mewujudkan harapan dan cita-cita kita.