

Muis Halal Engagement: Enhancements to Halal Certification

30 November 2021



Feedbacks received from
past **engagement sessions**



POLICY

- ❑ **One-size-fits-all approach**
(same condition for all businesses regardless of size)
- ❑ **HCC difficult to understand**
(technical aspects and wordy)



PROCESSES

- ❑ **System limitations** affecting application process and time needed for application and amendments



COMMUNICATION

- ❑ **Accessibility** of Information
- ❑ Platform for **assistance and clarification**

Empowering Business Owners – Ownership & Awareness

Muis supports businesses through user friendly interface and intuitive flow to achieve and maintain Halal compliance

- Progressively improving systems to make Halal Certification more user friendly
- Constant review of processes to incorporate feedbacks and improvements to the overall process

DESIRED OUTCOMES

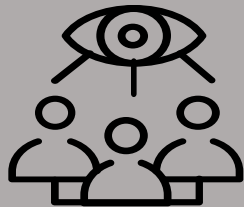
1. Sense of Ownership

- Important for company and its personnel to have competency to maintain halal certification
- Take responsibility and ownership of the processes and practices undertaken
- Mindful of their actions and implications relating to Halal matters

2. Full awareness

- Actively engaged in the process application to ensure awareness of the situation
- Reduce miscommunication – especially if information is obtained through another party

Enhanced FHCB Recognition Framework in consultation with PwC



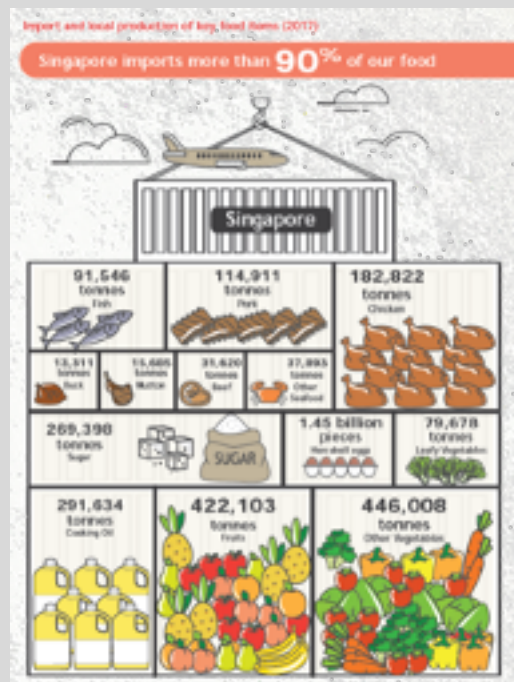
Background

**Facilitation of Halal Food Imports
(Food Sustainability)**

Current Review and Future Changes

BACKGROUND

SUPPORTING FOOD RESILIENCE



**Singapore imports
90% of its food**

Local production, diversification
are ways to safeguard food security



Minister for the Environment and Water Resources Masagos Zulkifli tells science and environment correspondent Audrey Tan that despite having a secure method of diversifying food imports, Singapore needs to build its own sustainable food system

**Diversification of import
markets becomes more
important with COVID-19**



**Push to attain international
Halal recognition**

ROLE OF HALAL SUPPLY NETWORK (HSN)

- Dedicated team to develop an enhanced FHCB recognition scheme and oversee its day to day implementation and operations
- Work closely with other government agencies e.g. MTI, ESG and SFA on Halal-related matters on WOG platform such as FSDWG (Food Sustainability & Diversification Work Group)
- Support Singapore at international platforms on Halal-related matters at a G2G level via bilateral/multilateral discussions, FTAs, MOU/MRAs and international seminars/webinars



