

GAYA HIDUP HALAL

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(INHART), International Islamic University Malaysia (IIUM)*

NGOPI (NGOBROL PAKE ILMU) – PCIM
5 July 2020



?

HALAL

Yang Mana Logo Halal Yang Betul?

Which is the new Halal logo used by JAKIM?



A.



B.



C.

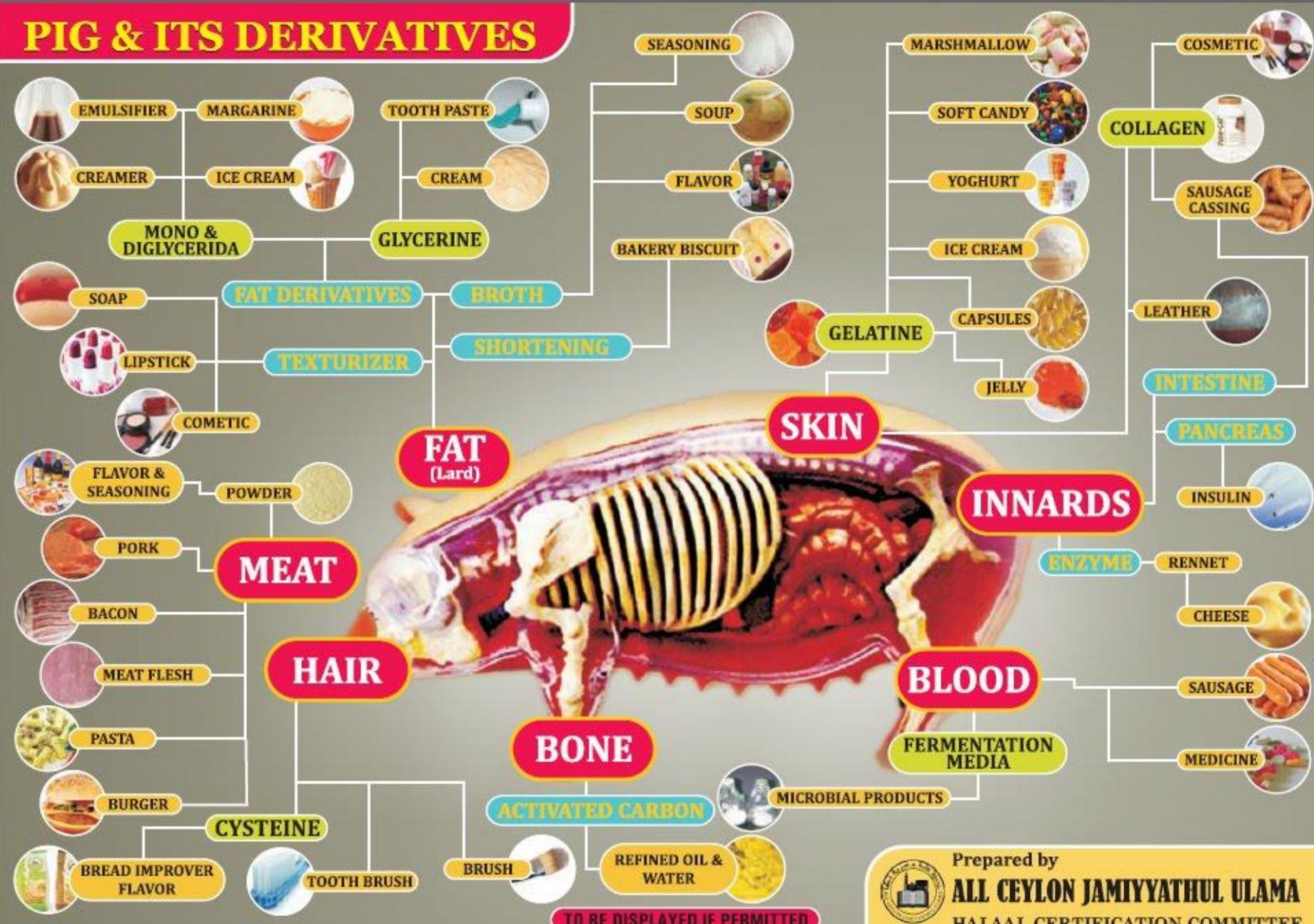


D.



HALAL LOGO MUI

PIG & ITS DERIVATIVES



Prepared by
ALL CEYLON JAMIYYATHUL ULAMA
 HALAAL CERTIFICATION COMMITTEE

Concept of Halal in Relation to Food Quality

- Halal is a Qur'anic/Arabic term meaning 'permitted, allowed or lawful'. Halal when used in relation to food and other consumer goods means 'permissible for consumption and used by Muslims'
- Haram is the opposite of halal.
- Shubhah or Mashbooh, means doubtful or suspected
- Halal and haram are serious matters in Islam

Nas' from Al-Quran

- Ayat 168, surah al-Baqarah (2)
- Ayat 172-173, surah al-Baqarah (2)
- Ayat 3, surah al-Maidah (5)
- Ayat 87-88, surah al-Maidah (5)
- Ayat 114, surah al-Maidah (5)
- Ayat 32, surah Al-A'raaf (7)
- Ayat 114-115, surah al-Nahl (16)

Al-Quran Surah Al-Baqarah:



يَا أَيُّهَا النَّاسُ كُلُّ مَا فِي الْأَرْضِ حَلَالٌ طَيِّبٌ...

*“O ye people! Eat of what is on earth, Halal and Good;
and do not follow the footsteps of the Evil One, for he is
to you an avowed enemy.”*

(Verse 168)

Daripada Ibn 'Abbas melalui al-Awsat dengan lafaznya, beliau berkata: "Ayat al-Quran ini (surah al-Baqarah, ayat 168) dibaca oleh Nabi Muhammad SAW: Wahai manusia, makanlah daripada apa yang ada di bumi yang halal lagi baik. Lalu Sa'ad bin Abi Waqqas bangun dan berkata: Wahai Rasul Allah, tolonglah berdoa kepada Allah SWT dan pintalah supaya doa aku ini diterima. Maka, Baginda menjawab: Wahai Sa'ad, bersihkanlah makananmu dan percayalah doamu akan diterima oleh Allah SWT. Sesungguhnya jiwa Muhammad di tangan-Nya, seorang hamba yang makanannya daripada sesuap benda yang haram ke dalam perutnya. Sesungguhnya Allah tidak akan memakbulkan doanya selama empat puluh hari dan setiap daging yang tumbuh daripada makanan yang haram dan riba, maka api nerakalah yang layak baginya."
(Riwayat al-Tabrani)

حلالاً طيباً

Halal - permissible based on Shariah rulings/Islamic law (religious, faith and spiritual)

Thoyyiba - Good or Wholesome (quality, safety, hygienic, clean, nutritious, security)

What industry involve Halal?

Traditional



Processed food and beverages



Organic and non-organic ingredients



Logistics services

Emerging



Cosmetics, personal care and healthcare products



Tourism services



Modest Fashion

Halal is about quality of life....



