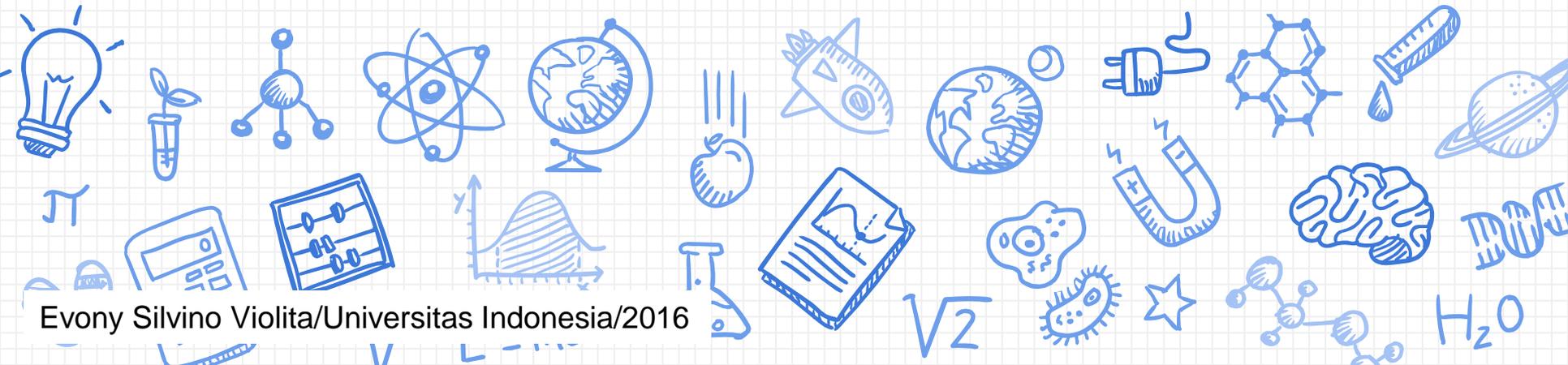


ISLAMIC INDUSTRY

BISNIS ISLAM



AGENDA

Definition and Scope of Islamic Industry

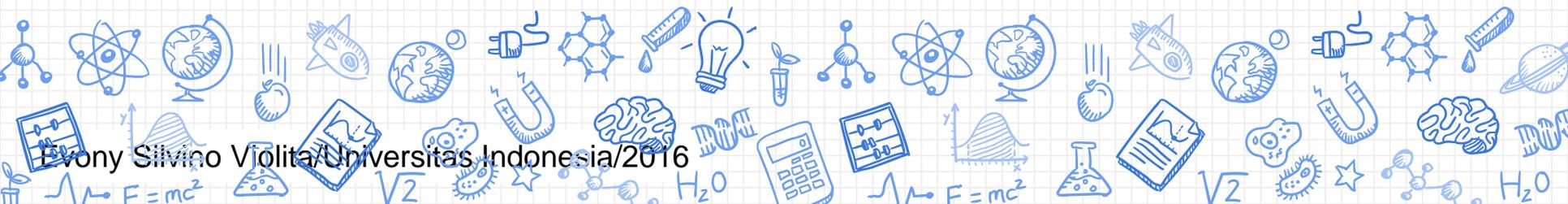
Islamic Business Process

Halal Product

Global Halal Market

Halal Standard and Certification

Definition and Scope of Islamic Industry

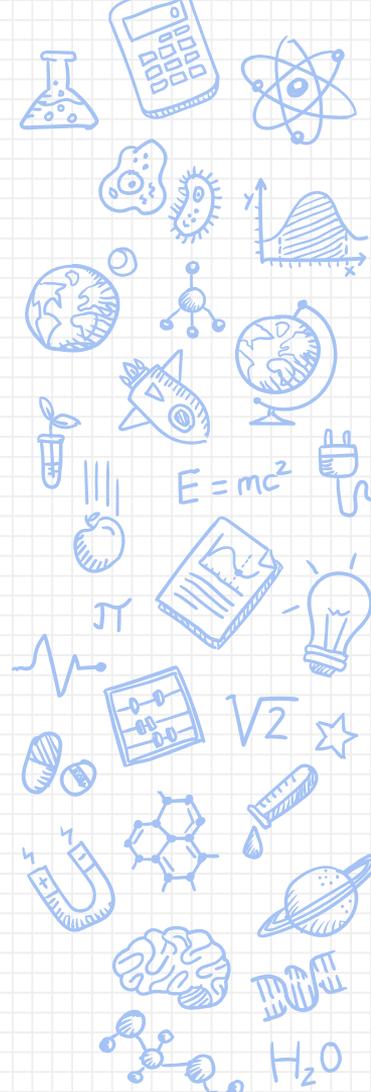


What is Islamic Industry?

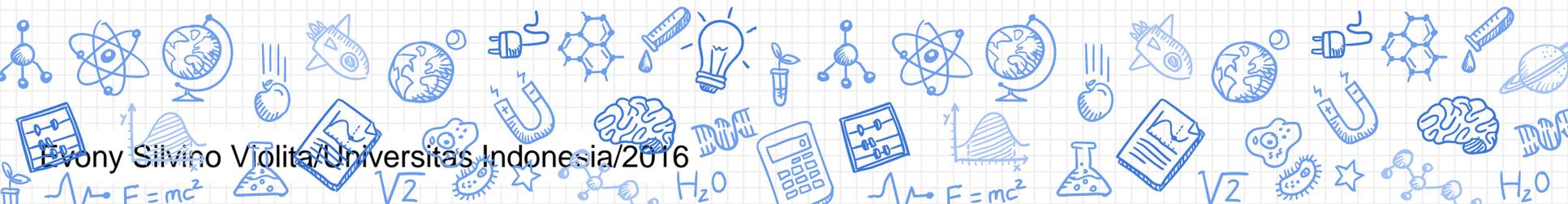
Islamic industry* ?

Any forms of business activities in the goods manufacturing or provision of services sector to meet the needs of consumers based on Islamic principles both in process and out come.

*) There has been no exact definition of Islamic industry. Hence, the definition above is flexible and may change along with the development of Islamic industry.



Halal Product



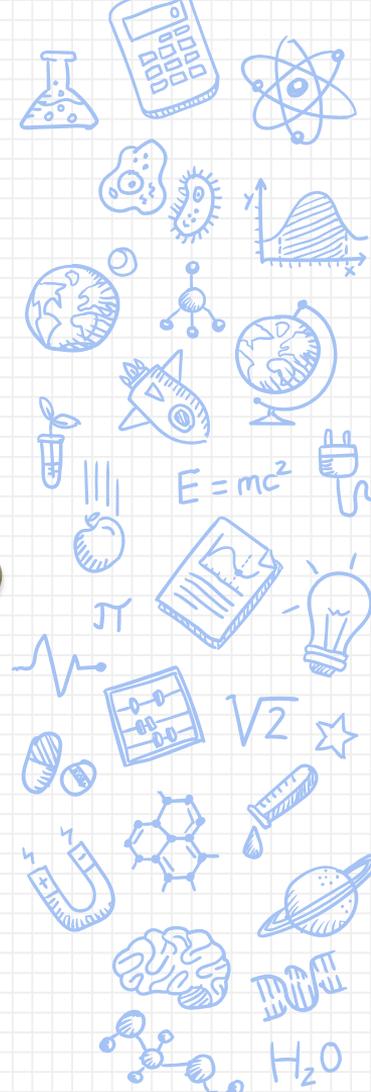
Halal Product

According to FAO, there are 3 criterions for use of the term Halal (for food and beverage):

Lawful food; food of animal and plant origin, drink, food additives

Slaughtering method

Preparation, processing, packaging, transportation, and storage



Halal Product

Lawful Food

NO pigs, dogs, snakes, monkeys, donkeys, carnivorous animals, birds of prey, pests, *animals not slaughtered according to sharia*, intoxicating plants, alcoholic drinks, all food additives derived from prohibited ingredients e.g. pork gelatine

Slaughtering

Should be muslim, animals are alive, state “Bismillah”, sharp devices, lawful according to Sharia

Preparation, processing, packaging, transportation, and storage

NO contain prohibited (haraam) things, using appliance or facility that was not free from anything unlawful according to Sharia. *Should be separated from the haraam items.*



BENCHMARK

How does global Muslim market compare to the rest of the world?