FACILITATION OF HALAL FOOD IMPORTS

HIGH RISK

Meat & Poultry



Accredited
by SFA



Muis recognised FHCBS



MED TO LOW RISK



Oil, Rice/Spices,
Fruits & Veggies

Muis recognised
FHCBS



Non-Muis
recognised FHCBS



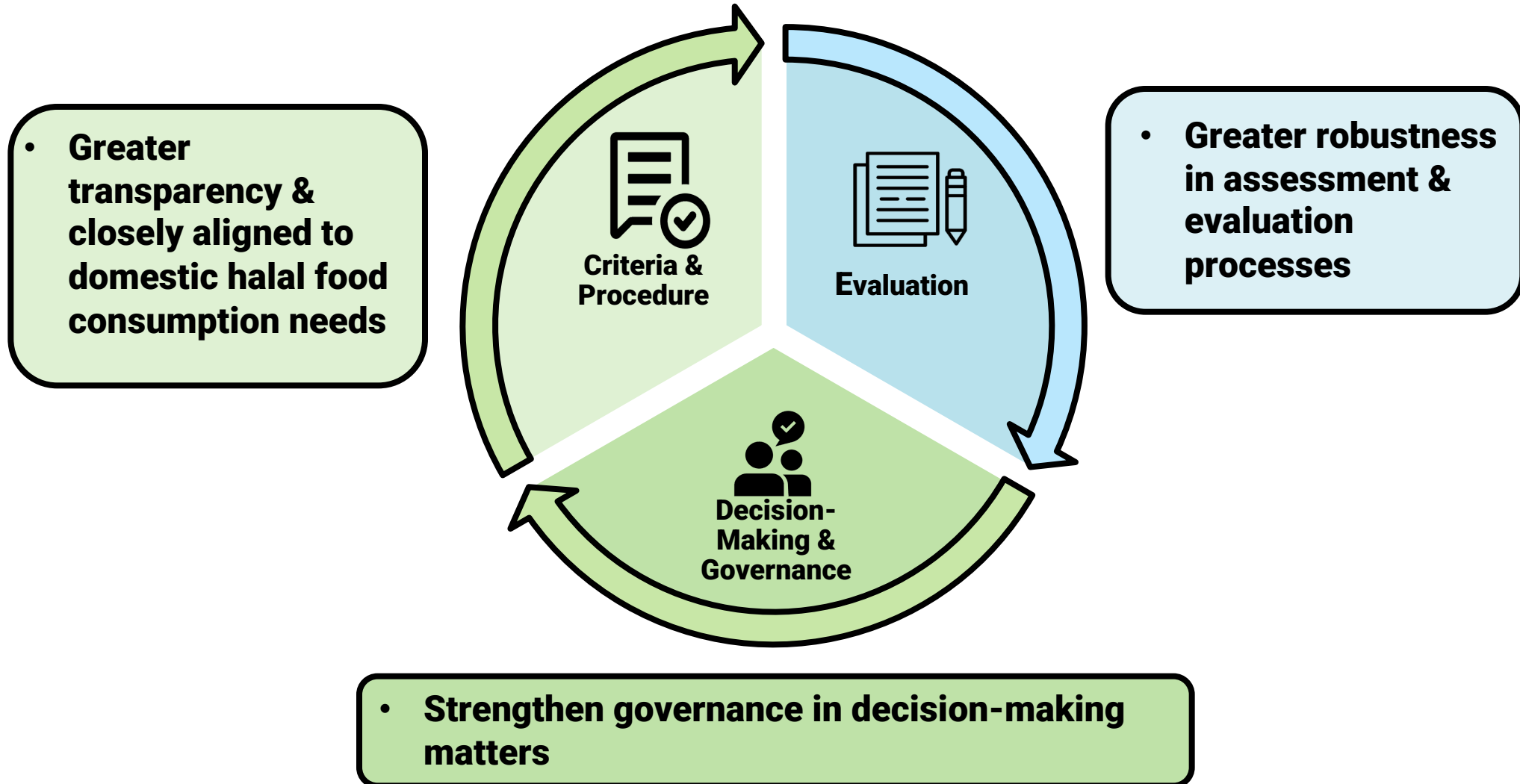
Substantiated by
supporting
documents such as
product
specifications/
process flow chart /
questionnaire