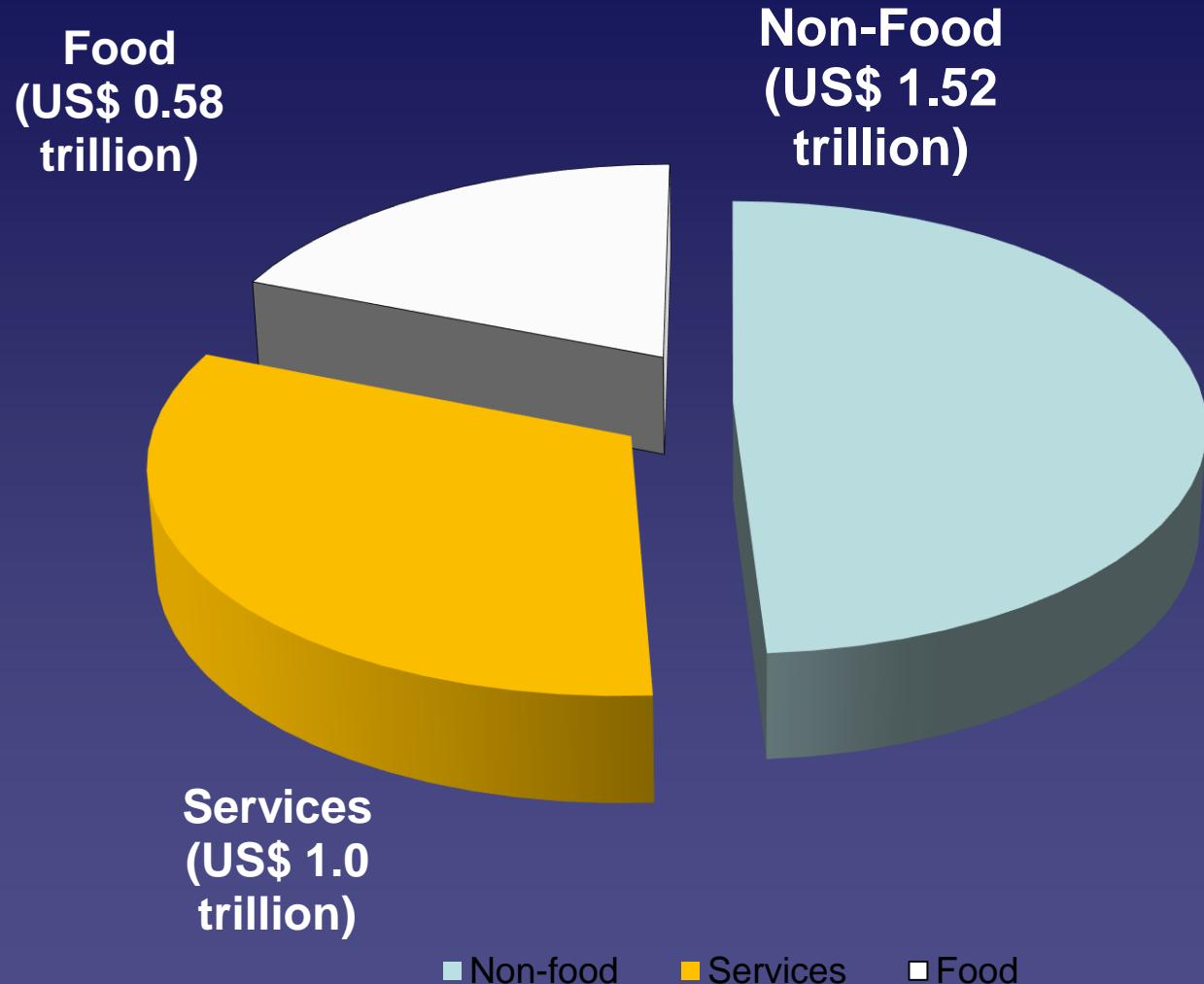
Halal concept is not just for Muslim. It is for everyone

HALAL???



25th and 27th April 2018, South Korea

Global Halal Market 2017~ US\$3.1 trillion/year



Source : Fourth Industrial Master Plan (IMP3)

Global Halal Industry and Food Security

- Halal business - lucrative industry and huge opportunities for domestic and international trade, e.g. Nestle - 154 halal-certified range stretches from culinary products to beverages, dairy, chocolates and sports and infants nutrition products
- Demand for halal food and other Islamic consumer goods is expected to proliferate in the coming years
- Currently, ~ 2.0 billion Muslims
- Growing demand not only from Muslims but also others wishing for extra security on food safety and quality (thoyyiba)

Korean Cosmetics

2300 COMPANIES



 Irwandi Jaswir
5 Apr • 

My views on Korean cosmetic industry in Tempo (English Version).

Pandangan saya tentang industri kosmetik halal Korea yang ditulis Tempo.



TODAY.LINE.ME
South Korean Cosmetic Industry Eyeing the Halal Industry





MALAYSIA OFFERS A COMPLETE HALAL ECOSYSTEM

Production



Halal food & beverages



Halal pharmaceutical



Halal cosmetics & personal care



Halal Ingredients

Services



Halal logistic



Islamic banking & takaful



Islamic healthcare



Islamic tourism

Infrastructure



Halal Industrial Parks



Halal R&D – testing lab



Traceability system



Standard & certification

Government Support



STANDARDS
MALAYSIA

Human Capital



- Halal Knowledge Workers
- Halal Executives & Auditors
- Syllabus in universities & colleges

“Halal as the new source of economic growth”



TOP 15 COUNTRIES GIE Indicator Score

MALAYSIA	116
UAE	63
Bahrain	58
Saudi Arabia	49
Pakistan	47
Oman	45
Kuwait	38
Qatar	37
Jordan	35
Indonesia	34
Singapore	34
Sudan	29
Egypt	27
Iran	27
Bangladesh	27



TOP 10 Halal Food

1	MALAYSIA
2	PAKISTAN
3	UAE
4	AUSTRALIA
5	OMAN
6	BRAZIL
7	JORDAN
8	AZERBAIJAN
9	EGYPT
10	QATAR



TOP 10 Islamic Finance

1	MALAYSIA
2	BAHRAIN
3	UAE
4	SAUDI ARABIA
5	OMAN
6	PAKISTAN
7	KUWAIT
8	QATAR
9	INDONESIA
10	SUDAN



TOP 10 Halal Travel

1	MALAYSIA
2	UAE
3	SINGAPORE
4	THAILAND
5	JORDAN
6	MALDIVES
7	TURKEY
8	BAHRAIN
9	QATAR
10	SAUDI ARABIA



TOP 10 Modest Fashion

1	CHINA
2	UAE
3	ITALY
4	BURKINA FASO
5	SRI LANKA
6	SINGAPORE
7	TURKEY
8	TOGO
9	SENEGAL
10	FRANCE



TOP 10 Halal Media and Recreation

1	SINGAPORE
2	UAE
3	LEBANON
4	UK
5	FRANCE
6	GERMANY
7	BAHRAIN
8	USA
9	AUSTRALIA
10	CANADA



TOP 10 Halal Pharma and Cosmetics

1	SINGAPORE
2	EGYPT
3	MALAYSIA
4	PAKISTAN
5	JORDAN
6	UAE
7	INDONESIA
8	OMAN
9	SAUDI ARABIA
10	YEMEN

GLOBAL HALAL HUBS

The Positions

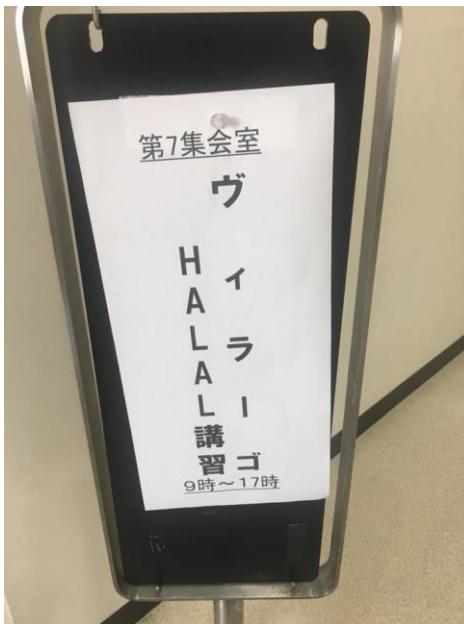
STATE OF THE
GLOBAL ISLAMIC
ECONOMY REPORT
2015/16

Source: Thomson Reuters & Dinar
Standard

Korea dan Makanan Sunnah



■ Olimpiade Tokyo dan Halal



Bagaimana di Saudi?



