



Halal Supply Chain Management: **An emerging requirement**

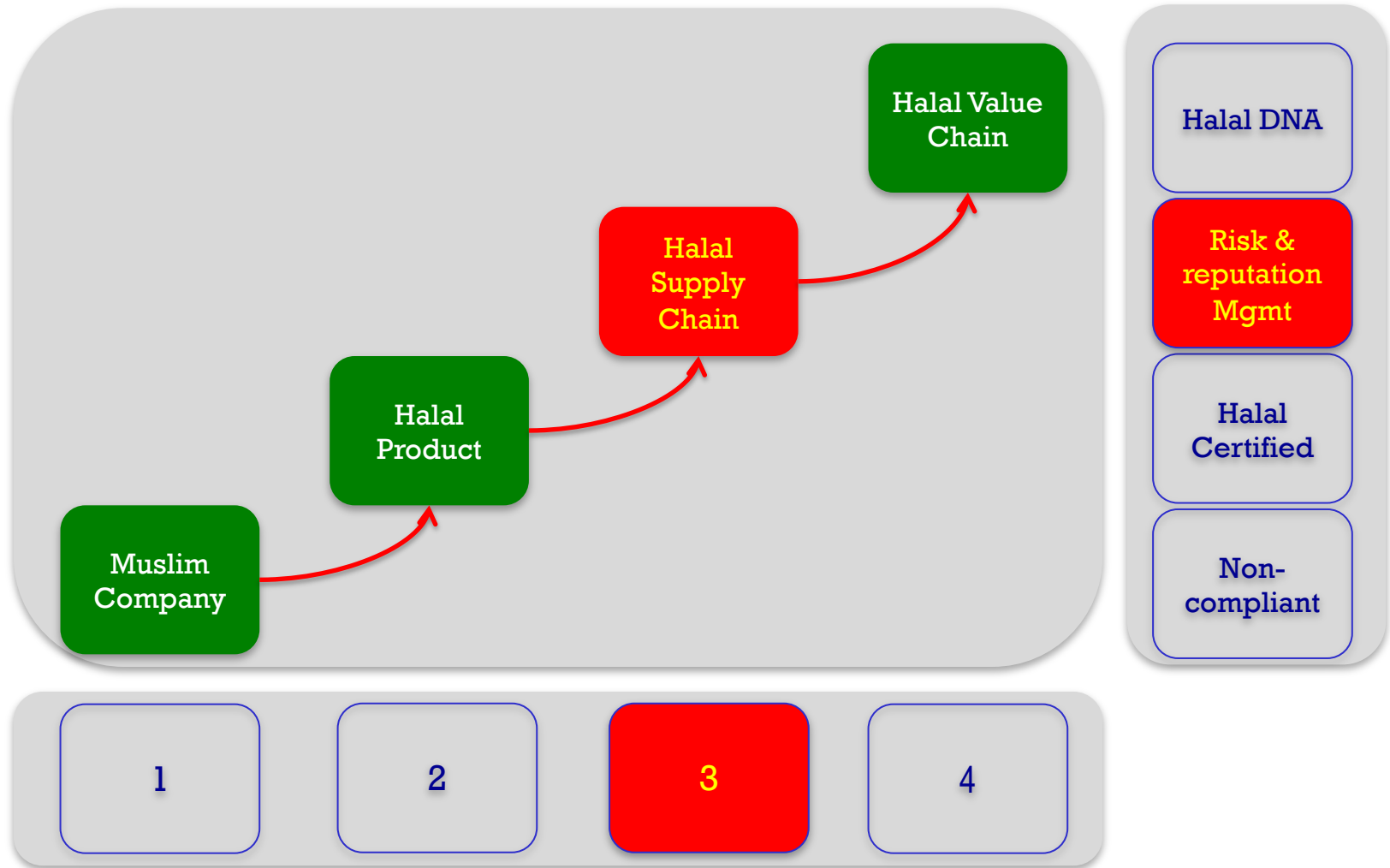
Prof. Dr. Marco Tieman

Agenda

1. Evolution of Halal & Mega Trends
2. Case Study: Modern Halal Valley (Indonesia)
3. Why Adopting a Supply Chain Approach to Halal?
4. Malaysia's new Halal SCM standard: MS 2400:2019
5. How to develop an end-to-end halal supply chain?

Evolution of Halal & Mega Trends

Evolution of Halal



Tieman, M. (2011). The application of Halal in supply chain management: in-depth interviews. *Journal of Islamic Marketing*, 2(2), 186-195.