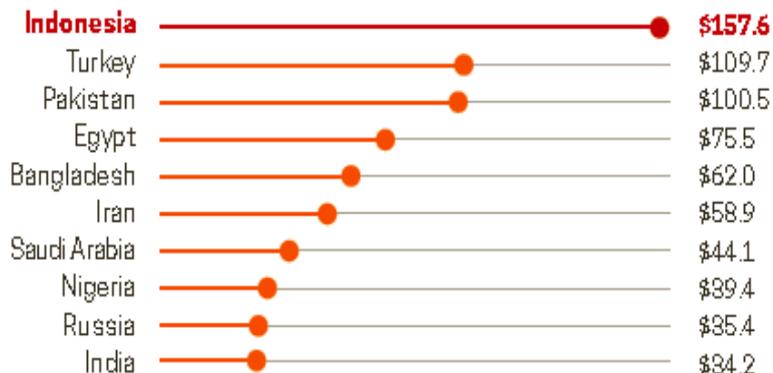
(2014 est., US\$ bill)



TOP MARKETS

Top Muslim consumer food expenditure markets

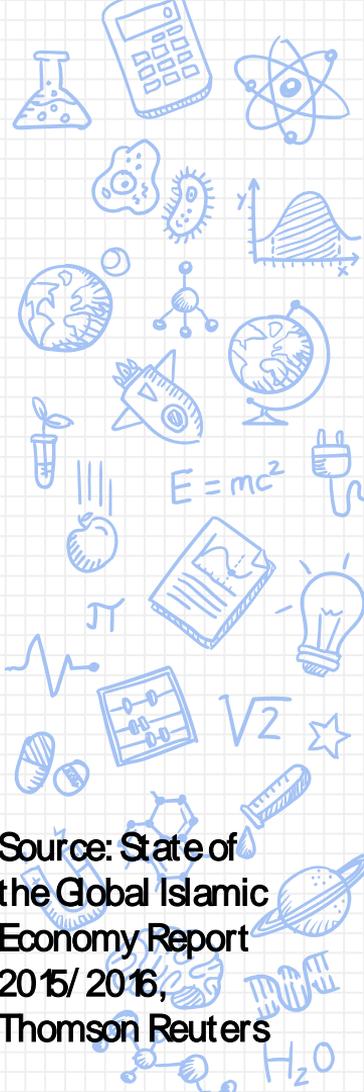
(2014 est., US\$ bill)



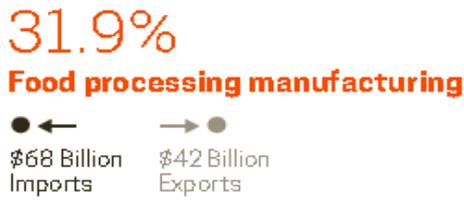
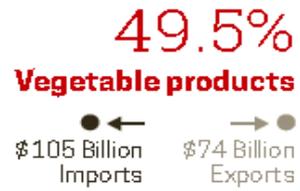
Halal food markets 'Tayyab' cross-over global opportunity²

Global organic food and beverages market expected to reach **\$104.5 billion** in 2015 @ 12.8% growth/year and almost 100% in 6 years.

Source: State of the Global Islamic Economy Report 2015/ 2016, Thomson Reuters

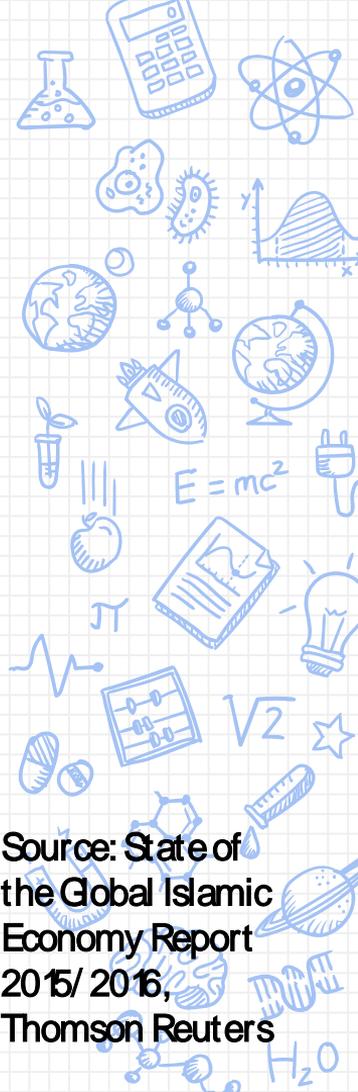


What do OIC member countries import most?



