

Your gateway to the global halal market

0:00:01.280,0:00:04.720

The global halal food market is worth almost 2 trillion U.S. dollars,

0:00:04.720,0:00:07.418

serving a Muslim population of nearly 2

0:00:07.418,0:00:08.960

billion consumers worldwide.

0:00:09.840,0:00:13.675

As demand continues to grow across the Middle East, Southeast Asia, Europe,

0:00:13.675,0:00:16.198

and beyond, understanding halal's requirements is

0:00:16.198,0:00:20.135

becoming increasingly important for ambitious Northern Ireland food and drink

0:00:20.135,0:00:20.640

exporters.

0:00:21.600,0:00:24.187

I'm delighted to welcome Doctor Umar Al-Qadri,

0:00:24.187,0:00:28.040

founder and director of the Department of Halal Certification Europe.

0:00:28.800,0:00:31.229

Today, Doctor Umar will explain the commercial

0:00:31.229,0:00:33.814

opportunity, what halal certification involves in

0:00:33.814,0:00:37.485

practise and how Northern Ireland companies can position themselves to

0:00:37.485,0:00:39.760

access these growing international markets.

0:00:42.800,0:00:47.798

He plans to demystify halal certification, explain what buyers and consumers are

0:00:47.798,0:00:52.302

looking for and outline the practical steps companies can take to become

0:00:52.302,0:00:52.920

certified.

0:00:54.080,0:00:59.537

He will also challenge some common misconceptions surrounding halal and show

0:00:59.537,0:01:04.640

how many businesses already have much of the required systems in place.

0:01:06.680,0:01:11.087

Whether you were already exporting internationally or exploring new markets

0:01:11.087,0:01:13.986

for growth,
today's session will provide valuable

0:01:13.986,0:01:18.799

insight into how halal certification can help unlock new commercial opportunities.

0:01:19.760,0:01:22.375

With that,
I'm delighted to hand over to Dr Umar

0:01:22.375,0:01:25.040

Al-Kadri to share his expertise and insights with us.

0:01:26.560,0:01:30.067

Thank you very much,
Mary for the introduction and thank you

0:01:30.067,0:01:32.896

to Invest Northern Ireland for inviting me, DHCE,

0:01:32.896,0:01:35.160

to speak on this very important subject.

0:01:36.680,0:01:41.000

And let's go to the presentation.

0:01:41.000,0:01:44.200

Today, I'm not simply going to explain what halal certification is.

0:01:44.680,0:01:48.921

I want to show you something much more commercially interesting,

0:01:48.921,0:01:53.684

how an existing Northern Ireland food business can potentially use halal

0:01:53.684,0:01:58.840

certification to open new customers,

new markets and new export opportunities.

0:02:00.000,0:02:03.600

Every successful business eventually reaches the same question.

0:02:04.000,0:02:05.960

Where is our next growth market?

0:02:06.520,0:02:09.680

You have invested in your factory, you have developed your products.

0:02:09.920,0:02:11.720

You have built your quality systems.

0:02:12.040,0:02:16.926

You have won customers, then the question becomes where else can

0:02:16.926,0:02:18.280

these products go?

0:02:19.000,0:02:23.373

That is where halal certification can become commercially interesting because

0:02:23.373,0:02:25.840

halal certification is not the destination.

0:02:26.120,0:02:28.240

The destination is market access.

0:02:28.600,0:02:32.360

The certification is one of the tools that can help you to get there.

0:02:33.280,0:02:36.103

And hopefully by the end of today's session,

0:02:36.103,0:02:40.496

if you manufacture food or ingredients and you have export ambitions,

0:02:40.496,0:02:43.760

I would encourage you to ask yourself one question,

0:02:44.520,0:02:48.000

could halal certification open a market for my products?

0:02:48.440,0:02:52.864

And if the answer might be yes, then the next step is simply to have that

0:02:52.864,0:02:54.120

conversation with us.

0:02:56.480,0:02:57.400

Why are we here?

0:02:58.120,0:03:00.280

Let's put the opportunity into perspective.

0:03:01.120,0:03:05.240

There are more than two billion Muslim consumers worldwide.

0:03:06.000,0:03:11.296

There are trillions of dollars in annual consumer spending across the wider halal

0:03:11.296,0:03:16.400

economy, and there are more than 45,000,000 Muslim consumers in Europe alone.