**MUIS HALAL-CERTIFIED
ESTABLISHMENTS**



CURRENT REVIEW & FUTURE CHANGES

KEY POLICY CHANGES



Public Consultation on Proposed Amendments to Halal Certification Condition (HCC)



Design Thinking Process for HCC Enhancements

Key Policy Changes:

- i. **Simplified Conditions for Smaller* Eating Establishments**
- ii. **Provision to Purchase Ingredients from Retail Stores**
- iii. **Trading & Contract Manufacturing Under Whole Plant (WP)**
- iv. **Introduction of Competency Assessment**
- v. **Mandatory Refresher Training**

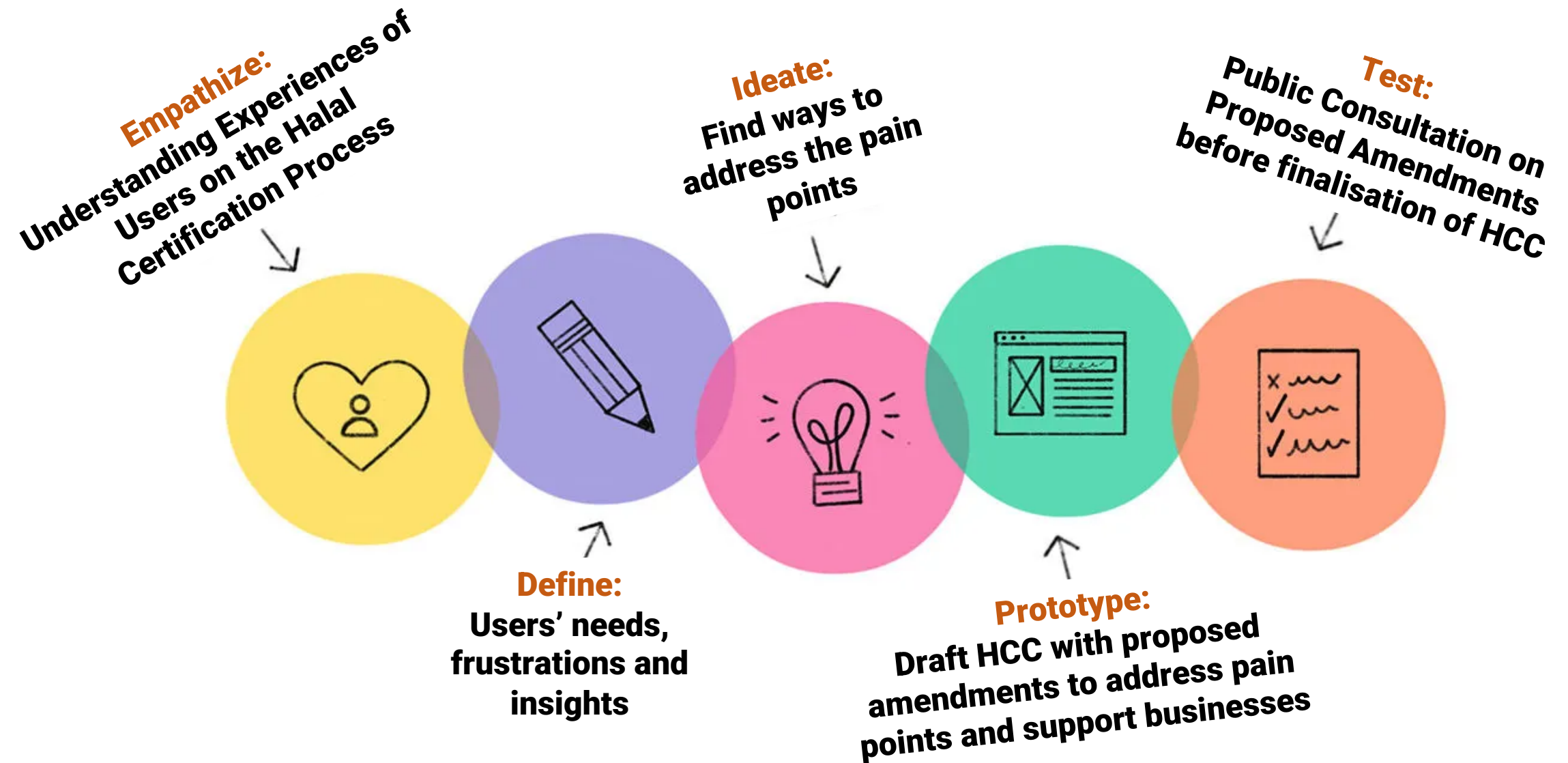
**Smaller eating establishments refer to Cat 1 of applicants under EE scheme*