Which countries have the best developed Islamic economy for Halal food?

- *CRITERIA**
1. Trade OIC Food Trade Relative to its size
 2. Governance Regulation/Certification requirements
 3. Awareness Media/Events
 4. Social Food Price Index

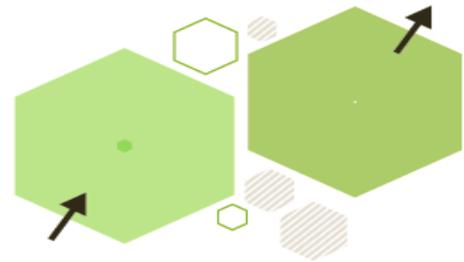


Source: State of the Global Islamic Economy Report 2015/ 2016, Thomson Reuters

Pharmaceutical manufacturing trade value of OIC* member countries (2014, US\$ bill)

\$526 bn
Global Imports

\$34 bn
OIC Imports



\$514 bn
Global Exports

\$4 bn
OIC Exports

\$34 bn
Pharmaceutical imports
by OIC countries
(6.5% of global imports)

\$30 bn
Pharmaceutical trade deficit
by OIC countries (2014)

* Only for pharmaceutical manufacturing sectors

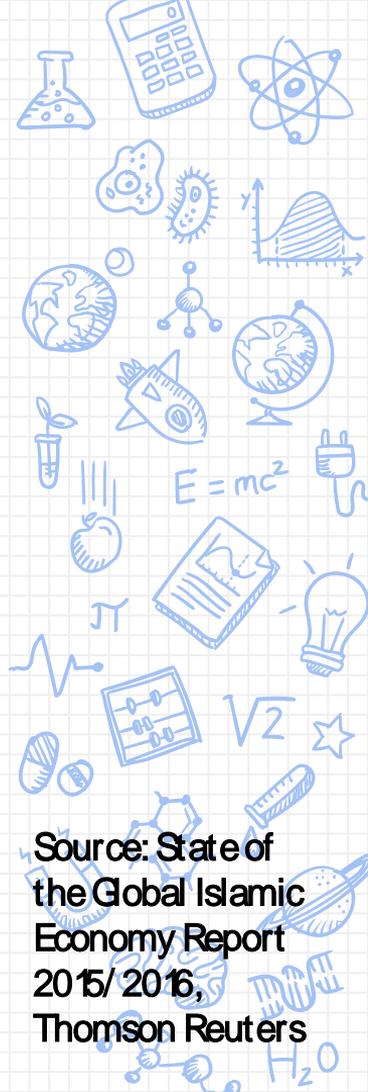
HALAL PHARMACEUTICAL INDICATOR

Which countries have the best developed Islamic economy for Halal pharmaceuticals & cosmetics?