0:03:17.360,0:03:21.763

These numbers matter because businesses don't obtain certification simply to have

0:03:21.763,0:03:23.160

a certificate on the wall.

0:03:23.600,0:03:27.760

They obtain certification because there is a customer on the other side of it.

0:03:28.280,0:03:30.040

There is a consumer on the other side of it.

0:03:30.640,0:03:33.849

That consumer, that customer might be a supermarket,

0:03:33.849,0:03:37.786

a food importer, a distributor, a manufacturer looking for halal

0:03:37.786,0:03:41.419

certified ingredients, a government or institutional buyer,

0:03:41.419,0:03:43.600

or millions of individual consumers.

0:03:46.160,0:03:49.160

And this isn't simply a niche or ethnic market.

0:03:49.560,0:03:53.000

We are talking about a significant global consumer economy.

0:03:55.880,0:03:59.760

For the Northern Ireland manufacturer, this creates two opportunities.

0:04:00.040,0:04:04.721

The first is the European market,
including millions of Muslim consumers

0:04:04.721,0:04:06.040

much closer to home.

0:04:07.080,0:04:12.042

The second is international export
markets, particularly across the Gulf,

0:04:12.042,0:04:15.597

Southeast Asia, Africa and other regions where halal

0:04:15.597,0:04:18.280

certification is increasingly important.

0:04:18.680,0:04:20.920

And then there is another critical point.

0:04:21.600,0:04:24.064

In some countries, and for certain products,

0:04:24.064,0:04:28.117

halal certification is not simply
something that makes your products more

0:04:28.117,0:04:28.720

attractive.

0:04:29.520,0:04:33.160

Halal certification is a requirement for market access.

0:04:33.560,0:04:37.866

So if your company has an excellent
product but cannot demonstrate its halal

0:04:37.866,0:04:41.836

integrity, its halal status,
you may effectively be excluding yourself

0:04:41.836,0:04:45.359

from a market before you even have the
opportunity to compete.

0:04:46.720,0:04:49.440

So the question becomes why Northern Ireland?

0:04:50.480,0:04:54.280

And this is where I think the opportunity
becomes particularly interesting.

0:04:55.000,0:04:56.680

Look at the sectors on this slide.

0:04:58.160,0:05:01.840

Northern Ireland doesn't need to become a

food manufacturing region.

0:05:02.560,0:05:03.680

It already is one.

0:05:04.320,0:05:09.619

The expertise already exists,
the manufacturing infrastructure already

0:05:09.619,0:05:12.680

exists, the supply chains already exists.

0:05:13.360,0:05:16.336

And in many cases, the companies already have a very

0:05:16.336,0:05:18.920

sophisticated food safety and quality system.

0:05:19.840,0:05:24.180

So, we are not necessarily asking
companies to reinvent their businesses,

0:05:24.180,0:05:28.640

we are asking them to look at where their existing
products could go next.

0:05:29.440,0:05:34.380

If you are a Northern Ireland company
already producing an excellent dairy,

0:05:34.380,0:05:38.332

product, bakery product,
ingredient, beverage or nutritional

0:05:38.332,0:05:41.560

product, the question is not necessarily whether

0:05:41.560,0:05:43.800

you need a completely new product.

0:05:44.600,0:05:49.085

The question is whether there are
additional customers and markets for the

0:05:49.085,0:05:50.640

products you already have.

0:05:51.120,0:05:53.560

And that is why I like the statement on this slide.

0:05:53.960,0:05:56.240

Northern Ireland already has the products.

0:05:56.520,0:05:58.880

Halal simply opens more markets.

0:06:00.600,0:06:01.400

What is halal?

0:06:02.240,0:06:03.960

So, what does halal actually mean?

0:06:04.640,0:06:09.812

At its most basic level, halal means permissible from a business

0:06:09.812,0:06:12.200

and manufacturing perspective.

0:06:12.560,0:06:17.430

Halal certification provides assurance that the products and its relevant

0:06:17.430,0:06:21.840

production processes meet defined halal criteria and requirements.

0:06:23.240,0:06:29.760

Permissible, safe, ethical, transparent, traceable, high integrity.