Halal di Xinjiang



Halal di China



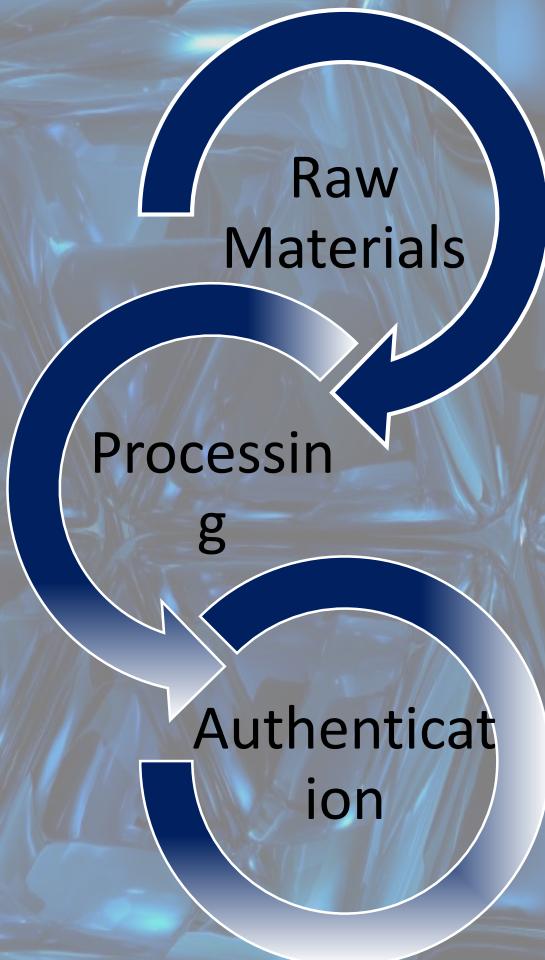
Halal di Taiwan



Issues in Halal Industry

- Halal food concept is simple; however, the industry is becoming more complex
- Due to breathtaking technological development today and the diversification of sources acquired globally for food processing and production, numerous number of processed food are available in the market
- It is increasingly difficult for Muslims during this challenging times to ensure the halal status of food in the market
- This trend has raised concerns among Muslim consumers regarding new processed food and other consumer products

Tiga Isu Halal Utama



Potential Critical Areas

- Raw materials – animal or plant origin
- Slaughtering – stunning and thoracic sticking issues
- Processing operations/equipment – cross-contamination
- Packaging/Storage/Transportation (logistic issues)
- Food ingredients and additives
 - Pig and its by-products (e.g. pork, lard, gelatin)
 - Enzymes (e.g. rennet, pepsin)
 - Emulsifiers (e.g. E471/E472 or mono- & diglycerides)
 - Intoxicants (alcoholic beverages, drugs)
 - Blood
- Genetically modified food
- Safety and quality aspects

COMMON CRITICAL INGREDIENTS IN PHARMACEUTICALS

- ✓ Placenta from human and animals
- ✓ Lard
- ✓ Gelatin and collagen (from pork or animal that was not slaughtered according to Shariah law)
- ✓ Emulsifiers (from lard or animal fat that was not slaughtered according to Shariah law)

GELATIN - PHARMACEUTICALS AND COSMETICS

- Capsule (soft and two-piece hard capsule)
- Tablets (binding, moisturizing and coating agent)
- Lozenges and cough drops
- Excellent stabilizer and emulsifier in pharmaceutical emulsions
- External application of drugs to treat various skin disorder

Placenta Halal?

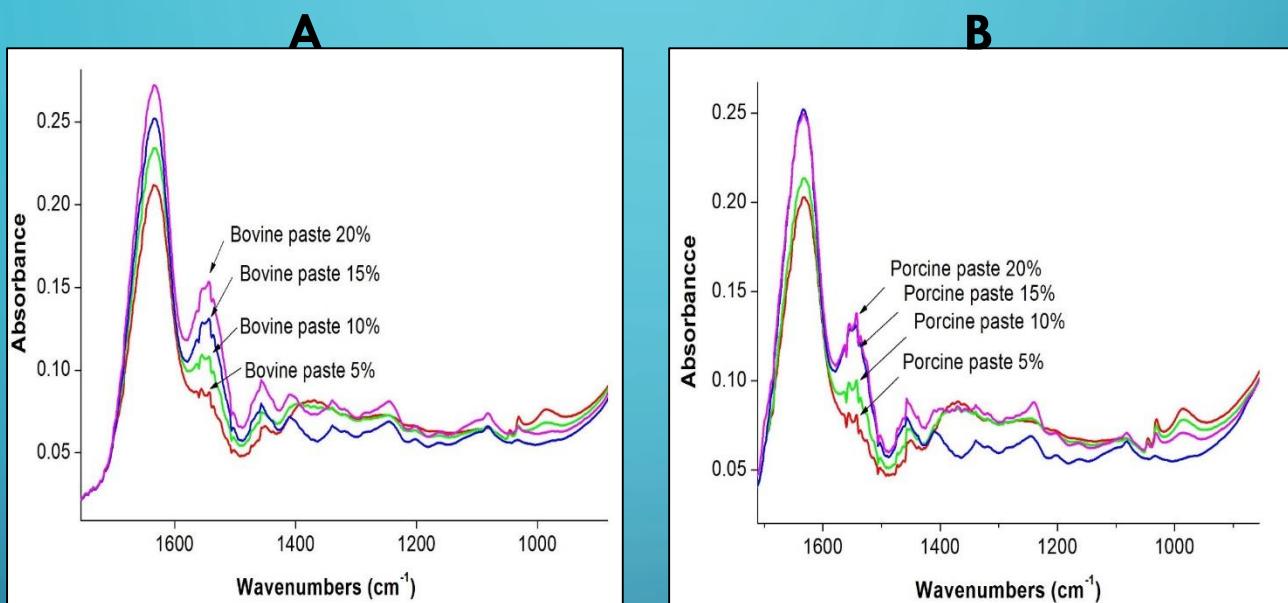


Teknologi HPP

Past and Current Research on Gelatin

- Gelatin from local goat for pharmaceutical capsules (in Indonesia)
 - Fish gelatin (30 species)
- Production of fish gelatin nano-particles
- Encapsulation of bioactive peptide using gelatin nano-particles
- Production of plant-based gelatin replacers
- Development of portable device for rapid authentication of non halal gelatin
 - Determination of gelatins in dental materials
 - Camel gelatin project (with KSU)
 - Seaweeds projects

Rapid Detection of Porcine Gelatin in Dental Materials



Concentration-dependent FTIR spectra of dental bovine paste (A)

Concentration-dependent FTIR spectra of dental porcine paste (B).

