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MUIS HALAL SEMINAR 2011
'ESTABLISHING AN INTEGRATED HALAL VALUE CHAIN'
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CONCORDE HOTEL SINGAPORE**

President of Muis, Hj Mohd Alami Musa

Mufti of Singapore, Dr Mohamed Fatris Bakaram

Distinguished Business Leaders

Ladies & Gentlemen

I am pleased to join you this morning for the Muis Halal Seminar 2011. Today, companies will share their insights and experiences on Halal certification. You will also receive industry updates, tips and ideas on how to maximise economic potential by harnessing the benefits of our Singapore Muis Halal Quality Management System.

Development of Halal Certification

2 The Singapore Halal industry has come a long way. Muis first started a small Halal department in response to food establishments that were eager to be certified Halal in order to cater to the Muslim public. With the amendment of the Administration of Muslim Law Act in 1999, Muis was legally empowered to be the sole authority to issue Halal certificates and to regulate the Halal industry to ensure strict compliance.

3 Since then, we have established a widely-accepted Halal certification mark through the “Singapore Muis Halal Quality Management System”. Singapore’s Halal standards are

also widely recognised overseas, including countries in the Gulf Cooperation Council through the Free Trade Agreement.

4 Halal certification has benefited many companies, as evident from a high percentage renewing their renewal Halal certificates each year¹. Many Halal-certified businesses have done well by broadening their customer bases, embracing customers all backgrounds – including Muslims. One notable example of a ‘Whole Plant’ Halal-certified business is Ellaziq Pte Ltd, which produces more than 60 types of Halal processed meat items which are marketed locally and in countries such as Brunei, Cambodia and Vietnam.

5 Indeed, the number of Halal-certified public eating places increased more than 5% last year to 1,829. In the same year, a record high of 8 hotels and convention centres were newly Halal-certified. This is a positive trend that will boost Singapore’s tourism industry, given that the top 3 international visitor-generating markets include Indonesia and Malaysia².

Extending Halal Value Chain

6 With global competition and increased consumer expectations, there is a need to extend Singapore’s Halal value chain beyond certification. Product development, testing, consultancy as well as trade and promotion are but some aspects in enhancing the integrity of Singapore’s Halal brand and adding value to locally-made products as they move through the supply chain. The theme of today’s seminar “Establishing An Integrated Halal Value Chain” is thus apt as our Halal industry enters a new phase of development

¹ In 2010, 83% companies submitted their renewal Halal application to Muis

² Singapore Tourism Board

where greater synergy between Muis and its partners is forged and strategic alliances begin to form. I am confident that all partners within the value chain – upstream and downstream – will work together seamlessly to uphold the high regard attached to Singapore's Halal brand here and internationally. Indeed, even customers who are not Muslims see the Singapore's Halal brand as an acknowledgment of a product's quality and the integrity of the production processes.

Leveraging on Resources to Tap on the Burgeoning Halal Market

7 Food is an essential commodity. Thus it will continue to be one of the most tradeable products. An upward growth in the Halal industry is expected to continue as companies attempt to tap the Muslim market that is expected to increase from 1.6 billion to approximately 2.2 billion people in 2030, or 26.4% of the world's population³. In Singapore alone, the number of premises that attained Muis Halal certification has increased 5-fold within the last 10 years from 533 to 2,650 whilst the number of Halal-certified products went up 7 times from 2,247 to 15,610.

8 For companies that are keen to jump on the bandwagon and apply for Muis Halal certification, the good news is that they can now tap on the professional expertise of a pool of Halal consultants. I am happy to note that the Practising Management Consultant Certification Board, or PMCCB, has recently introduced a new certification scheme to endorse the quality of Halal consultants. The Muis Academy also provides specialised training to upgrade consultants' knowledge of Halal certification.

³ The Pew Forum on Religion & Public Life, The Future of the Global Muslim Population, Projections for 2010- 2030

9 In addition, companies that are keen to access the global Halal market can leverage on the export promotion initiatives by Spring Singapore and International Enterprise (IE) Singapore, and industry associations, such as Singapore Food Manufacturers' Association (SFMA) and Singapore Malay Chamber of Commerce and Industry (SMCCI). For example, SPRING Singapore and IE Singapore will be organising the first Halal food mission to Saudi Arabia later this year. I hope many of you can participate in this mission.

Conclusion

10 Before I end, allow me to commend the many Singapore businesses that are taking advantage of the opportunities in the Halal market to further expand their businesses locally and abroad. I wish all of you a successful seminar and a fruitful exchange of ideas that will help the Halal industry grow and flourish, and benefit more consumers. Thank you.