0:06:30.240,0:06:32.240

And why do these things matter commercially?

0:06:33.240,0:06:35.831

Because when you are selling internationally,

0:06:35.831,0:06:38.760

your customers may be thousands of kilometres away.

0:06:39.760,0:06:44.678

They cannot walk into your factory, they cannot personally inspect your

0:06:44.678,0:06:47.956

ingredients, they cannot personally verify your

0:06:47.956,0:06:48.639

processes.

0:06:49.320,0:06:53.000

They need confidence and certification provides that confidence.

0:06:53.000,0:06:53.680

0:06:54.880,0:06:59.631

Certification gives your customers independent assurance that the product

0:06:59.631,0:07:03.997

has already been assessed against recognised halal requirements and

0:07:03.997,0:07:04.640

standards.

0:07:05.280,0:07:07.440

And, I want to make one thing very clear.

0:07:07.880,0:07:12.389

Halal certification is not another food safety system designed to replace what

0:07:12.389,0:07:13.360

you already have.

0:07:14.200,0:07:17.480

Halal certification builds upon existing systems.

0:07:18.480,0:07:23.331

If you already have BRC certification, FSSC 22,000 certification,

0:07:23.331,0:07:28.918

ISO certification or HACCP plans or another robust quality and food safety

0:07:28.918,0:07:32.520

system, that itself is a very strong foundation.

0:07:33.200,0:07:37.910

The halal process adds certain specific requirements that are necessary to

0:07:37.910,0:07:40.360

establish and maintain halal integrity.

0:07:42.120,0:07:46.440

Let's clear up three misconceptions that we hear quite regularly about halal.

0:07:47.440,0:07:51.240

The first is only meat requires halal certification.

0:07:51.720,0:07:53.600

That simply isn't the case.

0:07:54.320,0:07:59.355

Thousands of halal certified products contain no meat or ADM animal derived

0:07:59.355,0:08:00.680

material whatsoever.

0:08:01.120,0:08:05.286

Think about bakery products, dairy products, ingredients, flavours,

0:08:05.286,0:08:09.515

beverages, nutritional products, and many other food and ingredient

0:08:09.515,0:08:10.200
categories.

0:08:11.320,0:08:15.280
The second misconception is that halal is only for Muslims.

0:08:15.840,0:08:19.622
Muslim consumers are, of course,
the primary consumers for whom halal

0:08:19.622,0:08:22.000
certification provides religious assurance.

0:08:22.200,0:08:26.555
But from a commercial perspective,
certification can also communicate

0:08:26.555,0:08:30.102
something broader about your product integrity, control,

0:08:30.102,0:08:31.720
sourcing and traceability.

0:08:32.520,0:08:35.922
And the third misconception is perhaps the most important,

0:08:35.922,0:08:37.480
certification is difficult.

0:08:38.120,0:08:40.960
This is where I would encourage companies
not to assume.

0:08:41.400,0:08:43.800
Don't assume you need to rebuild your factory.

0:08:44.200,0:08:46.915
Don't assume you need to completely separate,

0:08:46.915,0:08:51.520
arrange a management system independently
from the one that you already have.

0:08:51.840,0:08:56.400
And that brings me to what may be the most
reassuring slide in this presentation.

0:08:57.240,0:09:00.100
If you remember one slide from today's presentation,

0:09:00.100,0:09:01.840
I would like it to be this one.

0:09:02.720,0:09:06.577
If you are already BRC, FSSC, IFS or ISO certified,

0:09:06.577,0:09:11.400

you have already done a significant amount of work already.

0:09:12.160,0:09:16.066

In our experience, manufacturers with recognised food safety

0:09:16.066,0:09:21.381

and management systems typically already comply with around 80% of operational and

0:09:21.381,0:09:25.480

management system requirements relevant to halal certification.

0:09:27.280,0:09:31.118

You're not starting from zero, you are starting from a mature food

0:09:31.118,0:09:31.920

safety system.

0:09:32.320,0:09:37.755

The remaining work tends to focus on specific halal elements, ingredients,

0:09:37.755,0:09:42.683

supplier certification, cleaning, traceability, labelling, storage,

0:09:42.683,0:09:46.960

training and maintaining the integrity of the halal claim.

