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# Japan and Halal Business Challenges and Opportunities



## Presented by:

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First Secretary- Economic Section
Embassy of the I.R. IRAN
March 16, 2015

Kyushu Islamic Fair

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# Content

- Halal Concept
- Halal practice and Islamic Life
- Islamic Market
- Organisation of Islamic Cooperation (OIC)
- Trends in the Market
- Economic Trends in OIC
- Halal Market
- Japan and Halal Market Potentials
- OIC and Affiliated Organizations for Halal Brand
- Halal World Institute and branches in Japan



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# Halal Concept

## Definition

- Halal means allowed, clean, pure and lawful
- Haram means prohibited or unlawful. In Islam, Haram foods means unlawful to be consumed.

## Sources:

- Holly Qur'an
- Prophet Mohammad Practices and Sayings
- Consensus and Fatwa

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# Halal Concept in Holly Qur'an:

Basic rules of Lawful (Halal)

Specifically highlighted in 4 chapters and 18 verses. e.g.

Al Baqara: 168 "O ye people Eat of what is on earth, Lawful and good; and do not follow the footsteps of the evil one, for he is too you an avowed enemy

Aln-Nahl: 114 "So eat of the sustenance which Allah has provided to you, lawful and good; and be grateful for the favours of Allah, if he is whom ye serve"

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# Holly Qur'an: Basic rules of Haram (unlawful)

Specifically pointed out in 4 chapters and 15 verses. e.g.

Al Baqarah: 173 God has forbidden you to eat that which has not been properly slaughtered, blood, pork, and the flesh of any animal which has not been consecrated with a mention of the Name of God. However, in an emergency, without the intention of transgression or repeating transgression, one will not be considered to have committed a sin. God is All-forgiving and All-merciful.

Al-Ma'ida: 3 It is unlawful for you to consume the following as food: an animal that has not been properly slaughtered, blood, pork, an animal slaughtered and consecrated in the name of someone other than God, an animal killed by strangulation or a violent blow, an animal killed by falling down, an animal which has been gored to death, an animal partly eaten by a wild beast before being properly slaughtered, an animal which has been sacrificed on the stone blocks (which pagans worshipped), and any flesh divided by casting superstitious and gambling arrows (a pagan tradition), which is a sin

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# Halal practice and Islamic Life

- Halal is a Rule in Islamic life. Halal is integral part of the Islamic life not an optional one.
- Halal is a dominating factor: food, business, finance, Healthcare, Recreation and ...
- Halal beyond standards, it an Identity
- · Halal has became a global accepted value
- Halal is not restriction, it is an immunity and protection

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# Islamic Market Characteristics

- Size of the market
  - ✓ population about 1.7 billion,
  - ✓ Market value about USD2.3 trillion
- Current trends in the world Market and Islamic Countries
- Organization of Islamic Cooperation (OIC)
- Foreign Trade in OIC Countries
- Halal Market



