

**WELCOMING REMARKS AND KEYNOTE ADDRESS**

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**AT HALAL CERTIFICATION BODY CONVENTION 2023**

**IN CONJUNCTION OF**

**GLOBAL HALAL SUMMIT 2023 (GHaS 2023)**

**10<sup>TH</sup> SEPTEMBER 2023, 10.20 AM**

**PULLMAN KUALA LUMPUR CITY CENTER**

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*Bismillahir Rahmanir Rahim.*

*Assalamualaikum Warahmatullahi Wabarakatuh,*

*and Salam Malaysia Madani,*

Distinguished Guests,

Ladies and Gentlemen,

1. First and foremost, I would like to extend my warmest welcome to everyone, my brothers and sisters in Islam, who are present here at the **13<sup>th</sup> Halal Certification Body Convention (HCBC), 2023, in Pullman Kuala Lumpur. Alhamdulillah, I'm humbled and honoured to be here with all of you, and I believe you would join me in extending our gratitude to Allah SWT for His mercy and blessings**

- giving all of us this opportunity to be present here in person after a long time since we haven't met face to face following the pandemic that hit the world in 2020.

2. JAKIM has been organising HCBC annually since 2010, gathering all of you here in our beautiful Kuala Lumpur and Putrajaya over the years until the movement control order (MCO) was imposed due to Covid-19, restricting travelling. This year, with the easing of the Covid-19 guidelines in Malaysia, we are able to resume organising HCBC in a physical set-up in conjunction with the **Global Halal Summit 2023 (GHaS 2023)** which JAKIM is collaborating with the Ministry of International Trade and Industry (MITI) through its three dependent agencies – the Malaysia External Trade Development Corporation (MATRADE), the Halal Development Corporation (HDC) and the Department of Standards Malaysian (DSM). May Allah SWT provide ease and guidance to make this Summit run smoothly and benefit us all. Aamin.

Ladies and Gentlemen, Brothers and Sisters,

### **Halal Ecosystem**

3. The Halal ecosystem comprises diverse entities, including certification bodies, manufacturers, consumers, regulators, authorities, media and academia. Today, we can see the Halal ecosystem growing rapidly both domestically and internationally. This has been achieved through the cooperation of all the key stakeholders with the aim of enhancing the integrity of the Halal industry. This cooperation ensures the production, certification, distribution and awareness of Halal products and services are provided in accordance with Islamic principles and regulations.
  
4. The Pew Research published in December 2022 reported that in the coming decades, Muslims are expected to grow faster than any other major religious group, with the fastest-growing countries tend to be highly religious. This finding corresponds with that of "The 10 Fastest Growing Economies in 2023" by virtue of the country's GDP growth rate reported by Groww in August 2023, where United Arab Emirates (UAE), Egypt, Qatar and Saudi Arabia are listed in the top 5. Additionally, the predicted trajectory for the global Halal industry

suggests that demand for Halal products and services will escalate in the near future. The worldwide Halal market is expected to increase to USD 5.0 trillion, with USD 113.2 billion in domestic development (Halal Industry Master Plan 2030, HDC). The rising demand from consumers who are heedful about Halal and cleanliness may lead to the positive growth of the Halal industry.

5. As certification bodies, we should take all these positive developments and projections to signify a growing demand for, and increasing level of trust in, the quality of certified Halal products and services. It also demonstrates that customer confidence in Halal-certified products and services is expanding. This shows that our role as a certification body is becoming more and more challenging every day to ensure that consumers, Muslims and non-Muslims alike, are provided with trustworthy Halal products and services.
6. JAKIM, as the competent authority in Malaysia stipulated by law for Halal certification, is responsible for holding the trust in driving the direction of Halal certification. At the same time, the value of integrity is also one of the essential elements to ensure that JAKIM is ready to face challenges in raising and upholding the dignity of Halal at the

world level and more importantly, it is also the responsibility of fardhu kifayah.

Ladies and Gentlemen, Brothers and Sisters,

**Theme: *Enhancing Capabilities, Strengthening Integrity***

7. Integrity is defined as the quality of being honest and sincere, having strong moral principles, as well as the state or condition of being complete, unified, whole and undivided. This year's HCBC's theme of "Enhancing Capabilities, Strengthening Integrity" is very much in accordance with the Malaysian Government's long-term direction of ensuring that the assurance of integrity is in line with service quality. I believe integrity is a significant value in all trade areas, especially in the global Halal industry.
  
8. For Halal Malaysia, integrity has been fundamental; very fundamental to our Halal certification. Right from the beginning, we have started our Halal certification system based on this integrity fundamental. We believe this principle, which JAKIM has long implemented, should also be adopted by our affiliated Foreign Halal Certification Bodies (FHCBs) so that consensus can be achieved;

and that we can be on the same page in promoting a trustworthy and credible Halal concept worldwide. We are counting on reputable and credible FHCBs as our representatives, our eyes and ears, to monitor the Halal-compliant status of the products and services along the supply and value chains within the Halal ecosystem with utmost responsibility and integrity.

9. We further believe that, with the existence of understanding and trust between ourselves - the competent authorities and FHCBs, regarding the rules and requirements that need to be adhered to and executed, Such understanding and trust, as well as mutual respect, will undoubtedly lead to best practices, thought leadership, knowledge sharing, and a harmonised approach to ensure an up-to-date, effective and efficient, most of all – professional Halal certification process, In Shaa Allah.
  