0:09:47.560,0:09:51.403

So if you are BRCGS certified company watching this today,

0:09:51.403,0:09:56.160

I would say don't ask yourself whether halal certification is difficult.

0:09:56.840,0:09:59.200

Ask yourself 'what is actually missing'.

0:09:59.880,0:10:04.061

Because there is a very big difference between thinking certification is

0:10:04.061,0:10:07.040

difficult and actually conducting a gap assessment.

0:10:07.560,0:10:10.200

This is exactly where DHCE can help.

0:10:10.560,0:10:15.010

We can look at what you already have and we can identify what needs to be

0:10:15.010,0:10:19.160

addressed and help you understand the pathway towards certification.

0:10:20.120,0:10:24.988

Now let's assume you have identified a market that you want to enter,

0:10:24.988,0:10:29.718

perhaps Saudi Arabia, perhaps the UAE, perhaps Malaysia, Singapore,

0:10:29.718,0:10:32.640

Indonesia or another international market.

0:10:33.600,0:10:38.120

The next question becomes 'what certification do I actually need'?

0:10:38.640,0:10:41.680

This is an extremely important question.

0:10:43.520,0:10:46.713

There isn't one single halal certification requirement that

0:10:46.713,0:10:49.960

automatically gives you access to every market in the world.

0:10:50.720,0:10:55.040

Different countries have different regulatory and recognition frameworks.

0:10:55.280,0:10:57.720

Different countries have different halal standards.

0:10:58.040,0:11:00.680

Saudi Arabia, for example, has its own requirement.

0:11:01.000,0:11:05.529

The UAE has its own framework, Malaysia has MS1500 as its halal

0:11:05.529,0:11:09.152

standard, Singapore has the Muiz Halal standard and

0:11:09.152,0:11:11.800

Indonesia has its own halal framework.

0:11:12.480,0:11:16.720

We also have the OIC, the OIC semi halal standards.

0:11:17.080,0:11:20.000

So companies need to think about certification strategically.

0:11:20.480,0:11:24.905

You don't want to spend money obtaining certification and then discover that the

0:11:24.905,0:11:29.520

certification you obtained does not

satisfy the requirements of your target market..

0:11:30.080,0:11:36.240

So, our recommendation at DHCE is always market first, certification second.

0:11:36.760,0:11:38.920

Tell us where you want to sell your products.

0:11:39.400,0:11:41.400

Tell us the markets you want to tap into.

0:11:41.760,0:11:43.200

Tell us what you manufacture.

0:11:43.680,0:11:48.000

Then, we can help identify the applicable requirements and standards.

0:11:48.440,0:11:52.520

The right halal certificate is not simply the certificate you can obtain.

0:11:52.800,0:11:57.445

It is a certificate that helps you to reach the markets that you want to reach,

0:11:57.445,0:12:00.640

and that is one of the areas where DHCE can add value.

0:12:02.480,0:12:06.837

One of the biggest fears companies have is that halal means creating another,

0:12:06.837,0:12:08.960

completely separate management system.

0:12:09.920,0:12:14.600

It doesn't have to be. Your food safety system already manages hazards.

0:12:14.920,0:12:17.720

Your quality system manages specifications.

0:12:18.160,0:12:20.520

Your purchasing system manages suppliers.

0:12:20.960,0:12:24.280

Your traceability system manages the movement of materials.

0:12:24.600,0:12:26.720

Your production system manages processes.

0:12:27.240,0:12:32.280

Your existing procedures already provide much of the infrastructure required.

0:12:33.080,0:12:35.680

Halal assurance connects into those systems.

0:12:36.000,0:12:39.760

I often describe it as adding another layer to an existing building.

0:12:40.120,0:12:44.270

We aren't knocking down the building, we are just strengthening it and making

0:12:44.270,0:12:45.920

it suitable for another market.

0:12:48.560,0:12:50.440

So, let's make the process very practical.

0:12:50.840,0:12:53.838

If you have decided that you want to become halal certified,

0:12:53.838,0:12:54.920

what actually happens?

0:12:55.320,0:12:58.960

First, there is the application and documentation review.

0:12:59.680,0:13:03.268

We look at the company, the products, the ingredients,

0:13:03.268,0:13:06.400

the HACCP plans and the relevant documentation.

0:13:06.960,0:13:09.520

Then we move into the level one audit and scheduling.