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# Muslim Population Global



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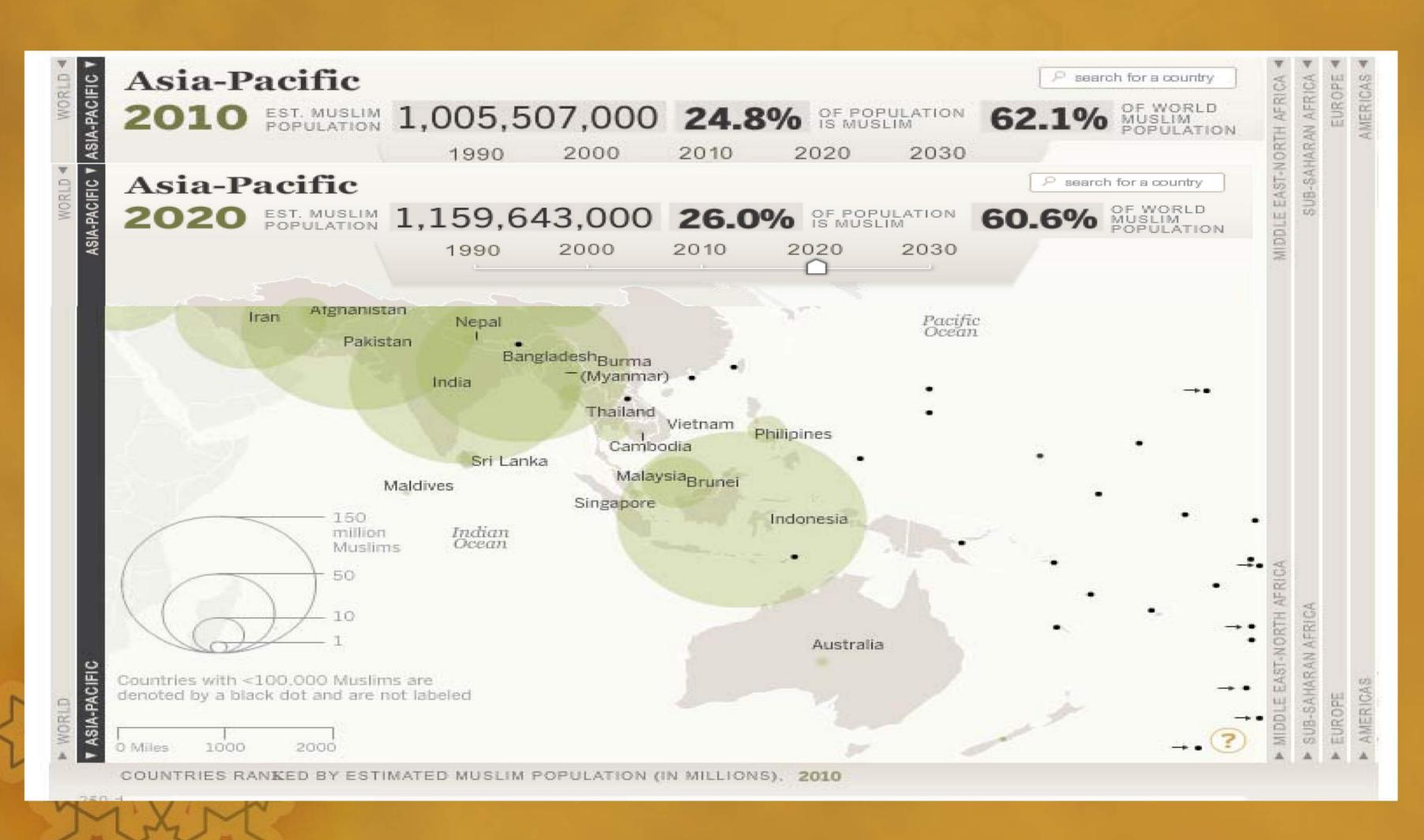
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# Muslim Population 2010 Asia Pacific



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# Organisation of Islamic Cooperation (OIC)



- OIC is the second largest inter-governmental organization after the United Nations which has membership of 57 states spread over four continents
- Ensure active participation of the Member States in the global political, economic and social decision-making processes to secure their common interests
- Strengthen intra-Islamic economic and trade cooperation; in order to achieve economic integration leading to the establishment of an Islamic Common Market
- Exert efforts to achieve sustainable and comprehensive human development and economic well-being in Member States

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# Current trends in the Market World and OIC Countries

- GDP of the world based on PPP has witnessed an increasing trend over the period 2009-2013, reaching \$87.0 trillion in 2013 compared to \$70.6 trillion in 2009.
- Developing countries witnessed rapid increase in GDP from \$33.0 trillion in 2009 to \$43.9 trillion in 2013
- GDP recorded at \$43.1 trillion in 2013 compared to \$37.6 trillion in 2009 for developed countries.
- OIC countries also witnessed an increasing trend in economic activity from \$7.7 trillion in 2009 to \$9.8 trillion in 2013.
- The average GDP per capita in OIC countries also increased from \$5,110 in 2009 to \$6,076 in 2013.