Detection of Ethanol in Mouthwash using Portable E-Nose



Camel Gelatin Project



Pilot Plant of Gelatin and Derivatives









Antioxidant



Anti-cancer



Anti-diabetic



Anti-inflammatory



Anti-obesity



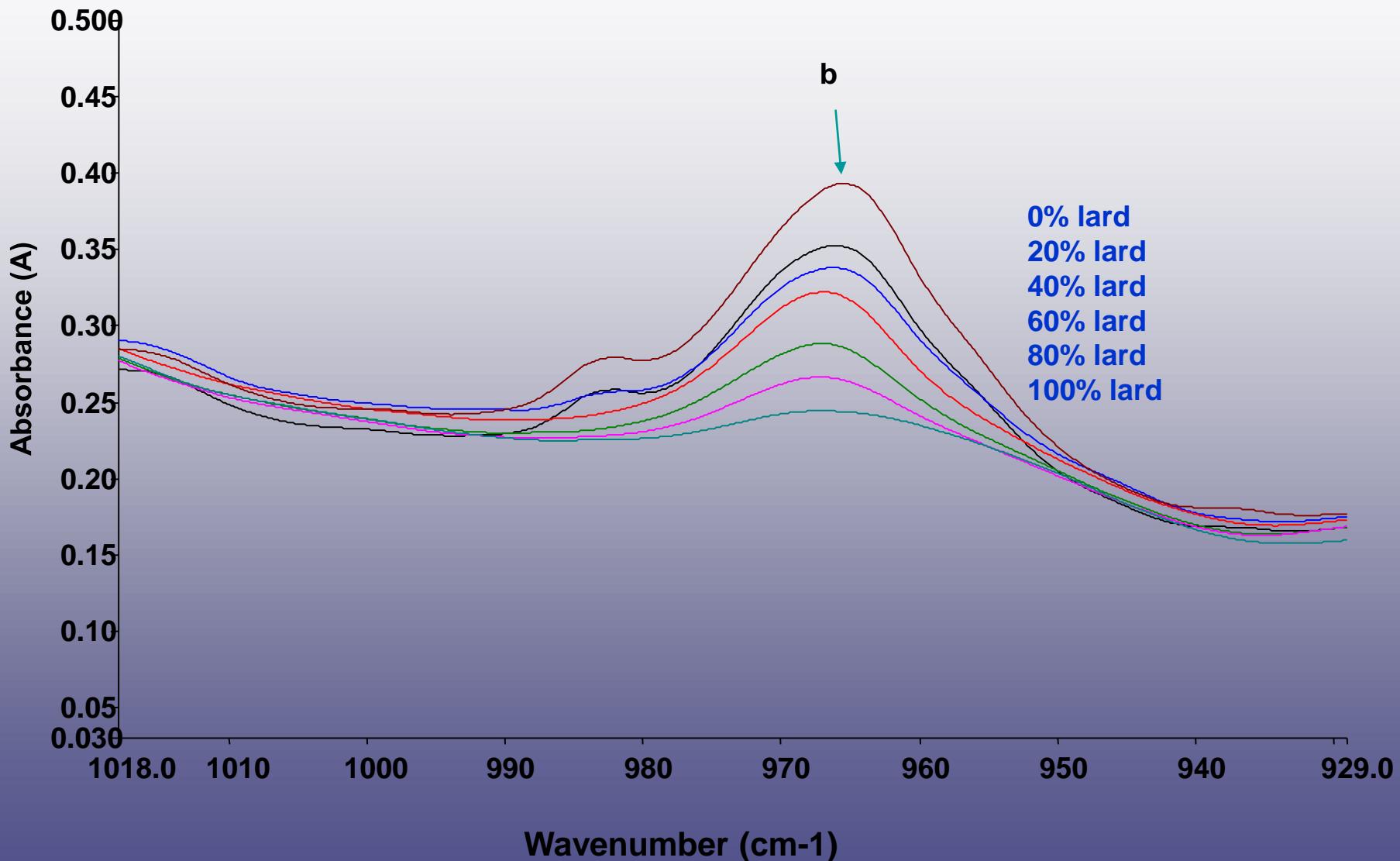
Cara Mendeteksi Bahan Haram

- Fourier Transform Infrared (FTIR) spectroscopy
- Electronic Nose (E-nose) technology
- Differential Scanning Calorimetry (DSC)
- Molecular Biology techniques (DNA, ELISA)
- Chromatography (e.g. GC-FID, GC-ToF-MS, HPLC, GCMS)
- Biopotential Telemetry EEG & ECG

FTIR SPECTROSCOPY



Expended view of region 990-950 cm⁻¹



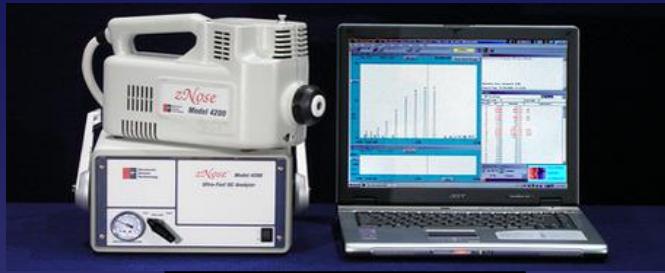
Electronic Nose (E-nose) Technology

- An instrument, which comprises an array of electronic chemical sensors and appropriate pattern recognition system, capable of recognizing simple or complex odor or smell
- This technique is applied to monitor the presence of haram or unsafe ingredients (e.g.lard, pork, , melamine, etc in food samples)

Electronic Nose



Raw /
Processed
meats sample



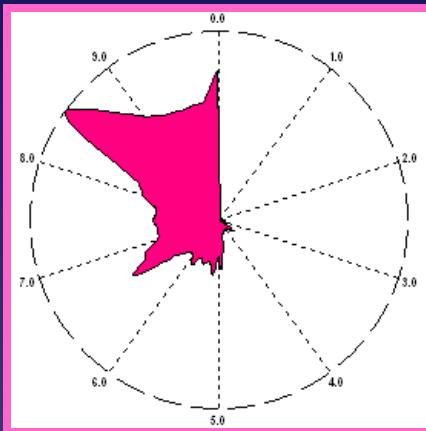
Principle
component
analysis

(Data
interpretation)

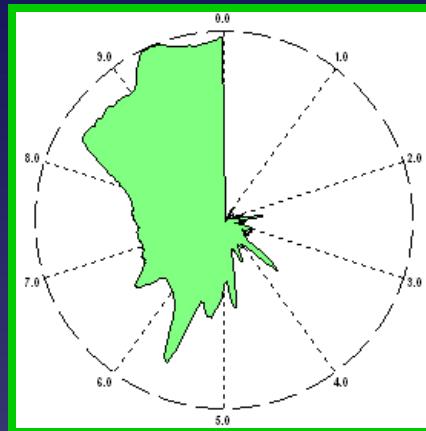
Electronic nose
analysis

Array of electronic chemical sensors
+
Appropriate pattern recognition system
↓
Recognizing odors