0:13:09.840,0:13:12.603

We also sign a board of confidentiality with our clients,

0:13:12.603,0:13:16.320

ensuring every information that you shared is dealt with confidentiality.

0:13:16.800,0:13:21.597

Then we schedule the level two audit where two auditors will conduct an on

0:13:21.597,0:13:26.331

site visit where they look at the relevant processes, ingredient control,

0:13:26.331,0:13:29.466

documentation, traceability, and if there are any

0:13:29.466,0:13:32.792

corrective actions required after this halal audit,

0:13:32.792,0:13:34.839

then these need to be addressed.

0:13:35.400,0:13:38.302

And finally, the certification decision is then made

0:13:38.302,0:13:41.040

through the appropriate committee review of DHCE.

0:13:41.440,0:13:46.182

Our target certification journey is about
21 days, but if the company is ready,

0:13:46.182,0:13:50.370

documentation is complete,
audit availability aligns and corrective

0:13:50.370,0:13:52.280

actions are addressed promptly.

0:13:53.400,0:13:55.940

Of course, the actual timeline can depend on the

0:13:55.940,0:13:58.740

company's readiness, the audit scheduling and whether

0:13:58.740,0:14:00.400

corrective actions are required.

0:14:00.760,0:14:04.896

But the important point is that
certification does not necessarily need

0:14:04.896,0:14:07.080

to become a long, complicated process.

0:14:08.400,0:14:12.604

Once certification is granted and once certification is achieved,

0:14:12.604,0:14:15.280

that is where the commercial value begins.

0:14:15.880,0:14:18.280

You can market approved products as halal.

0:14:18.640,0:14:22.320

You can display the halal certification mark where authorised.

0:14:23.680,0:14:28.537

Many people when they hear the word audit,
they immediately think about an inspector

0:14:28.537,0:14:30.480

that comes and looks for problems.

0:14:30.920,0:14:32.760

That is not how I would describe our approach.

0:14:33.280,0:14:36.800

The audit is about verifying the integrity of the halal system.

0:14:37.600,0:14:42.616

We look at ingredients, lubricants, cleaning, packaging, storage,

0:14:42.616,0:14:45.200

traceability, labels and training.

0:14:45.880,0:14:47.520

And here is the important point.

0:14:48.200,0:14:52.640

If your factory is already well managed, these are not mysterious areas.

0:14:52.960,0:14:55.440

Your people have already been managing them.

0:14:55.880,0:15:00.640

The quality department is already dealing with documentation and traceability.

0:15:01.160,0:15:04.560

Your purchasing department is already dealing with suppliers.

0:15:05.040,0:15:08.280

Your production team is already managing cleaning and processes.

0:15:08.640,0:15:11.320

Your warehouse is already managing storage.

0:15:12.280,0:15:15.067

What we will be looking at through these systems,

0:15:15.067,0:15:19.416

We are looking at these systems through the halal lens and if something isn't

0:15:19.416,0:15:22.483

quite right, that is exactly why there is a corrective

0:15:22.483,0:15:23.320

action process.

0:15:23.800,0:15:26.320

The objective is compliance to the halal standard.

0:15:26.800,0:15:28.520

It is not about catching companies out.

0:15:29.480,0:15:33.749

So, our role at Department of Halal Certification in Europe is to verify

0:15:33.749,0:15:38.314

compliance and help provide confidence that the halal requirements are being

0:15:38.314,0:15:39.560

properly implemented.

0:15:40.640,0:15:44.772

So, now we come to the question every business leader ultimately asks,

0:15:44.772,0:15:46.720

'why should we invest in this now'?

0:15:47.560,0:15:52.480

The first reason is that this market, the halal market, is continuously growing.

0:15:53.040,0:15:57.913

Consumer populations are increasing, international buyers are becoming more

0:15:57.913,0:16:02.659

sophisticated and halal assurance and halal certification is increasingly

0:16:02.659,0:16:04.840

relevant to procurement decisions.

0:16:05.440,0:16:07.360

Secondly, diversification.

0:16:07.960,0:16:12.027

If you are already exporting, halal certification can potentially give

0:16:12.027,0:16:16.037

you access to additional customers without requiring you to invent an

0:16:16.037,0:16:17.240

entirely new product.