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# Economic Trends in OIC

- The average real GDP growth rate of the OIC countries slowed down to 3.9% in 2013 from 4.6% in 2012
- Average growth rates of the OIC countries are forecasted at 4.1% in 2014 and 4.9% in 2015
- Average growth rates developing economies, excluding China and India, would be 2.8% for 2014 and 3.4% for 2015.
- Average shares of the value-added by sectors in the total GDP:
  - ✓ Service sector (65.8%),
  - ✓ Industrial sector (29.7%)
  - ✓ Agriculture (4.4%).

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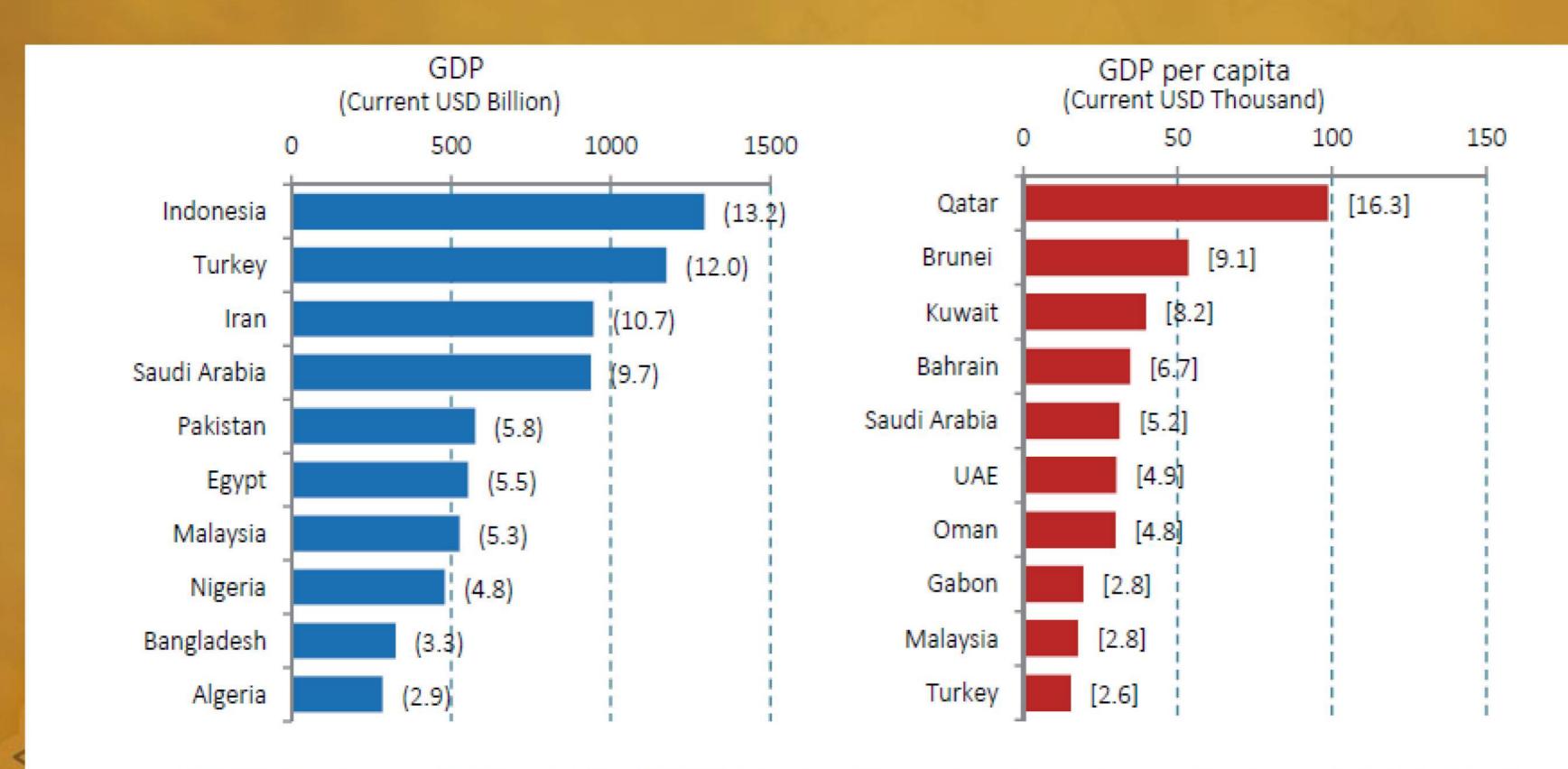


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# Top 10 OIC Countries by GDP and GDP per capita (2013)



Source: IMF WEO Database April 2014 and SESRIC BASEIND Database. The numbers in round (square) brackets on left-(right-)hand side indicate the share (ratio) of the related country's GDP (GDP per capita) in the overall GDP (to the average GDP per capita) of the OIC countries as a group.