- **Draft HCC can be obtained from www.halal.sg**
- **Public Consultation Feedback Form will be shared at the end of this session**

HCC AMENDMENTS



DESIGN THINKING PROCESS



PAIN POINTS

- One-size-fits-all approach is **challenging for smaller eating establishments with limited resources**

SIMPLIFIED CONDITIONS FOR SMALLER EATING ESTABLISHMENTS

Eating Establishment Scheme will be divided into 2 categories:

Category 1	Category 2
<p>Applicable to:</p> <ul style="list-style-type: none"> i. Hawker Stalls ii. Snack bar / Bakeries iii. School Canteen Stalls iv. Short-term Stalls <p><small>*For chain/franchise outlets and establishments with Central Kitchen, they will automatically fall under Category 2.</small></p>	<p>Applicable to:</p> <ul style="list-style-type: none"> i. Restaurants ii. Halal Sections iii. Food Stations iv. Staff Canteen Stalls v. Kiosks vi. Chain / Franchise Outlets
<p>Hawker and School Canteen sub-schemes are exempted from submission of floor plan.</p>	Remains status quo
<p>Establishment of Halal Team and HalMQ Plan are no longer a requirement.</p>	

PAIN POINTS

- Smaller eating establishments **face difficulty meeting the Minimum Order Quantity (MOQ)** – need for alternative source of procurement

PROVISION TO PURCHASE INGREDIENTS FROM RETAIL STORES

The applicant under Hawker and School Canteen Stall sub-schemes may purchase ingredients from retail stores via physical or online means, subject to the conditions stipulated below.

Types of Halal Risk	Low	Medium-Low	Medium - High	High
Types of Halal Certification Mark (HCM) required	-	HCM of any Halal certification bodies	HCM of any Halal certification bodies	HCM of Muis and/or Muis-recognised certification bodies*

- The ingredients have been declared and approved by Muis;
- The ingredients shall bear the HCM on the product packaging, unless otherwise stated;
- The purchase receipts are verified and endorsed by the Muslim employee;
- Purchase receipts mentioned in (c) shall not include items meant for personal use.

PAIN POINTS

- Companies under Whole Plant (WP) Scheme are **unable to undertake trading and offer contract manufacturing** as part of their business.

TRADING & CONTRACT MANUFACTURING UNDER WHOLE PLANT (WP)

- Establishments under Whole Plant Scheme will be allowed to do trading and contract manufacturing for other companies.
- This comes together with a change in the format of WP certificate.



PAIN POINTS

- Applicants may already be **well-versed and competent** in matters pertaining to Halal compliance

INTRODUCTION OF COMPETENCY ASSESSMENT

- Halal Team Leader and Halal Assurance Officer (previously known as Muslim Representative) may opt to sit for a competency assessment*



Attain a pass for competency assessment



Exempted from attending Halal Foundation Programme (HFP)