0:16:17.880,0:16:21.320

You may already have a product that is commercially successful.

0:16:21.880,0:16:26.551

The question is whether there are other markets where that same product could be

0:16:26.551,0:16:27.051

sold.

0:16:30.240,0:16:31.440

Then we have the Middle East.

0:16:31.920,0:16:37.073

Food security and reliable supply chains
are strategic priorities and countries

0:16:37.073,0:16:41.840

across the region imports significant
quantities of food and ingredients.

0:16:42.400,0:16:45.330

Then you have Southeast Asia,
including Malaysia,

0:16:45.330,0:16:49.256

Indonesia and Singapore,
where the scale of Muslim consumer market

0:16:49.256,0:16:49.960

is enormous.

0:16:50.480,0:16:52.640

And we should not, of course, forget Europe.

0:16:53.440,0:16:57.920

There are millions of Muslim consumers across
the UK and Europe.

0:16:58.720,0:17:02.580

There are also government and
institutional procurement opportunities

0:17:02.580,0:17:06.440

where recognised halal certification can
be an important requirement.

0:17:07.640,0:17:10.800

And this is where I would challenge
companies to think differently.

0:17:11.440,0:17:14.613

If your competitor is not halal certified and you are,

0:17:14.613,0:17:18.480

you may be able to approach customers
that your competitor cannot.

0:17:19.040,0:17:22.840

Certification can therefore become a competitive advantage.

0:17:25.760,0:17:29.560

So, the question isn't simply how much does certification cost.

0:17:30.200,0:17:35.080

The more important question is 'what is

the value of the market I could access

0:17:35.080,0:17:36.520
because I am certified'?

0:17:37.040,0:17:40.920
That is the commercial calculation I
would encourage every business to make.

0:17:42.560,0:17:45.400
Let me make this more tangible with a practical example.

0:17:46.080,0:17:48.200
This was an artisan bakery in Northern Ireland.

0:17:48.800,0:17:52.040
The company wanted to pursue
export opportunities in the GCC.

0:17:52.560,0:17:56.288
The product was there, the manufacturing capability was there,

0:17:56.288,0:17:58.360
the food safety systems were there.

0:17:58.760,0:17:59.680
But there was a challenge.

0:18:00.040,0:18:04.008
They needed to demonstrate halal
compliance and they could only do so by

0:18:04.008,0:18:05.640
obtaining halal certification.

0:18:06.200,0:18:08.960
So the challenge was therefore not
how to manufacture the product.

0:18:09.280,0:18:11.000
The challenge was market access.

0:18:11.600,0:18:13.880
DHCE assessed this operation.

0:18:14.240,0:18:17.141
We reviewed the relevant ingredients, documentation,

0:18:17.141,0:18:21.104
we conducted the halal audit,
we worked through the halal requirements

0:18:21.104,0:18:25.680
with the company and finally the company
achieved halal certification compliance.

0:18:26.280,0:18:30.915

They obtained halal certification and that enabled them to move forward with

0:18:30.915,0:18:32.360
their export objectives.

0:18:32.960,0:18:34.720
Now, what is the important lesson from that?

0:18:35.160,0:18:37.800
The bakery didn't become suddenly a better bakery.

0:18:38.440,0:18:41.618
It didn't change its products,
It didn't suddenly learn how to

0:18:41.618,0:18:42.880
manufacture that product.

0:18:43.280,0:18:47.663
What changed was that it's ability to
access a customer and a market where

0:18:47.663,0:18:52.280
halal compliance was required and that is
a commercial value of certification.

0:18:53.440,0:18:55.800
The certificate itself is not the end goal.

0:18:56.200,0:18:59.941
The customer and the market that the
certificate helps you to reach are the

0:18:59.941,0:19:00.680
real objective.

0:19:05.040,0:19:09.210
So, if you are sitting here today thinking
this could be actually be very relevant

0:19:09.210,0:19:12.007
to our company,
I would encourage you not to overthink

0:19:12.007,0:19:12.720
the next step.

0:19:13.520,0:19:16.952
Step one, talk to DHCE, tell us what you manufacturer,

0:19:16.952,0:19:20.760
tell us what you produce and tell us where you want to sell.

0:19:21.440,0:19:22.160
Step two.