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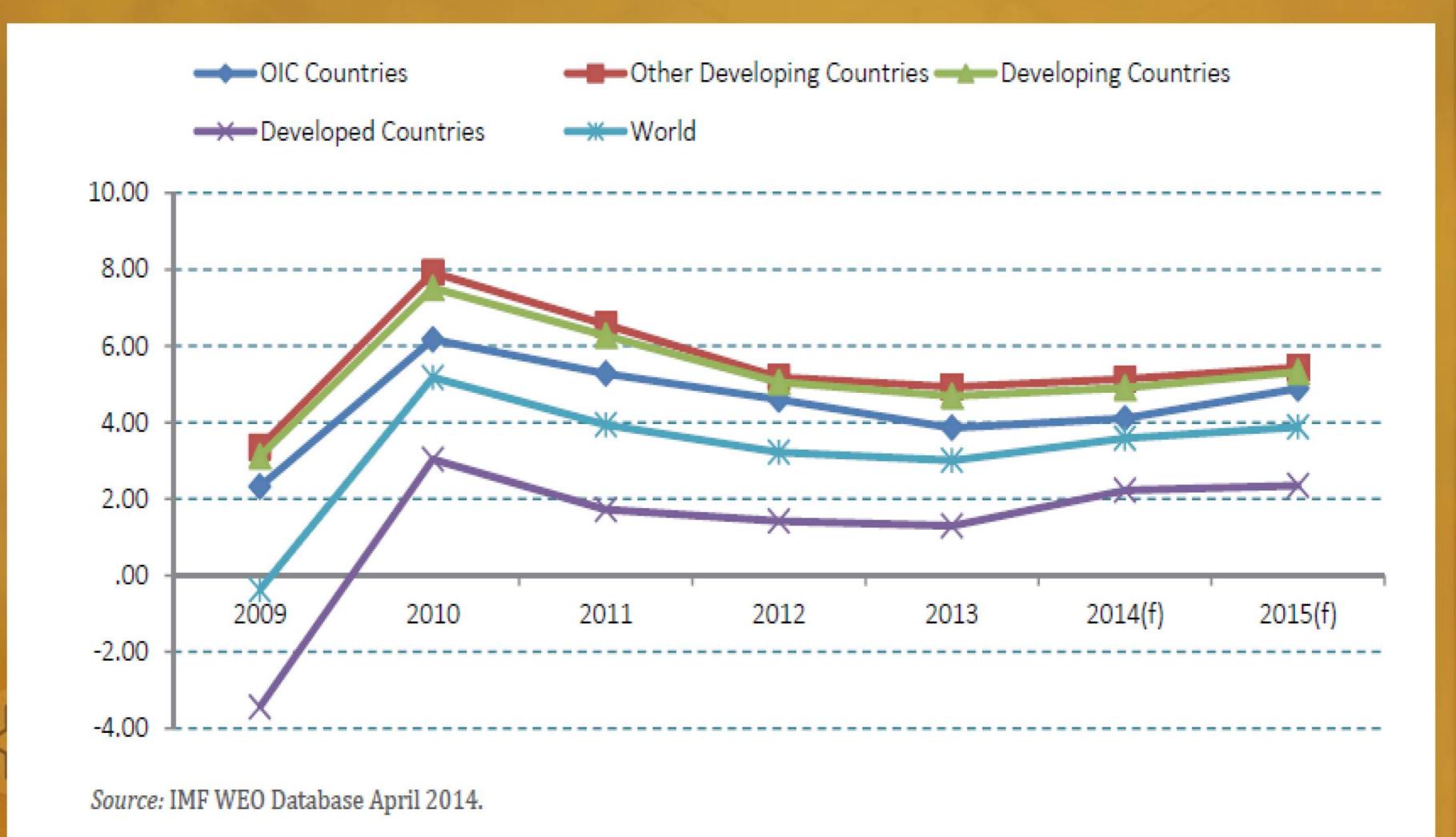
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# GDP Growth in the World



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# Economic Trends in OIC

Continue ...