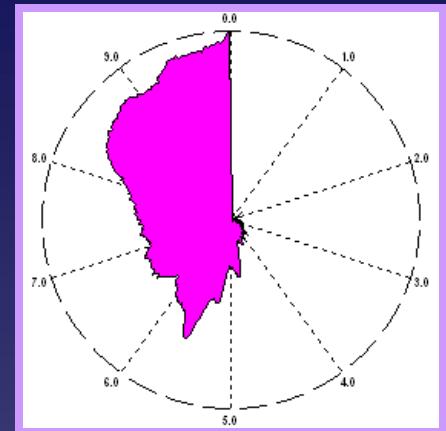
VaporPrint™



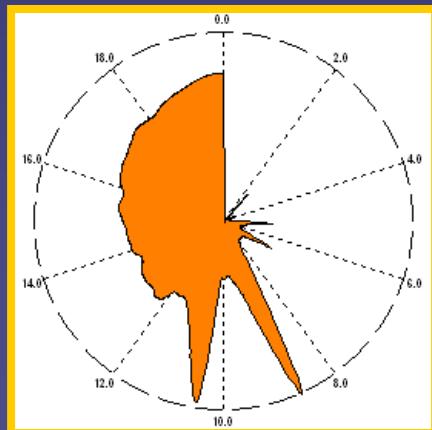
CORN OIL



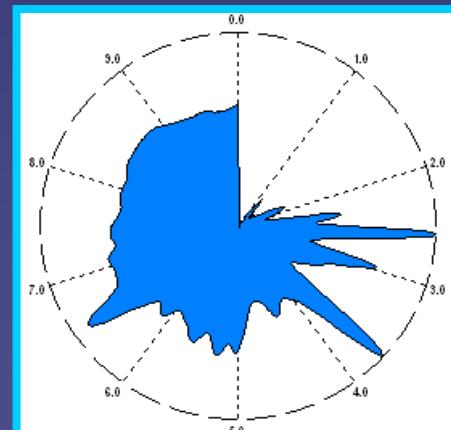
PEANUT OIL



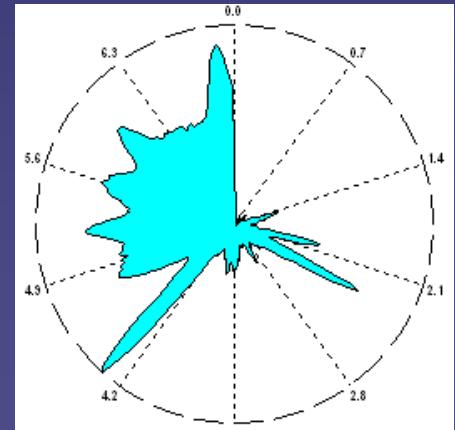
PALM OLEIN



COCONUT OIL



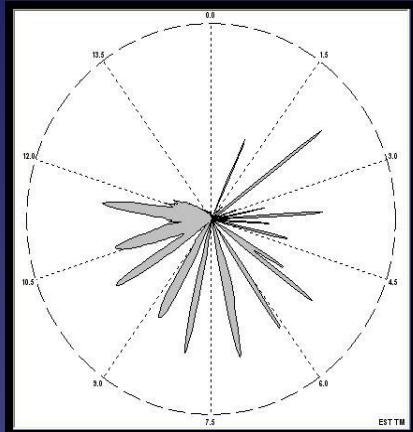
SESAME OIL



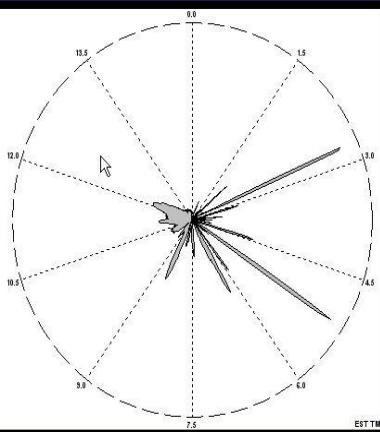
LARD

Rapid Detection of Haram Meat (pork) by Electronic Nose

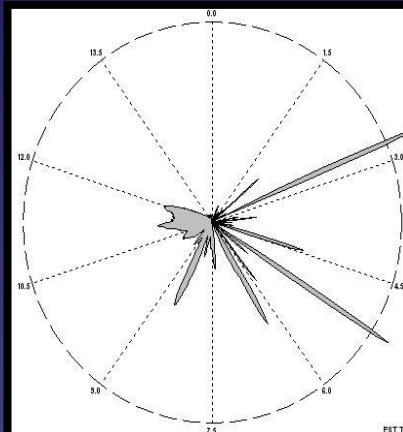
VaporPrint™



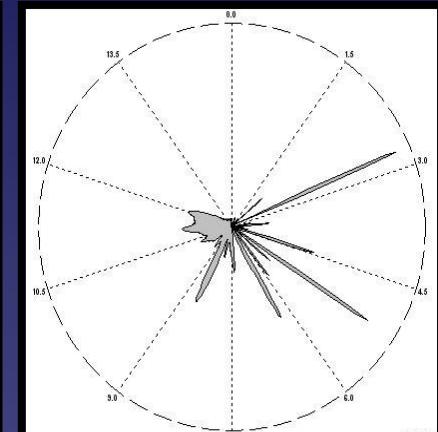
Pork



Chicken



Beef



Mutton

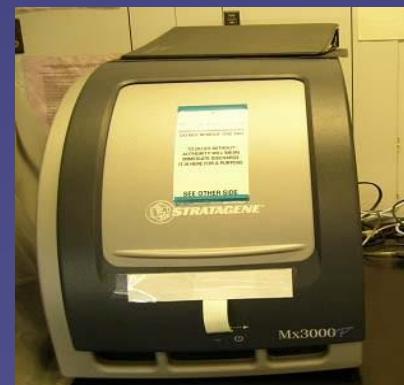
Typical chromatograms of four different types of meat. Pork showed more aromatic compound corresponding to the number of peaks.