0:19:22.480,0:19:23.360

Gap assessment.

0:19:23.920,0:19:27.440

Let's identify what you already have
and what needs to be addressed.

0:19:28.080,0:19:30.120

Step three, document review.

0:19:30.440,0:19:34.183

We assess the relevant specifications, certificates,

0:19:34.183,0:19:38.280

procedures and supporting documentation, and step four, audit.

0:19:38.960,0:19:41.840

We verify compliance to the halal standard on site.

0:19:42.400,0:19:47.150

Step five, certification, and importantly,
you don't have to commit to certification

0:19:47.150,0:19:50.000

simply because you have a conversation with us.

0:19:52.440,0:19:56.520

The first conversation is about
understanding your opportunity.

0:19:56.880,0:20:00.432

If you are unsure whether halal
certification is commercially worthwhile,

0:20:00.432,0:20:03.840

tell us which products you make and which
markets you are considering.

0:20:05.000,0:20:08.000

At DHCE, we can help you understand the pathway.

0:20:08.760,0:20:12.000

The best first step is a conversation, not an application.

0:20:12.240,0:20:15.248

So if you're interested, don't wait until a customer tells you

0:20:15.248,0:20:16.920

that they need halal certification.

0:20:17.520,0:20:19.280

Start the conversation early.

0:20:19.680,0:20:24.425

Make halal part of your export strategy
rather than a problem that appears at the

0:20:24.425,0:20:25.120
last minute.

0:20:25.920,0:20:27.760
And let me finish with one question.

0:20:28.320,0:20:31.120
If your company could access a new customer,

0:20:31.120,0:20:35.911
a new distributor or export market simply
by demonstrating halal compliance,

0:20:35.911,0:20:39.520
would you want to know what that
opportunity looked like?

0:20:40.480,0:20:44.846
You don't have to decide today whether halal
certification is right for your company,

0:20:44.846,0:20:47.625
but you can take the first step towards

0:20:47.625,0:20:51.538
finding out where could you sell,
what certification would you need,

0:20:51.538,0:20:53.240
and how close are you already?

0:20:53.840,0:20:57.640
That is the conversation that DHCE would like to have with you.

0:20:58.440,0:21:01.608
Don't think of halal certification as the destination,

0:21:01.608,0:21:04.200
think of halal certification as the gateway.

0:21:04.640,0:21:09.290
The certificate is the assurance,
the market is the opportunity and the

0:21:09.290,0:21:10.840
customer is the outcome.

0:21:11.600,0:21:14.440
Northern Ireland already has world class products.

0:21:14.800,0:21:17.280
The question is not whether those
products are good enough.

0:21:18.120,0:21:21.440
The question is where else can these products go?

0:21:22.240,0:21:26.029

For some companies,
halal certification may be the key that

0:21:26.029,0:21:27.040

opens that door.

0:21:27.640,0:21:31.860

Thank you once again to Invest Northern
Ireland for giving us the opportunity and

0:21:31.860,0:21:34.280

thank you to everyone who has joined us today.

0:21:37.160,0:21:40.640

So, thank you so much for a really
interesting and insightful presentation there, Dr Umar

0:21:40.640,0:21:43.739

I'm sure some of our companies will have

0:21:43.739,0:21:44.600

some questions.

0:21:45.400,0:21:49.683

So, one of the things that springs to mind
for me is you mentioned that the

0:21:49.683,0:21:54.194

certification process takes 21 days,
but it is that a typical time frame that a

0:21:54.194,0:21:55.280

company can expect.

0:21:55.280,0:21:58.108

if they did want to go from for halal certification?

0:21:58.108,0:22:02.351

Usually it shouldn't take more than 21
days unless of course there are issues in

0:22:02.351,0:22:04.079

terms of scheduling the halal audit.

0:22:04.400,0:22:06.880

We do have to conduct a halal audit on site.

0:22:07.160,0:22:08.960

It has to be conducted on site.

0:22:08.960,0:22:10.200

It cannot be done virtually.

0:22:10.480,0:22:13.577

So, sometimes scheduling that might be a challenge,

0:22:13.577,0:22:17.040
especially when we are dealing with large manufacturers.