- Total merchandise exports from OIC countries in 2013 was US\$ 2.2 trillion
- Total merchandise imports of OIC countries in 2013 was to \$2.0 trillion
- OIC countries are net importers of services in 2012
  - ✓ Export: US\$ 201 billion
  - ✓ Import: US\$ 318 billion



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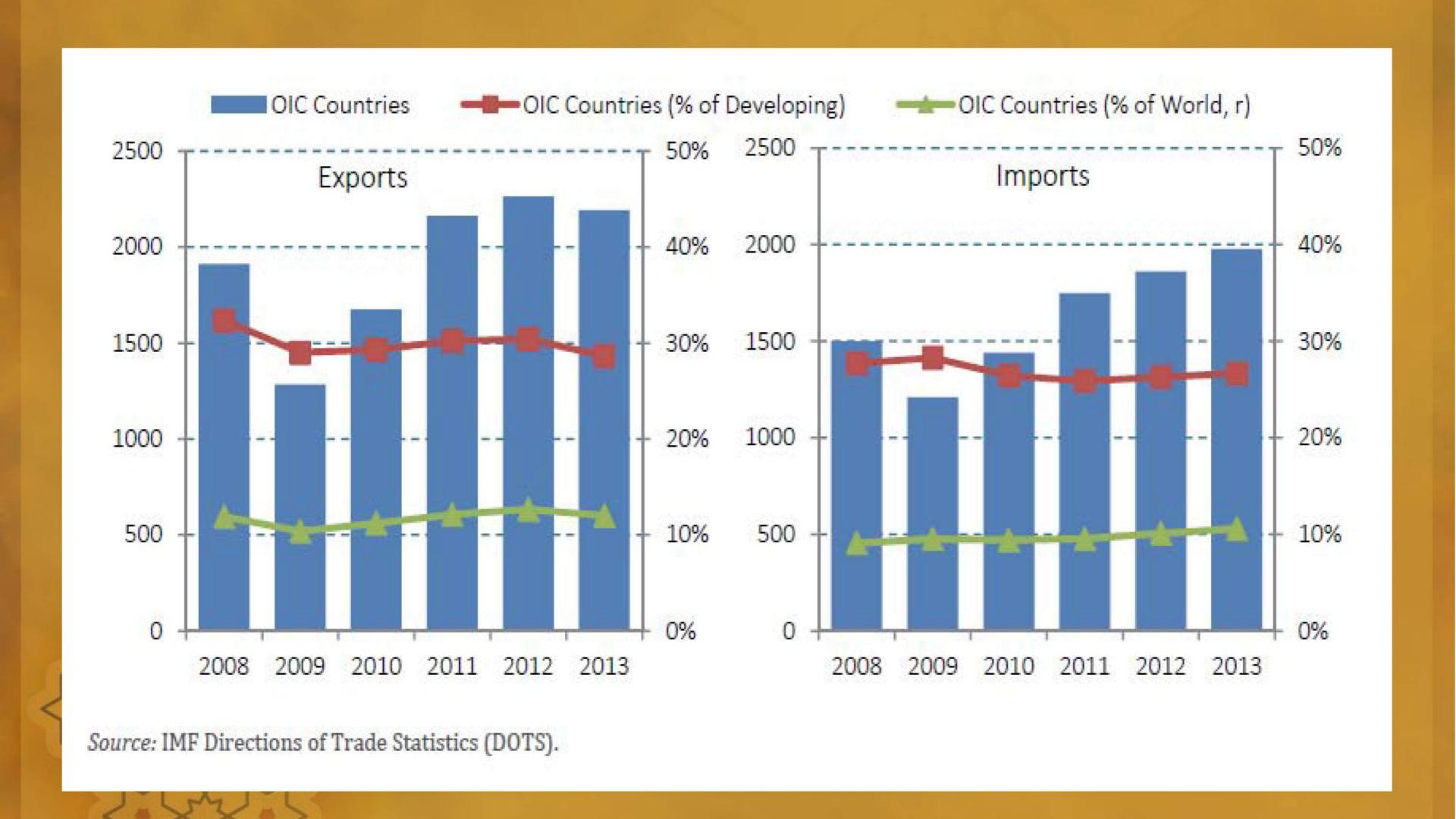
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# Merchandise Exports and Imports