Halal Industry Mega Trends

01

Food and non-food need to be halal certified

02

Halal requires a supply chain approach

03

Halal risk & reputation management critical

Case Study: Modern Halal Valley (Indonesia)

Modern Halal Valley (Indonesia)



- **Ciwandan, Cigading & Merak Mas Port to ModernCikande Industrial Estate (35 Minutes)**
- **Kota Modern to ModernCikande Industrial Estate (35 Minutes)**
- **ModernCikande Industrial Estate to Soekarno-Hatta International Airport (45 Minutes)**
- **ModernCikande Industrial Estate to West Jakarta (45 Minutes)**
- **ModernCikande Industrial Estate to Tanjung Priok Harbour (60 Minutes)**

Why Adopting a Supply Chain Approach?

Issues with Halal Supply Chains

Halal supply chains are **vulnerable** and **complex** to manage

- Halal is not a **consolidation requirement** in stuffing of mixed trucks, containers, and ULDs
- Different **knowledge levels** and **segregation practices** in halal supply chains
- The **halal status of cargo is not communicated** on freight documents, cargo labels, and in ICT systems
- **Different requirements** for different Muslim markets

Issues with Halal Supply Chains

Serious GAPS in halal supply chains, resulting in a **deficient halal assurance system!**

Exposure of brands to high-impact integrity violations.