0:22:17.680,0:22:21.190
Sometimes manufacturers have other audits
at the same time, customer audit,

0:22:21.190,0:22:22.160
supplier audits, etc.,

0:22:22.440,0:22:24.120
so that may be a challenge.

0:22:24.360,0:22:30.335
But if the halal audit can be scheduled,
we are very confident that we can

0:22:30.335,0:22:33.920
complete the process within 21 working days.

0:22:34.320,0:22:35.200
Right, thank you so much.

0:22:35.200,0:22:35.700
You're welcome.

0:22:36.280,0:22:40.312
The other question that I think companies
might be interested in is the cost of

0:22:40.312,0:22:41.320
allow certification.

0:22:42.080,0:22:44.360
You know, is it going to be prohibitively expensive

0:22:44.360,0:22:46.334
for them, particularly smaller businesses in

0:22:46.334,0:22:47.080
Northern Ireland?

0:22:47.080,0:22:49.160
Could you tell us a little bit more about
what the cost might show?

0:22:49.600,0:22:52.680
The costs are divided into two different types.

0:22:53.000,0:22:55.085
Firstly, we have of course the annual

0:22:55.085,0:22:57.280
certification fee that needs to be paid.

0:22:57.520,0:23:02.502

Then we have also the audit cost itself
and the audit itself and then travel

0:23:02.502,0:23:04.120
expenses of the auditors.

0:23:05.080,0:23:09.320
I can't give you an exact figure because
every manufacturer is different.

0:23:10.000,0:23:13.960
Sometimes they're small businesses then
medium businesses, large businesses,

0:23:14.240,0:23:15.840
we deal with all kind of companies.

0:23:15.840,0:23:19.153
We have customers, clients that have two or three members of

0:23:19.153,0:23:20.240
the production team.

0:23:20.600,0:23:26.120
We have customers that have 1,500 members in the
production team working in the factory,

0:23:26.240,0:23:27.760
so, obviously, it really depends.

0:23:28.200,0:23:33.714
Another factor that actually plays a role
into the cost is which market does the

0:23:33.714,0:23:35.280
customer aim to target.

0:23:35.520,0:23:38.983
So if you're producing for the European market,

0:23:38.983,0:23:44.756
the rates of certification are much more
competitive than if you were aiming to

0:23:44.756,0:23:46.200
target Saudi Arabia.

0:23:46.360,0:23:51.117
If you're aiming to go into Malaysia or
Indonesia or some of these countries,

0:23:51.117,0:23:55.935
because these countries require us as a
certification body to be accredited by them.

0:23:56.240,0:24:01.269
And with them also they,

these countries like Saudi Arabia demands

0:24:01.269,0:24:05.280

that the customer has also registered the products with them,

0:24:05.280,0:24:09.160

that incurs a lot of fees as well - an additional fee to that.

0:24:09.360,0:24:13.190

But, but if we look at, you know, the kind of the starting, you know,

0:24:13.190,0:24:16.474

the minimum basic certification fee for a small enterprise,

0:24:16.474,0:24:19.320

we're looking approximately at £2,000 British pounds.

0:24:19.800,0:24:20.300

OK.

0:24:20.840,0:24:24.797

And so after the initial certification, is there a recertification process and

0:24:24.797,0:24:26.400

how, how often does that happen?

0:24:26.640,0:24:28.960

So the certification cycle is three years.

0:24:29.520,0:24:33.240

The first audit is considered to be the initial audit.

0:24:33.880,0:24:36.600

And then, the following year, there will be a surveillance audit.

0:24:36.960,0:24:39.951

And the year after this, which is the third year,

0:24:39.951,0:24:43.720

will be either a recertification or either just a final audit.

0:24:44.000,0:24:48.084

And the audits are to ensure that consistent compliance with the halal

0:24:48.084,0:24:49.120

standards are met.

0:24:49.920,0:24:51.480

Ok, thank you so much, Dr Umar.

0:24:51.480,0:24:52.600

We really appreciate that.

0:24:52.600,0:24:53.100

Thank you.

0:24:54.800,0:24:57.160

So, we hope you found today's presentation useful.

0:24:57.480,0:25:01.276

If you would like any more information on
halal certification or support for

0:25:01.276,0:25:05.120

selling your products internationally,
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0:25:05.320,0:25:07.440

and we'll connect you with an
international trade advisor.