

The Emergence of Global Halal Industry Ecosystem

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Keywords: Halal Industry, Food, Non-Food, Ecosystem, Halal Services, Muslim Friendly

Received: 20th Sept 2018

Accepted: 5th Oktober 2018

Published Online: 11th Mac 2019

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Citation: Jamaludin MA, Abdullah MS, Has-Yun YZ. The emergence of global halal industry ecosystem. *J Halal Ind Serv* 2018; 1(1): a0000006.

Halal literally means permissible or lawful that adheres to Shariah or Islamic law. Halal industry and services which incorporates of everything from food and non-food such as medical to cosmetic have shown high demand and popularity especially among consumers as more people are looking and considering for an excellence, harmless and fair products. Additionally, the halal industry is estimated to flourish corresponding to the expansion of the Muslim population (Rizal, 2018). According to a report by Halal Industry Development Corporation (HDC), it is estimated the global Muslim population will rise to almost 27% of the world's total population which accounts for up to two billion Muslims by 2030. Since the global halal industry is expected to be worth around USD2.3 trillion, it is reckoned that halal industry and services will be the fastest growing user sector in the world (Ahmad et al., 2018).

The halal industry has now expanded beyond the food sector to include pharmaceuticals, cosmetics, health products, toiletries and medical devices as well as service sector components such as logistics, marketing, print and electronic media, packaging, branding, and financing (Ab Talib et al., 2015). In recent years, with the increase in the number of affluent Muslims, the halal industry has expanded further into lifestyle (Omar et al., 2017) offerings including halal travel and hospitality services as well as fashion. The progress and expansion of halal industry and services is actually initiated by the attitude and approach of Muslim consumers along with decent consumer tendency globally. Hence, the growth of purchasing power of consumers in halal industry has increased the demand for more diverse products and services market production.

In order to strengthen the advancement and progress of halal industry ecosystem the Journal of Halal Industry and Services has been generated. This journal is aimed to spread the awareness of halal industry and services which embrace the field of Shariah, fiqh & Islamic jurisprudence, Halal purification practice, Halal standards & regulations, quality, safety and management system, ethics and behavior, Halal business & marketing, Muslim Friendly Tourism & Hospitality, Islamic Finance, Halal education, Halal foods, Pharmaceuticals & Personal care products, Halal logistics, Halal authentication & sensors, Halal breeding, Halal marine, aquaculture and agricultures Industry, Environment, Green technology and covering the whole Halal Industry ecosystem and services.

Apart from that, this journal also is keen to assist people or industry which are beneficial in term of enhancing the research and development in processing and product, developing halal compliant product and services, quality and safety of product and services according to good manufacturing process (GMP), enhancing coordination among the organizations involved in the development and promotion of halal industry and services, standardization and synchronization in halal certification product and services and many more. As the halal industry and services is growing rapidly, this journal might be one of the platforms for sharing and exchanging progress of the industry globally.

In conclusion, the progress of halal industry which composed of holistic halal concept (Jamaludin, 2018) that incorporates the whole sector and value is expected to extend beyond food into the ambit of business and trade as well as other non-food product and tourism. Subsequently, it is anticipated that halal industry and services to generate a better sanitation, safety besides fulfill Shariah requirement with the purpose to create more opportunities for halal products and increase the confidence among consumers and business organizations.

Conflict of Interest

The author declare no potential conflict of interest with respect to the research, authorship, and/or publication of this article.

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