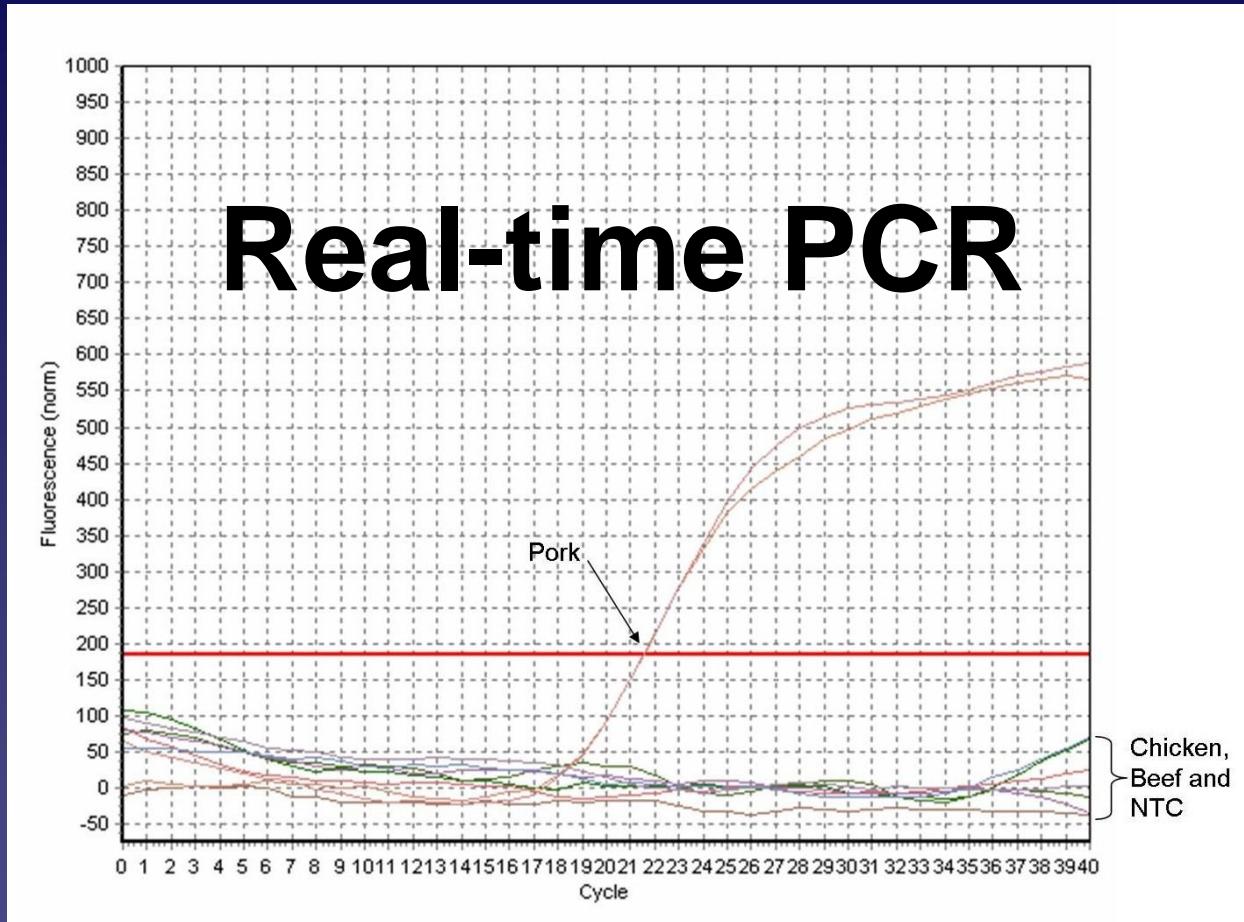
Differential Scanning Calorimetry



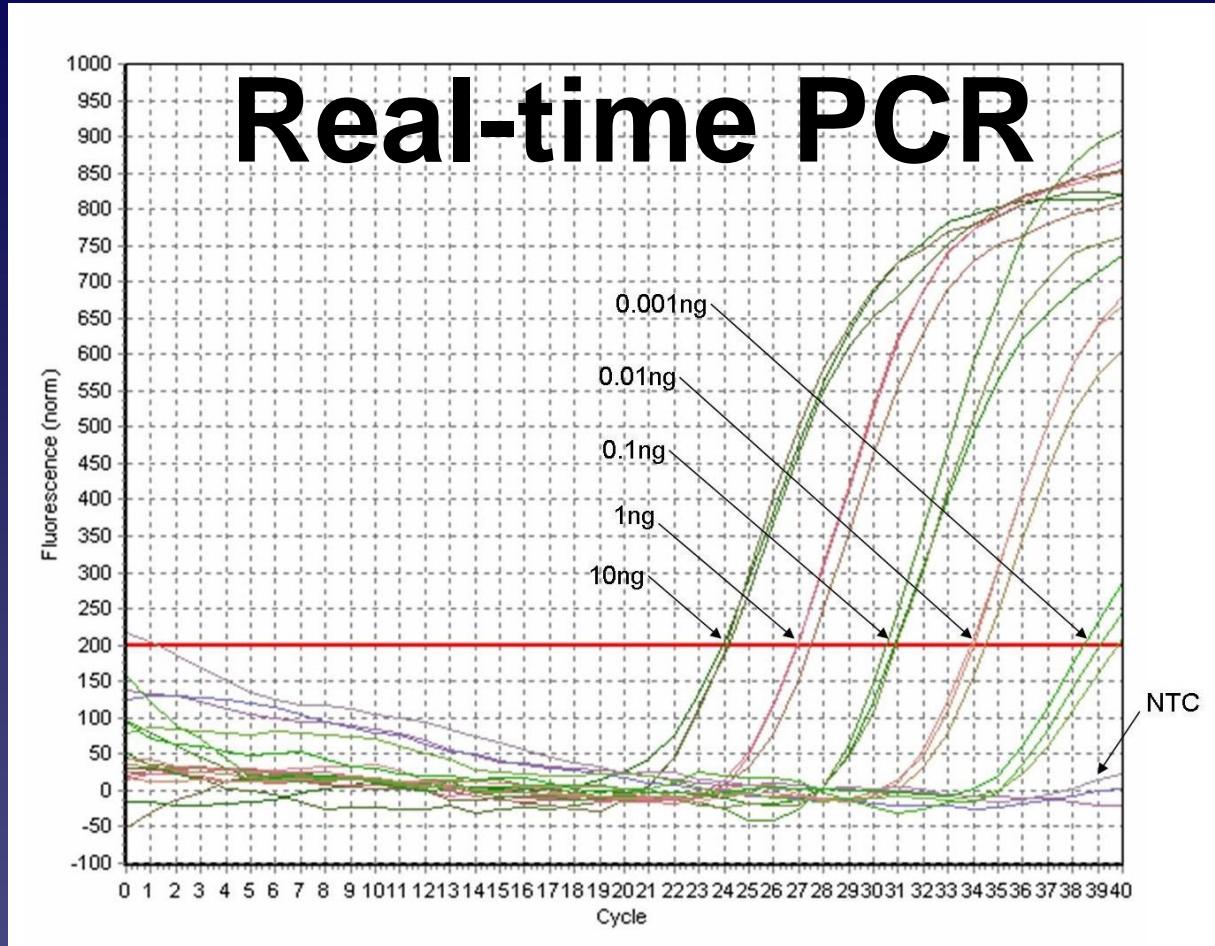


Molecular Biology Techniques





Specificity test on pork primer designed against other meat species (beef and chicken).



Sensitivity test of pork primer with 10-fold serial dilutions

