

The business of halal certification

What is halal?

An Arabic word which means lawful or allowable

Non-halal food/drinks include:

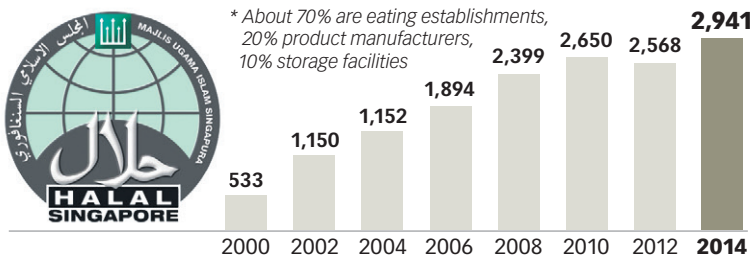
- Meat of pigs, dogs or animals with long pointed teeth
- Intoxicating drugs ■ Alcoholic beverages

When slaughtering halal animals such as lambs, cows and chickens to mark a child's birth (a rite known as aqiqah) or to distribute to the poor and needy (korban), it must be

- done by a Muslim ■ as a prayer is being said
- with a very sharp knife to effect quick death



Proliferating halal-certified premises*



27,041 halal-certified food products in 2014 (up 32% from 2013)

Growing demand from overseas

Singapore halal-certified products and services are exported to:

- Asean
- The Middle East
- Japan, South Korea, China (emerging Muslim tourism markets)

Global halal food market:
US\$1.1 trillion (2015)
US\$10 trillion (by 2030)

A fast-growing community

Muslim population (2015)

- Singapore 15% of 5.54 million
- World 23% of 7.4 billion, 30% of 8.35 billion (by 2030)