10. With that being said, we hope you appreciate the reason for JAKIM entering into MRAs (Mutual Recognition Agreements) with competent authorities, alongside carrying out periodic audits and reviews of FHCBs, which have a role in Malaysia's Halal industry. Your certification of the products and services produced and

consumed in this country, as well as our export markets, play a significant part in our Halal Built-In concept, which we have adopted with effect from the 2019 revision of the Malaysian Standards relating to Halal products. Alhamdulillah, as of June 2023, JAKIM has recognised 84 Foreign Halal Certification Bodies from 47 countries.

11. Furthermore, customer trust can be established and strengthened through a transparent certification process, proving compliance with Halal Toyyiban and Shariah principles. Looking at the Halal industry, which transcends international borders, the value of integrity is priceless in ensuring that the public trust and confidence in all of us – the Halal certification bodies, be it competent authorities or FHCBs, remain firm in providing assurance that the Halal certified product is not only permissible but also safe, of high quality and effective, as well as being produced or provided in a hygienic environment.

12. Indeed, trust is a great responsibility and must be carried out with integrity and wisdom. This is mentioned in the Quran, from surah an-Nisa', verse 58.

إِنَّ اللَّهَ يَأْمُرُكُمْ أَنْ تُؤَدُّوا الْأَمَانَاتِ إِلَىٰ أَهْلِهَا وَإِذَا حَكَمْتُمْ بَيْنَ النَّاسِ أَنْ تَحْكُمُوا

بِالْعَدْلِ إِنَّ اللَّهَ نِعِمَّا يَعِظُكُمْ بِهِ إِنَّ اللَّهَ كَانَ سَمِيعًا بَصِيرًا

Meaning:

*“Indeed, Allah commanded to hand over the trust to those who deserve it, and when you set the law between people, you should judge justly. Indeed, Allah is the best who rewards you. Indeed, Allah is All-Hearing and All-Seeing” (an-Nisa’:58).*

13. The integrity in the world of Halal certification should never be compromised by issues that can destroy consumer confidence because, as the Malay proverb says – *“Kerana nila setitik, rosak susu sebelanga”* literally translates as “Because of a drop of a blue dye/indigo, the whole pot of milk is spoiled.” I believe you can catch the meaning, right?



14. Therefore, I wish to call on all of you, my brothers and sisters, to always uphold the trust given to us as a certification body by practising the qualities of trustworthiness, honesty, responsibility and integrity in implementing our Halal certification process. Let's work together to strengthen the building blocks and infrastructure of an authentic global Halal industry through traceability from the source right through to the final destination.

Ladies and Gentlemen, Brothers and Sisters,

### **The Competency of Certification Body**

15. Apart from integrity, competency is another crucial factor in maintaining and sustaining the quality of Halal certification. Competency is the ability, knowledge and skills required for personnel to carry out a task worthy of trust or confidence. The competency of Shariah and technical auditors in Halal auditing, and the expertise of the Shariah Advisory Board in reaching an agreement to make a judgement are highly significant in the context of the Halal certification process in Malaysia. These elements become the essential components of the trust and legitimacy of the Halal Malaysia Certification itself.

16. Despite the differences in Halal rules and practices, we have complete trust that our recognised Halal certification bodies will remain committed in maintaining their operations within our rules and requirements, at the minimum.

Ladies and Gentlemen, Brothers and Sisters,

### **Halal Management Digital System Upgrade**

17. Let us not forget the digital transformation and its impact on our tasks at hand. JAKIM has been continuously adopting and adapting the digital and technological advancements in our Halal certification process, for both our domestic and international stakeholders. We are currently developing a dedicated digital Halal system, particularly for Foreign Halal Certification Bodies (FHCB), through the implementation of the MyIHAB System. MyIHAB offers an integrated management and registration mechanism, as well as housing vital information about the FHCBs. This system is designed to ensure meticulous oversight of products certified Halal by FHCBs, particularly for products exported to Malaysia. The system's rollout is planned to begin this year, with full implementation slated for 2024.

18. All in all, you and I know that the key to quality and level of assurance in Halal certification lies in the enduring value of integrity. To fulfil this responsibility, the integrity of Halal should be given special attention by the authorities and certification bodies to ensure that the governance of Halal certification is in compliance with all aspects of Shariah and has been clearly described. I believe Halal certification can have a significant positive impact on a country's image as well as the international economy, arising from the effective and high-quality cooperation between JAKIM and FHCBs.

Distinguished Guests,

Ladies and Gentlemen, Brothers and Sisters

19. My highest appreciation and compliment to the presenters, participants, my JAKIM team and all parties involved in making this convention a success. Once again, I would like to take this opportunity to welcome all Foreign Halal Certification Bodies and guests to this auspicious event.

20. May this convention play an essential role in advancing the worldwide Halal agenda and be the best platform for participants to connect and

discuss all issues related to Halal. Not only that, but I hope the revived physical annual convention is also the platform for us to think and brainstorm together on appropriate mechanisms for addressing Halal-related issues. Togetherness is the key to leadership - we must work and move forward together to achieve success and lead, not only in the economy but also in knowledge wealth and best practices, as well as thought leadership. Everyone plays a part in contributing towards the greater good. This is what I pursue in my mission in JAKIM, #SEJIWA – togetherness.

21. Let us pray for Allah's grace and blessings for a productive and successful convention. Thank you.

Wabillahitaufiq Walhidayah Wassalamualikum Warahmatullahi  
Wabarakatuh.