Detection - 0.001ng of pork DNA. This is an essential discovery in terms of Halal identification of food products

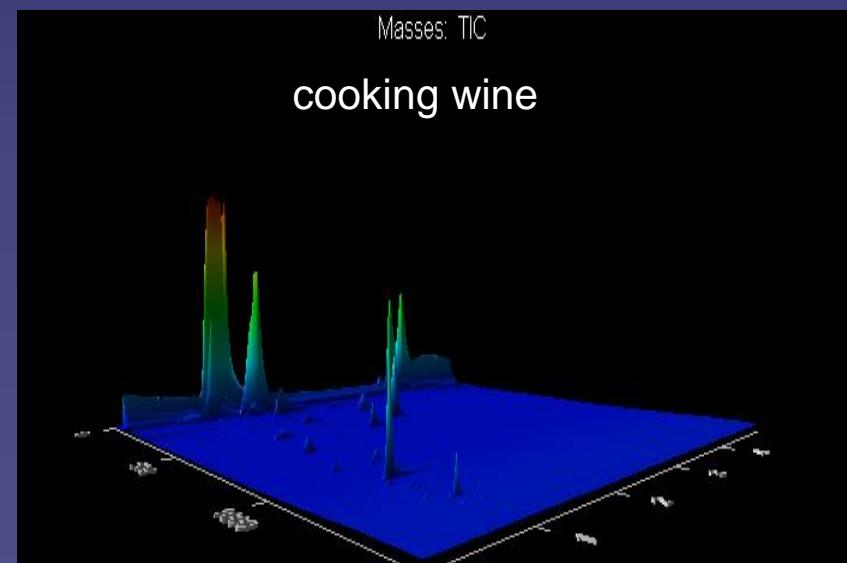
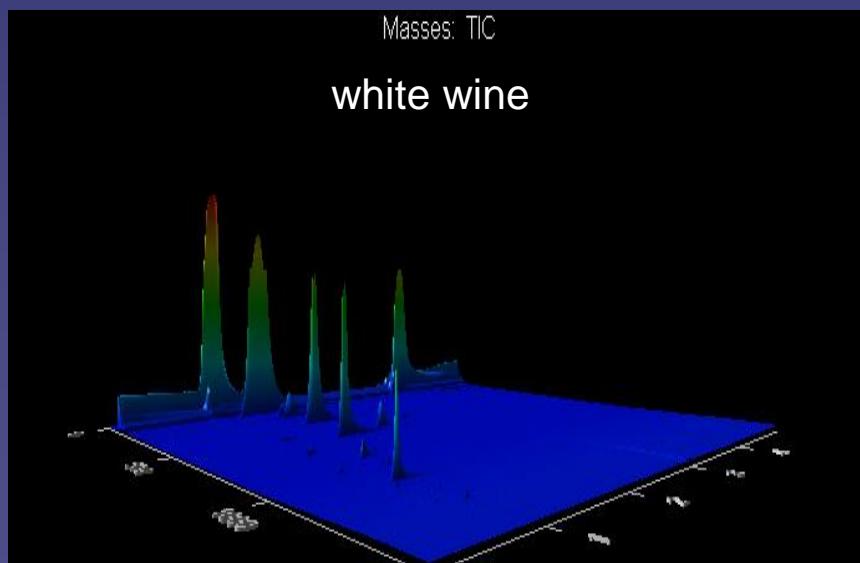
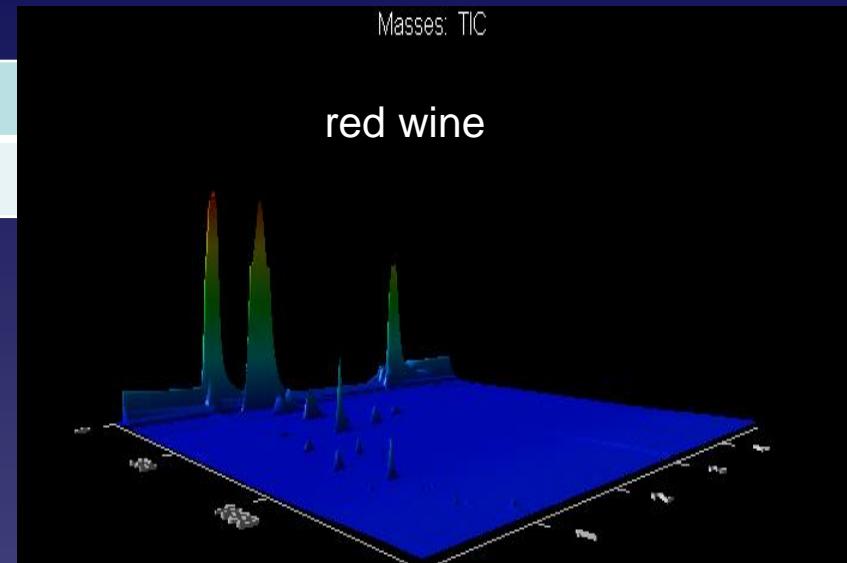
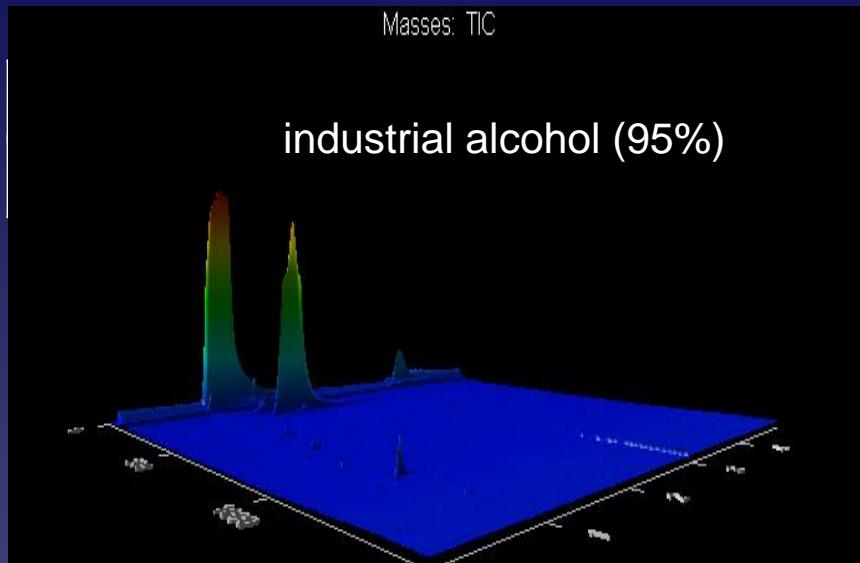
Alcohol VS Khamr