**More details on the Competency Assessment will be shared upon implementation of revised HCC*

PAIN POINTS

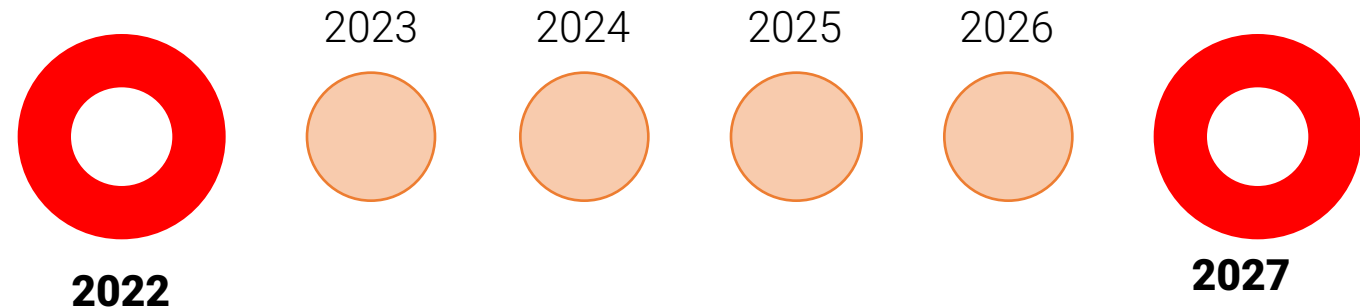
Unable to recall principles of Halal as a result of:

- Turnover in Halal team
- Some time since the last training programme

Not familiar with the latest changes and updates in the Halal certification policies and processes

MANDATORY REFRESHER TRAINING

Halal Team Leader and Halal Assurance Officer (previously known as Muslim Representative) are required to undergo a refresher training course* every 5 years from date of the previous assessment.



**Certificate of Competency
valid from 2022 to 2026**

Refresher Training is due

Previous certificate competency awarded has lapsed
and is no longer valid

**More details on the Mandatory Refresher Training will be shared upon implementation of revised HCC*

IMPOSED CONDITIONS FOR APPROVED WAIVERS

PAIN POINTS

- **Differing interpretations of rules and guidelines** – more transparency to avoid misinterpretations and provide consistency and clarity in requirements.

Approvals granted to waivers of Muis Halal Certification Conditions may be subject to the following conditions:

Types of Waiver	Muslim Staff	Subletting of premises	Substantiation of Halal ingredients
Imposed Conditions	<ul style="list-style-type: none">• Muslim Halal assurance officer / roving supervisor undergo Level 1-2 course.• Roving supervisor to maintain a checklist/log of audit.• Applicant to employ a second Muslim staff within 6 months, where possible.• Roving Supervisor to hold at least a supervisory position.	<ul style="list-style-type: none">• Operations of certificate holder and tenant must be kept entirely separated.• Muis shall be informed of any changes to arrangement through an amend application submission.• The Halal application may be reviewed from time to time.	<ul style="list-style-type: none">• The ingredients have been declared and approved by Muis.• The ingredients shall bear Halal certification mark (HCM) on the product packaging, unless otherwise stated.• The purchase receipts are verified and endorsed by the Muslim employee.• Purchase receipts of ingredients shall not include items meant for personal use.

OTHER AMENDMENTS

Halal Certification is a form of assurance that needs to be maintained and adhered to at all times.

1. To ensure that businesses have ownership over the Halal Certification Process and to avoid any miscommunication/misinformation, company representative is required in all communication with Muis
2. Muslim Representative will be renamed to Halal Assurance Officer*

*Personnel will have to be Muslim



Businesses need to take responsibility in maintaining and ensuring a competent team managing Halal Certification