Malaysia's new Halal SCM Standard: MS 2400:2019

Halal Certification



**Halal
Assurance
System**

**Quality
Management
System**

Halal Certified

+

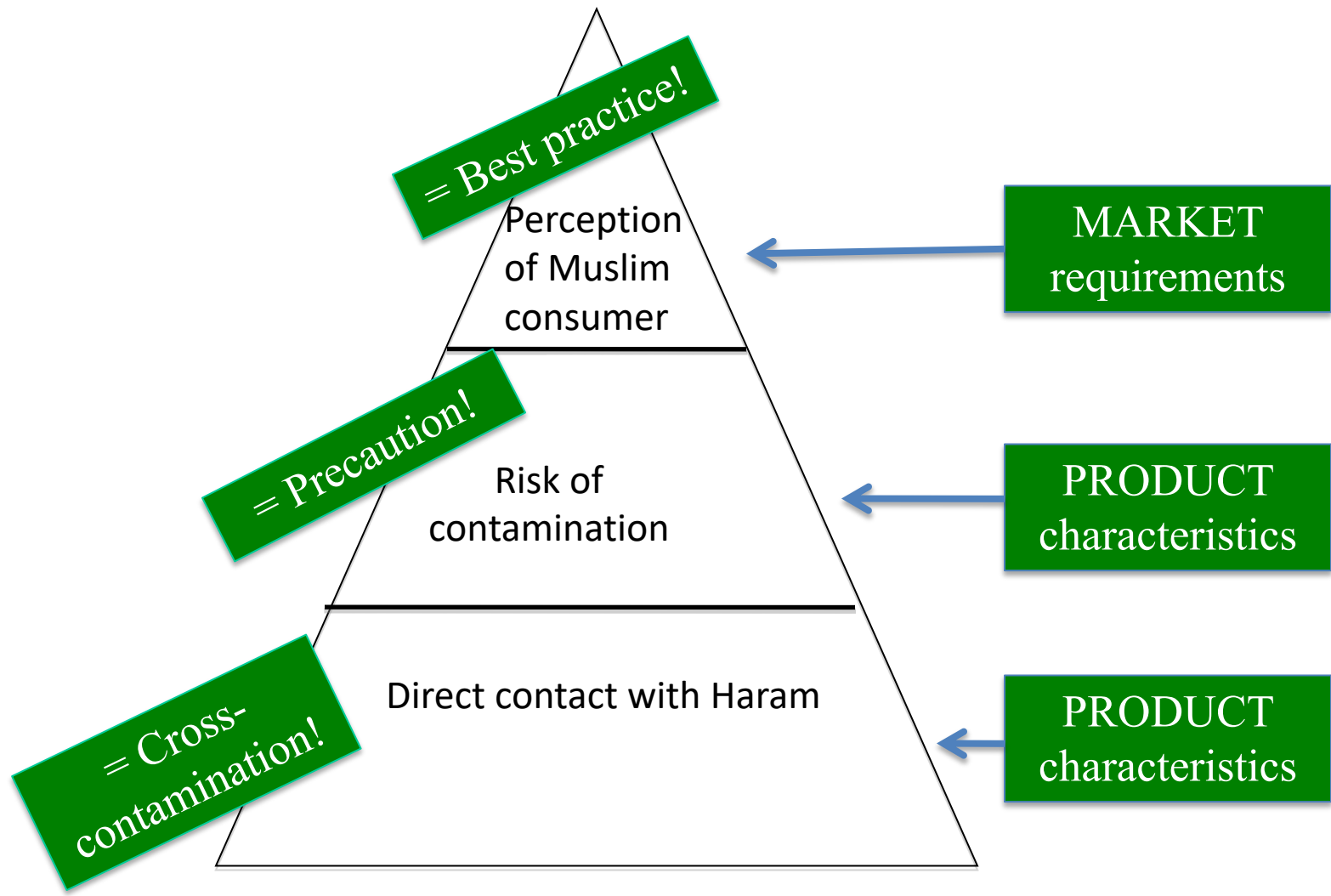
Superior
Quality



1. Halal Supply Chain Management System standard for **logistics** and **retailing**
2. **3 modules:**
 - i. Management system requirements for **transportation** of goods and/or cargo chain services
 - ii. Management system requirements for **warehousing** and related activities
 - iii. Management system requirements for **retailing**
3. Developed by: **Department of Standard Malaysia** (launched in 2010; first revision in 2019)
4. Certified by: **Jakim** (since 2015)

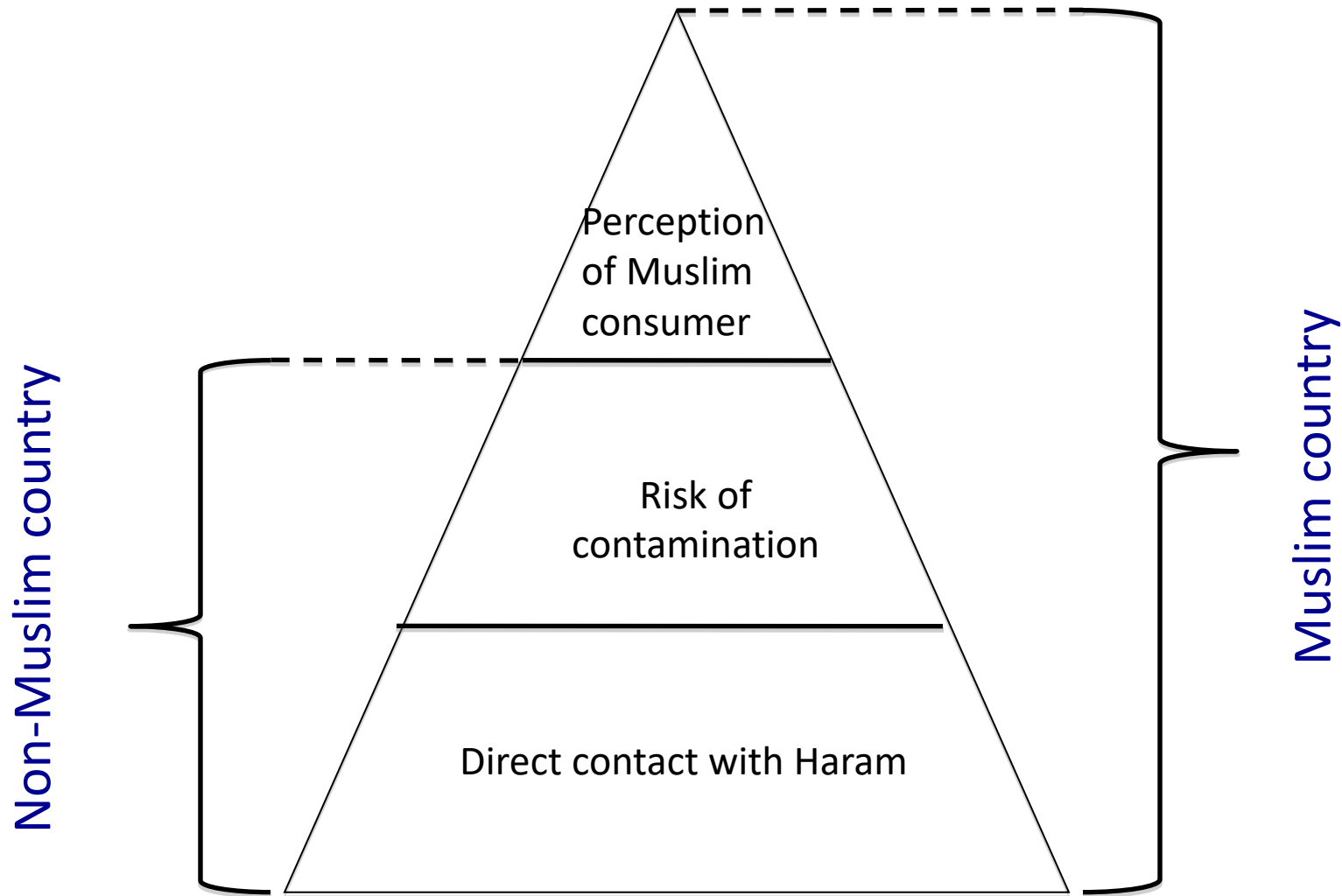
How to Develop an end-to-end Halal Supply Chain?