≠
or
=

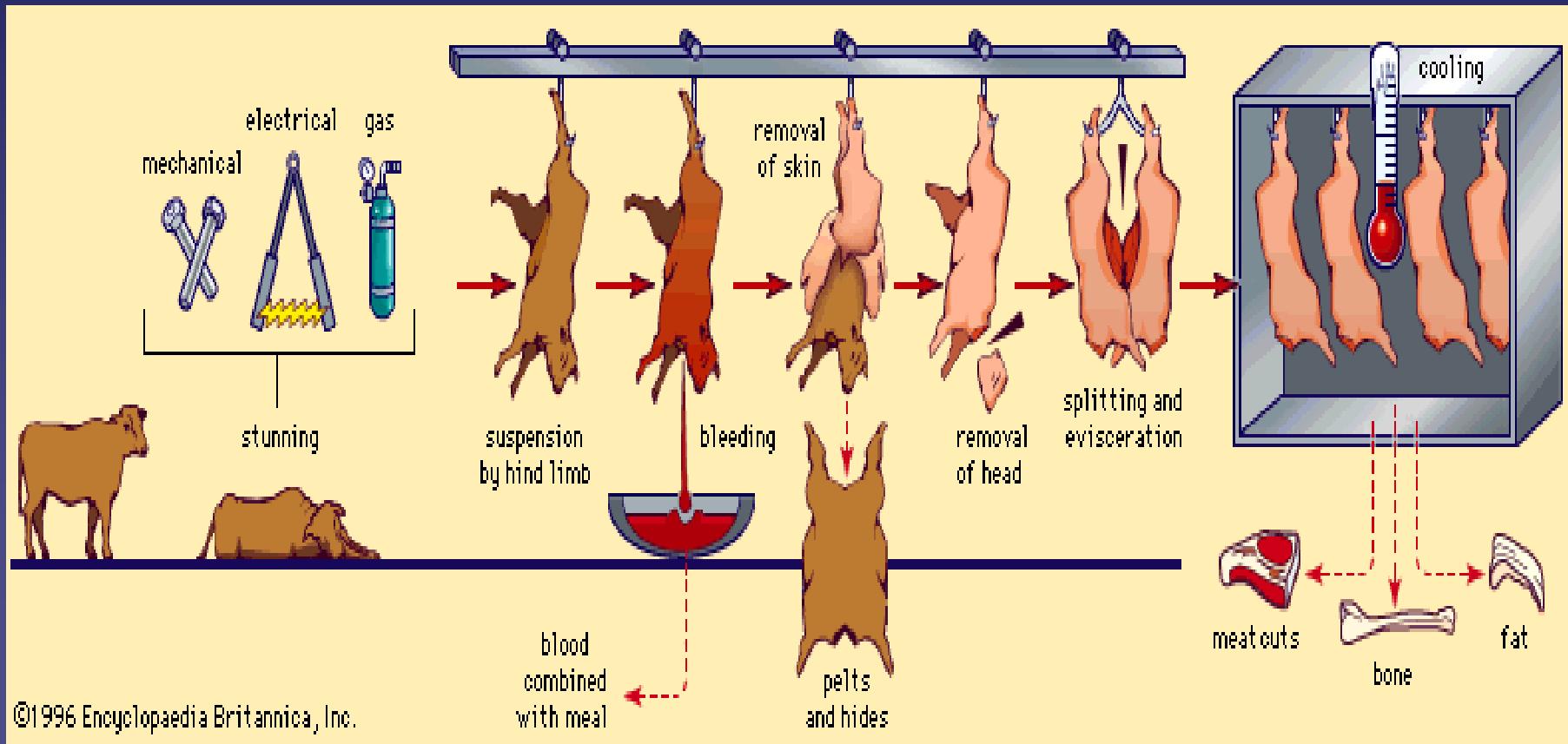


Distinguishing industrial alcohol and alcoholic beverage using GCxGC-ToF-MS



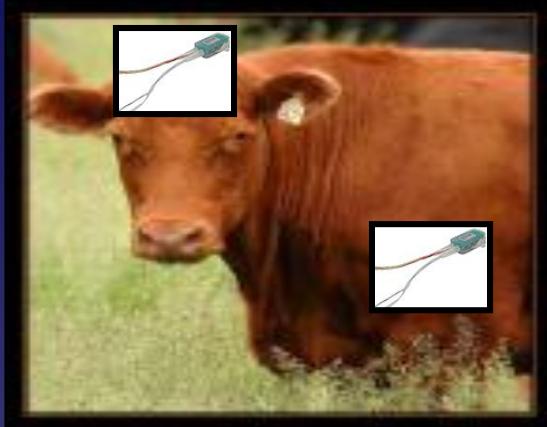
TYPES OF STUNNING

1. Mechanical stunning
2. Electrical stunning
3. Chemical stunning (gas)
4. Pneumatic Stunning



Biopotential Telemetry EEG & ECG

Stunning/Non-stunning



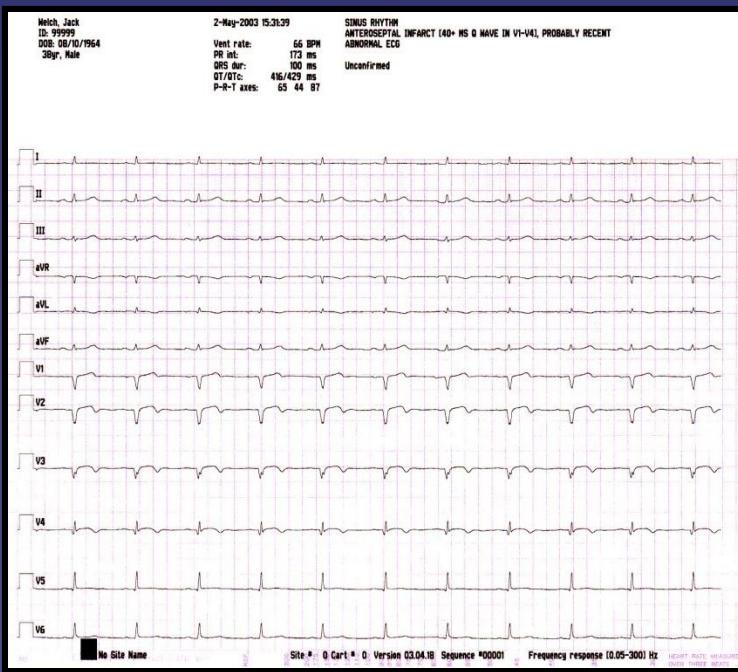
Transmitter



Receiver



PowerLab



Computer

Some of OUR PARTNERS



YAYASAN PEMBANGUNAN BUKU NEGARA
National Book Development Foundation



F R O S T & S U L L I V A N



할랄 코리아 주식회사
HALAL KOREA CO., LTD



JINGHAI GROUP Co., Ltd.

Truth-seeking pragmatic trustworthy pioneering



HALAL PURIFICATION PRACTICE



THE OUTCOME - HYGIENIC ENVIRONMENT



7x WASH

Airbone Test		
Parameter	Pre Sertu	Post Sertu
Total Bacterial Count	1433 CfU / m ³	186 cfu / m ³
Total Fungus Count	1433 cfu / m ³	186 cfu / m ³

EU Guidelines is according to draft – USP Chapter 1116

and EU Guide to CRITICAL GOOD MANUFACTURING PRACTICE-(cGMP)

Clean Room Performance Test CPT:

- 1) Grade A : < 1 cfu/m³
- 2) Grade B : 10 cfu/m³
- 3) Grade C : 100 cfu/m³
- 4) Grade D : 200 cfu/m³



SERTU – A HYGIENE PRACTICE IN SURFACE TREATMENT.



7x WASH

OPHL HOLDINGS (M) SDN BHD																	
Co. NO. 653795-A																	
    																	
28th Jalan 28/26A, Petaling Jaya, Selangor Darul Ehsan, 46150, Malaysia																	
EAMM NO. 619																	
<table border="1"> <tr> <td>ANALYTICAL</td> <td>HAEMATOLOGY</td> <td>IMMUNOLOGY</td> <td>MICROBIOLOGY</td> </tr> </table>				ANALYTICAL	HAEMATOLOGY	IMMUNOLOGY	MICROBIOLOGY										
ANALYTICAL	HAEMATOLOGY	IMMUNOLOGY	MICROBIOLOGY														
<p>CERTIFICATE OF ANALYSIS</p> <p>Specimen submitted by Nippon Express (MALAYSIA) Sdn Bhd on 30 Jun 2015 with the following details :</p> <table> <tr> <td>Facility</td> <td>: North Port (Malaysia) Berhad</td> </tr> <tr> <td>User/Client</td> <td>: Nippon Express (Malaysia) Sdn Bhd</td> </tr> <tr> <td>Authorized Servi Provider</td> <td>: Global Diabagi Sdn Bhd</td> </tr> <tr> <td>Bill to</td> <td>: Global Diabagi Sdn Bhd</td> </tr> <tr> <td>ID</td> <td>: B (Pre-Sertu) A (Post-Sertu)</td> </tr> <tr> <td>Sample Type</td> <td>: Environmental Swabs (20' Footer Dry Type Container)</td> </tr> <tr> <td>Date of Sampling</td> <td>: 30 Jun 2015</td> </tr> </table>				Facility	: North Port (Malaysia) Berhad	User/Client	: Nippon Express (Malaysia) Sdn Bhd	Authorized Servi Provider	: Global Diabagi Sdn Bhd	Bill to	: Global Diabagi Sdn Bhd	ID	: B (Pre-Sertu) A (Post-Sertu)	Sample Type	: Environmental Swabs (20' Footer Dry Type Container)	Date of Sampling	: 30 Jun 2015
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<table border="1"> <thead> <tr> <th rowspan="2">Parameter</th> <th colspan="2">Results</th> <th rowspan="2">Test Method</th> </tr> <tr> <th>B (Pre-Sertu)</th> <th>A (Post-Sertu)</th> </tr> </thead> <tbody> <tr> <td>Total Bacteria Count</td> <td>4×10^5 (100mm diameter diameter 100mm sq)</td> <td>5 (10mm diameter 100mm sq)</td> <td>[Spread Plate Method, CFU/50 cm sq] (APHA 3.5.1, 37°C, 48h, PCA)</td> </tr> </tbody> </table>				Parameter	Results		Test Method	B (Pre-Sertu)	A (Post-Sertu)	Total Bacteria Count	4×10^5 (100mm diameter diameter 100mm sq)	5 (10mm diameter 100mm sq)	[Spread Plate Method, CFU/50 cm sq] (APHA 3.5.1, 37°C, 48h, PCA)				
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<p>Rahman Ab. Rahman Managing Director OPHL HOLDINGS (M) SDN BHD</p> <p>This report refers to the tested sample only. Sampling is not carried out by our organization. All analysis is carried out to the best of our knowledge and ability and our responsibility is limited to the correctness of the results. This report shall not be reproduced except in full without written approval of the laboratory.</p> <p>1/1</p> <p>Microbiology Lab : 41-2-28, Jalan Meleni PE28, Seksyen 5, 46300 Petaling Jaya, Selangor Darul Ehsan. Tel: 0389237777 Fax: 0389237772 Website: www.ophl.com.my</p>																	

SERTU LIQUID DETERGENT – PERSONAL CARE USAGE



tahra™



KNAPSACK SPRAYER / BACK PACK SPRAYER.





OPEN  ACCESS



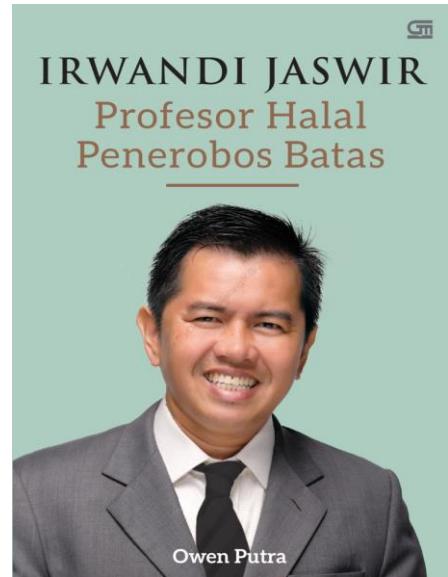
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2018



1980



1997



2011



2015

The image shows a wide-angle aerial view of the Kuala Lumpur city skyline. In the center-right, the iconic Petronas Twin Towers stand tall, their unique spiral design catching the light. To the left of the towers, the KL Tower rises with its distinctive red and white spire. The city is densely packed with a variety of modern skyscrapers of different heights and architectural styles. In the foreground, there are some green spaces and smaller buildings. The background features a range of hills under a bright, slightly cloudy sky.

THANK YOU