Summary of Key Changes in HCC

**Simplified
conditions for
smaller eating
establishments**

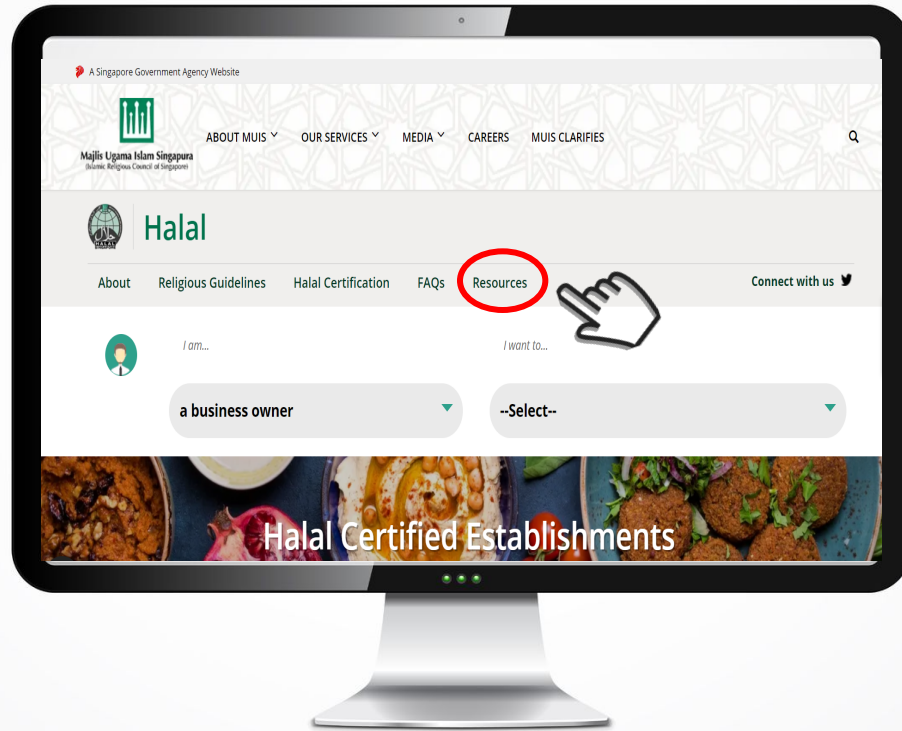
**Provision to
purchase
ingredients from
retail stores
(hawker & school
canteen)**

**Allowing of
trading and
contract
manufacturing
(whole plant)**

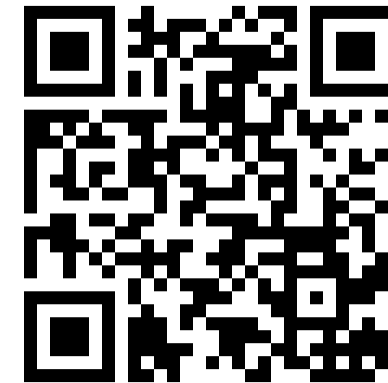
**Exemption from
Halal Foundation
Programme
(Attain a pass in the
competency
assessment)**

**Mandatory
Refresher
Training
(every 5 years)**

PUBLIC CONSULTATION



**Proposed HCC drafts are available
on Muis Halal microsite via QR code below.**



**Public Consultation window closes on
31th December 2021 (Friday)**

Enhancements to GoBusiness Licensing & Enterprise Halal System (eHS)



Background

Key Enhancements :

- **Applicable to all Schemes**
- **Applicable to EE/FPA Schemes**
- **Applicable to Product Schemes**

GoLive Date: Q1 2022

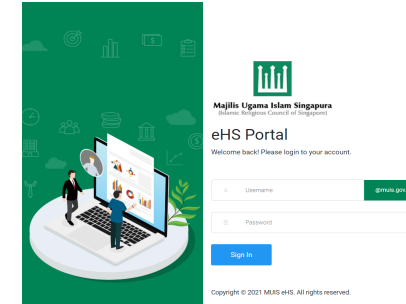
BACKGROUND

Back-End Operating System



MeS

2007 - 2021



Muis EHS

Q1 2022 onwards

Muis is developing new back-end system to process and manage halal certification

Front-End GoBusiness (LicenceOne) platform will be enhanced to integrate with the new back-end system