Foundation of Halal SCM



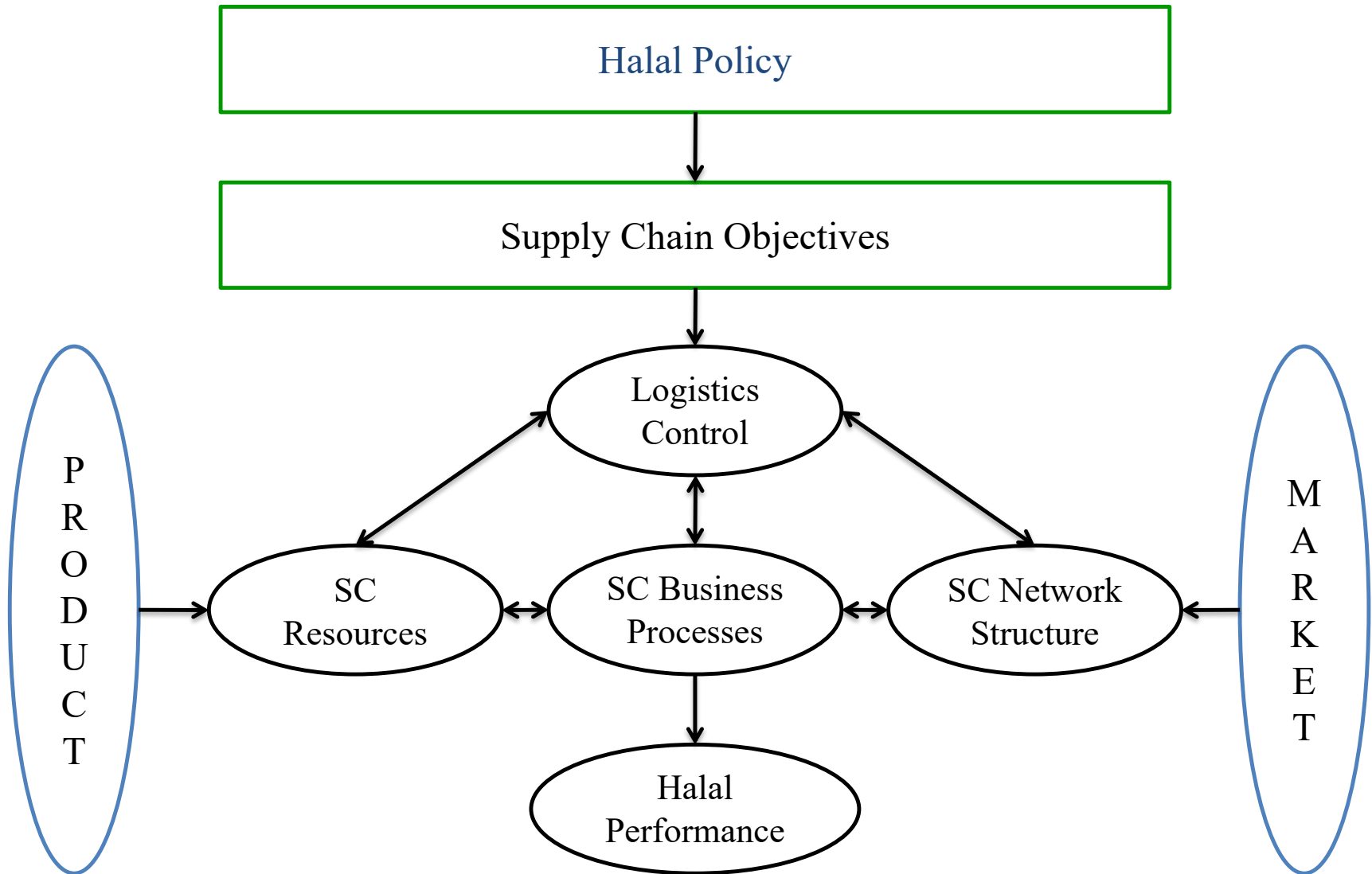
Source: Marco Tieman (2011), The application of halal in supply chain management, Journal of Islamic Marketing, 2(2), pp. 186-195

Foundation of Halal SCM



Source: Tieman et al. (2012), Principles in halal supply chain management, Journal of Islamic Marketing, 3(3), pp. 217-243

Halal Supply Chain Model



Terima kasih / Thank you

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