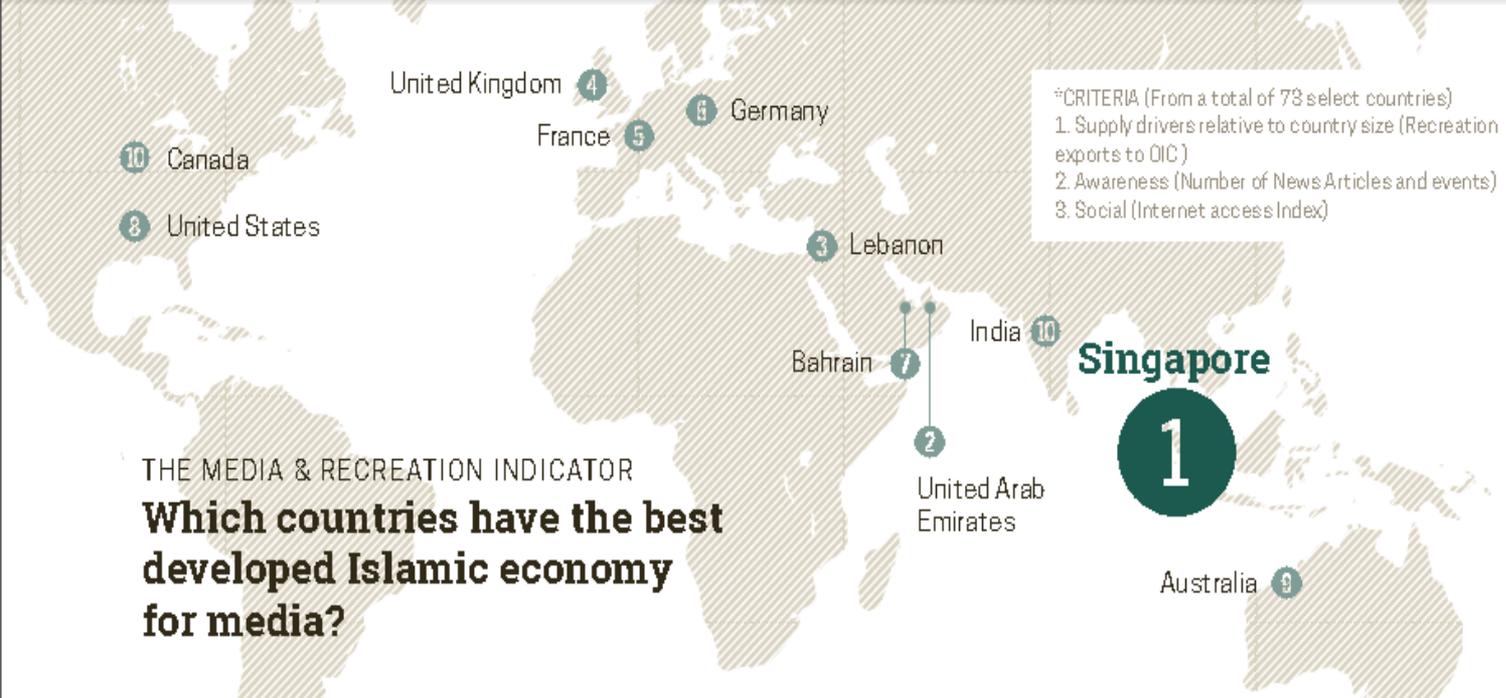


** CRITERIA (From a total of 73 select countries)

- 1. Trade: Pharma & Cosmetics exports to OIC relative to country size
- 2. Governance: Regulation/ Certification requirements
- 3. Awareness: Media/Events
- 4. Social: Pharma & Cosmetics Pricing Index

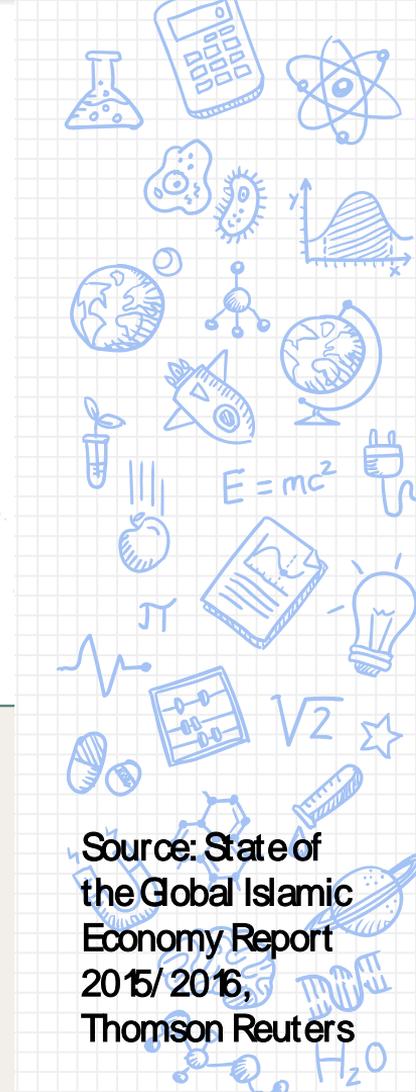


Source: State of the Global Islamic Economy Report 2015/2016, Thomson Reuters



*CRITERIA (From a total of 73 select countries)