IMPROVE USER EXPERIENCE

Applicable to All Schemes

Applicable to Product Schemes

Applicable to EE / FPA Schemes

APPLICABLE TO ALL SCHEMES

Auto Renewal Submission

Renewal application will be automatically submitted 4 months prior to certificate expiry date

Prevent lapses and gaps in certification

Offline Payment

Offline payment request and processing is executed within GoBusiness (LicenceOne) platform

Facilitates payment and prompt follow-up

Revised Ingredient List

Additional columns included to indicate brand name and Foreign Halal Certifying Body (FHCB) for High Risk Items

Improved operational efficiency

Provision for Billing Address Amendment

Billing information included in WOG invoice generated by GoBusiness (LicenceOne) platform

Important information for ease of payment

- ✓ Eliminate submitting multiple renewal applications manually
- ✓ Reduce risk of lapse in halal certification

Notification

1 Aug 202x

Auto Renewal Submission

1 Sep 202x

Certificate Expiry Date

31 Dec 202x

4 months application processing time

Points to Note

Applicable to all renewal applications by default

1 stage payment prior to certificate delivery

APPLICABLE TO ALL SCHEMES

Auto Renewal Submission

Renewal application will be automatically submitted 4 months prior to certificate expiry date

Prevent lapses and gaps in certification

Offline Payment

Offline payment request and processing is executed within GoBusiness (LicenceOne) platform

Facilitates payment and prompt follow-up

Revised Ingredient Provision for Billing

MY PORTFOLIO LICENCE APPLICATION LICENSED ENTITIES SFA / NPARKS / AVS LICENCES WHO WE ARE

This page provides you with the facility to search through the list of licensed entities from participants determined search parameters.

1

LICENSED ENTITIES

HOTELS LICENSING BOARD

INLAND REVENUE AUTHORITY OF SINGAPORE

2

MAJLIS UGAMA ISLAM SINGAPURA

3

Halal Certification Offline Payment

MY PORTFOLIO LICENCE APPLICATION LICENSED ENTITIES SFA / NPARKS / AVS LICENCES WHO WE ARE

Majlis Ugama Islam Singapura

Halal Certifying Offline Payment

Make offline Payment

Payment Advice Number	Application Type	Application Number	Amount (SGD)	Payment Due Date	Payment Status
<input type="checkbox"/> PA2110284416	New	C2120131271	\$491.13	14 Nov 2021	Unpaid
<input type="checkbox"/> PA2110284415	New	C2120131270	\$491.13	14 Nov 2021	Unpaid

Showing 2 of 2

- ✓ Allows multiple payment to be selected for payment
- ✓ Reduce time required to process payment

Make Payment

Description	Fee Type	Fee	GST	Payment Due Date	Sub Total
PA2110284415	Application Fee Normal - Stage 1	\$170.13	Amount Inclusive of GST \$11.13 (7.00%)		
MUIS - Halal Certification	Product - Area not exceeding 200 sqm. - Year 1 - Stage 1	\$321.00	Amount Inclusive of GST \$21.00 (7.00%)	14/11/2021	\$491.13
C2120131270					
PA2110284416	Application Fee Normal - Stage 1	\$170.13	Amount Inclusive of GST \$11.13 (7.00%)		
MUIS - Halal Certification	Product - Area not exceeding 200 sqm. - Year 1 - Stage 1	\$321.00	Amount Inclusive of GST \$21.00 (7.00%)	14/11/2021	\$491.13
C2120131271					
Grand Total					\$982.26

APPLICABLE TO ALL SCHEMES

Auto Renewal Submission

Renewal application will be automatically submitted 4 months prior to certificate expiry date

Prevent lapses and gaps in certification

Offline Payment

Offline payment request and processing is executed within GoBusiness (LicenceOne) platform

Facilitates payment and prompt follow-up

Revised Ingredient List

Additional columns included to indicate brand name and Foreign Halal Certifying Body (FHCB) for High Risk Items