1. Supply drivers relative to country size (Recreation exports to OIC)
2. Awareness (Number of News Articles and events)
3. Social (Internet access Index)



THE MEDIA & RECREATION INDICATOR

Which countries have the best developed Islamic economy for media?

Selected key players

Online Information/Apps
 Aquila Style (Singapore)
 Illume (USA)
 ProductiveMuslim (online/global)
 Zabihah.com (online/global)
 Al-Kanz (France)

Print (news, magazine, books)
 Ala (Turkey)
 Horizon (USA)
 Muallim (India)

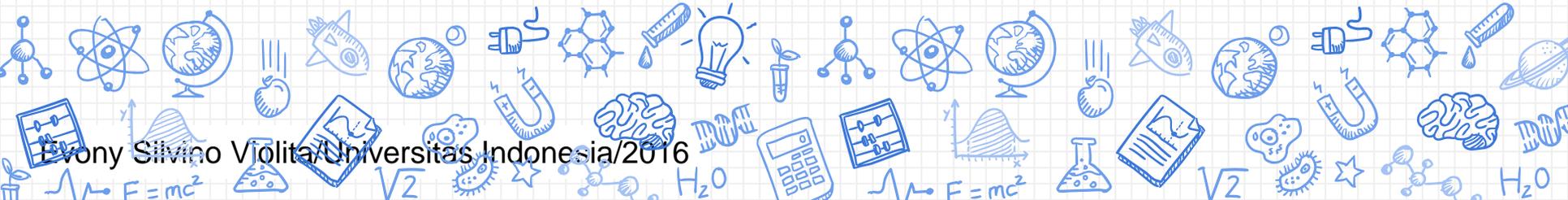
TV & Radio
 'Omar' Ramadan Series (MBC)
 IslamChannel (UK)
 The 99 (Kuwait)

Music/Nasheed
 Awakening Records
 Maher Zain
 Sami Yusuf
 Native Deen
 Raihan

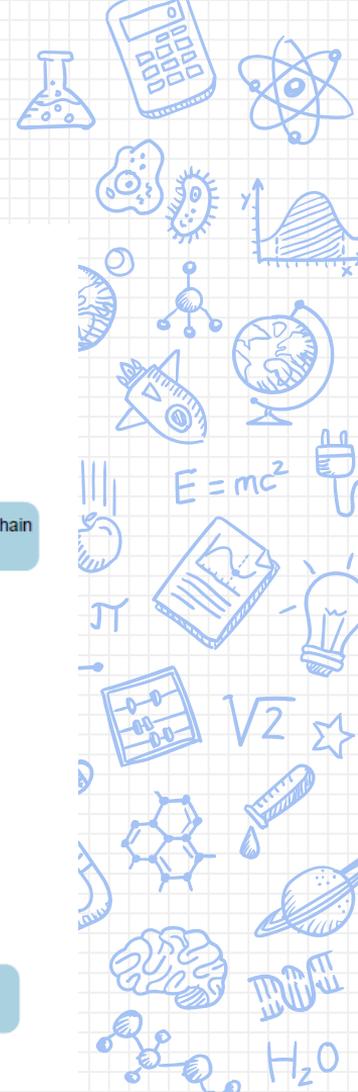
Film
 Prophet Muhammad (pbuh) Movie, Alnoor Holding (Qatar)
 Selam (Trukey)
 Kazan International Muslim Film Festival