Improved operational efficiency

Provision for Billing Address Amendment

Billing information included in WOG invoice generated by GoBusiness (LicenceOne) platform

Important information for ease of payment

BEFORE

Item Name	Supplier Name
Chicken Frank (EFGH)(XYZ Country Certifying Body)	ABCD Trading Pte Ltd
Chicken Nuggets (ABC Country Halal Certification)	ABCD Trading Pte Ltd



AFTER

Item Name	Supplier Name	Brand (for poultry/meat-based ingredients)	Certifying Body (for poultry/meat-based ingredients)
Chicken Franks	ABCD Trading Pte Ltd	EFGH	XYZ Country Certifying Body
Chicken Nuggets	ABCD Trading Pte Ltd		ABC Country Halal Certification

APPLICABLE TO ALL SCHEMES

Amend Billing Details

☒ Is Payment done by different entity?

Company/Payer Name*

Postal Code* Retrieve Address

Please enter your postal code and click "Retrieve Address"

Block/ House no

Street Name*

Mobile Number*

Level

E.g. 05-01 Key in:05

Unit Number

E.g. 05-01 Key in:01

Building Name*

Email Address*

Tax Invoice



NoOne Pte Ltd
171A #01-02, EDGEDALE PLAINS, NoName,
S(821171)

Invoice No. : TX211008864
Invoice Date/Time : 11/11/2021 11:05:30
Payment Method : e-Payment
EP Reference No. : CC15120210511110531

Majlis Ugama Islam Singapura Address: 273 Braddell Road, Singapore 579702 GST Reg. No.: M90009989R				
PA2110284594 Halal Certification Application No.: C2120131446 Applicant: S5236274Alest				
S/No.	Fee Type	Fee (SGD)	GST@7% (SGD)	Subtotal (SGD)
1	Application Fee Normal - Stage 1	\$159.00	\$11.13	\$170.13
2	Product - Area not exceeding 200 sqm. - Year 1 - Stage 1	\$300.00	\$21.00	\$321.00
Total (SGD)				\$491.13

TOTAL AMOUNT PAID (SGD)	\$491.13
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This tax invoice is issued by GoBusiness Licensing on behalf of the above-mentioned agencies. For more information, please login to GoBusiness Licensing at <https://slg.frontier.gov.sg>. Should you require any assistance, please email us at licences-helpdesk@crimsonlogic.com.sg or call our Customer Service Hotline at (+65) 6774 1430. Our Customer Service hotline is open from Monday – Friday: 8:00am to 8:00pm and Saturday: 8:00am to 2:00pm. We are closed on Sundays and Public Holidays.

This is a computer-generated tax invoice. No signature is required.

Provision for Billing Address Amendment

Billing information included in WOG invoice generated by GoBusiness (LicenceOne) platform

Important information for ease of payment



Eliminate the need for applicant to contact Muis to generate invoice with the correct billing information

ENHANCEMENTS

Inputs for Virtual Branding

- Applicants able to indicate virtual brands that they are operating under their certified premise

Note: Only EE scheme able to submit virtual brand via amend application

New Amend Application Category to Submit One Amendment for Multiple Chain Outlets

- Applicant able to submit single amend application for multiple chain outlets



BENEFITS

- No new application required for EE virtual brands → facilitate changes and additions

(New application still required for FPA virtual brands)



- Facilitate and ease submission of amend application for multiple chain outlets → reduce time required for amend applications

APPLICABLE TO PRODUCT SCHEME

ENHANCEMENTS

Pre-population of Manufacturing Company Details

- Details of manufacturing company will be pre-populated based on manufacturing company's halal license or application number



- Ease application process

New Amend Application Category to Add Product

- Applicant able to submit multiple amendment applications to add products and/or ingredients



- Address user needs by allowing multiple amendment applications to be made

Streamlining of Certificate Expiry Date

- Expiry certificates will be streamlined with contract manufacturer expiry date



- Reduce disruption in certification validity

BENEFITS

THANK YOU