Source: State of the Global Islamic Economy Report 2015/ 2016, Thomson Reuters

Halal Standard and Certification



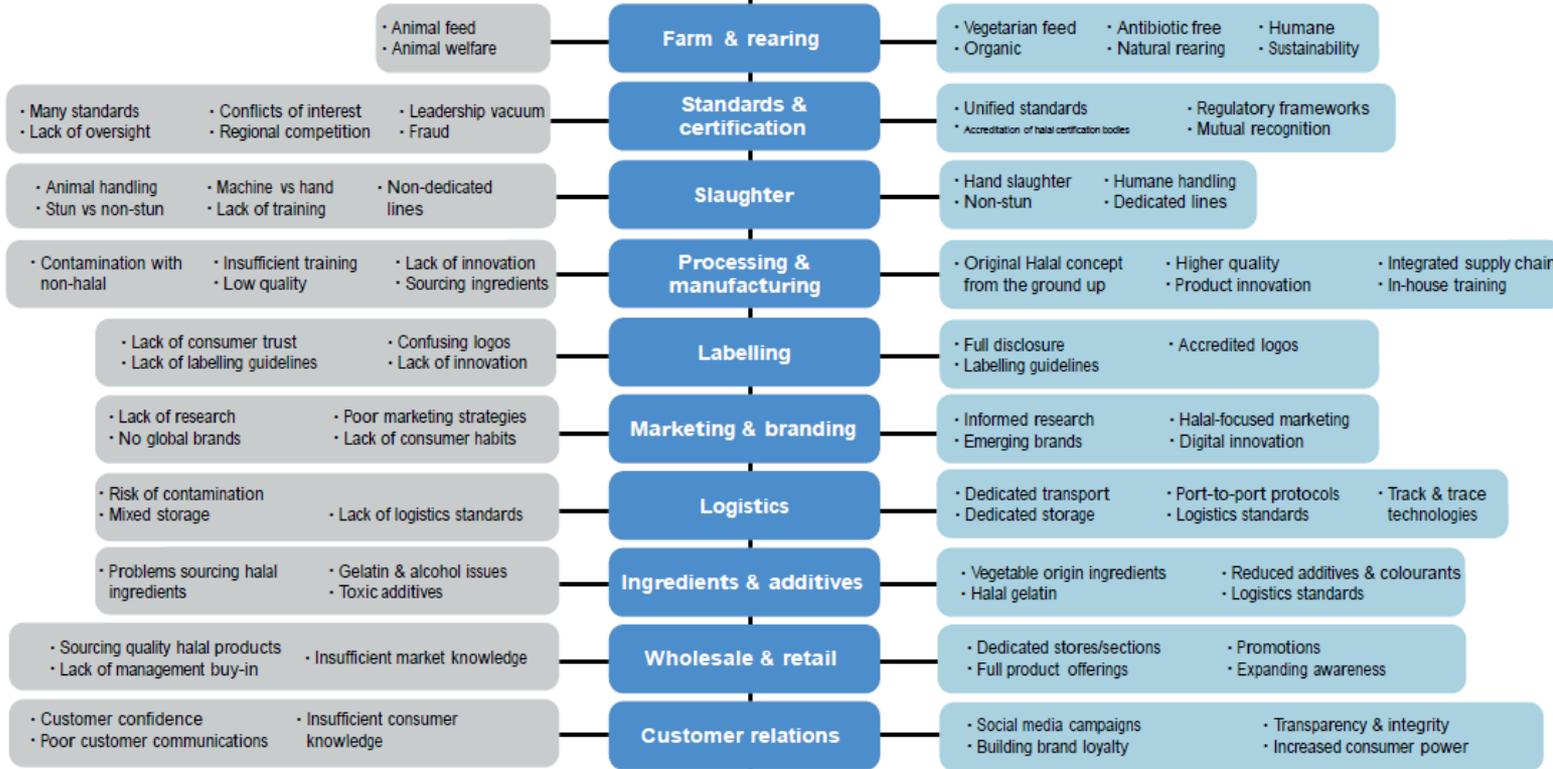
Issues in Halal Standard and Certification: Farm-to-Fork Meat Standard



CURRENT ISSUES

FARM

COMING TRENDS



FORK



"OAllah, I seek Your protection from useless knowledge, from a heart which is not disposed to fear You, from insatiable desire, from a prayer which is not answered and I seek Your protection from all the four said evils." (H.R. Abu Daud)

Evony Silvino Violita/Universitas Indonesia/2018