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# Halal Market

- The global halal market is estimated to be worth more than USD2.3 trillion and the value of halal food sector is reaching USD700 billion annually.
- Non-food sector is much bigger, and includes chemicals, healthcare, cosmetics, personal care and pharmaceuticals.
- Another promising and fast gaining acceptance in the halal industry is the Shariah compliant services, which include banking and finance, logistics, warehousing and distribution
- Awareness and interest in Halal products has increase tremendously among Muslim and Non-Muslims as well.

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# Japan and Halal Market Potentials

- Trade (goods and services)
  - ✓ Japanese industrial Products well known in Islamic market
  - ✓ "Made in Japan" well accepted products
  - ✓ Why not made in Japan Halal food and Services
  - √ Huge market = Huge potentials
  - ✓ Muslim countries net service importers
  - Increasing purchasing power in OIC countries

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# Japan and Halal Market Potentials

## Tourism

- ✓ Outbound Muslim tourists seeking Islamic compliant services
- ✓ Japan Tourism potentials are attractive enough for any tourist, some improvements in Islamic Services
- ✓ Muslim tourists visited Japan in 2014 increased to 700,000
- ✓ Indonesian visitors to Japan increasing 37% on 2012 from January to September 2013 - totaling 98,200 visitors, and 21% up from Malaysia - totaling 104,200.
- ✓ Starting from 1 July 2013, the Japanese Government stopped requiring visas for tourists from four member countries of ASEAN Thailand, Brunei, Singapore and Malaysia. This has helped increase visitor numbers from the region and tourism facilities in Japan
- With Islamic compliant services Japanese Tourism sector could be booming in coming years

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# Islam and Tourism

• "Say, [O Muhammad], 'Travel through the land and observe how

He began creation. Then Allah will produce the final creation. Indeed Allah, over all things, is competent.' "
Al-Quran 29:20

- Travelling and journey are highly recommended by the Qur'an. the Islamic Hajj is one of the oldest attractions of Tourism!
- And also the Non-Muslim people travel to gain knowledge, learn about history of other people, and widen their perspective about life and their understanding of human civilization.

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# Challenges for Japan

- Lack of Knowledge about Islam and Islamic life
- Weakness of the Japanese Media to cover the real image of Islam.
- Confounding Image of Islam in Japan
- Islam is not equal to Middle East political crisis, ISIL or Al-Qaida.
- "Halal" is a new concept in Japan.
- Different Halal Brand providers which do not accepted world wide.

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# ANSWER

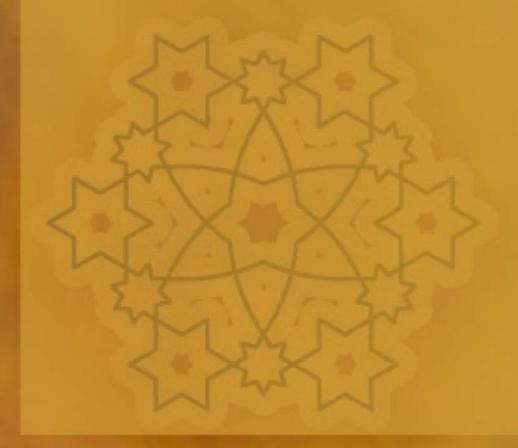
Improving Islamic compliant product and services

+

Developing Halal Branded products and Services in Cooperation with world wide accepted Organization

+

Consulting with right authorities and companies



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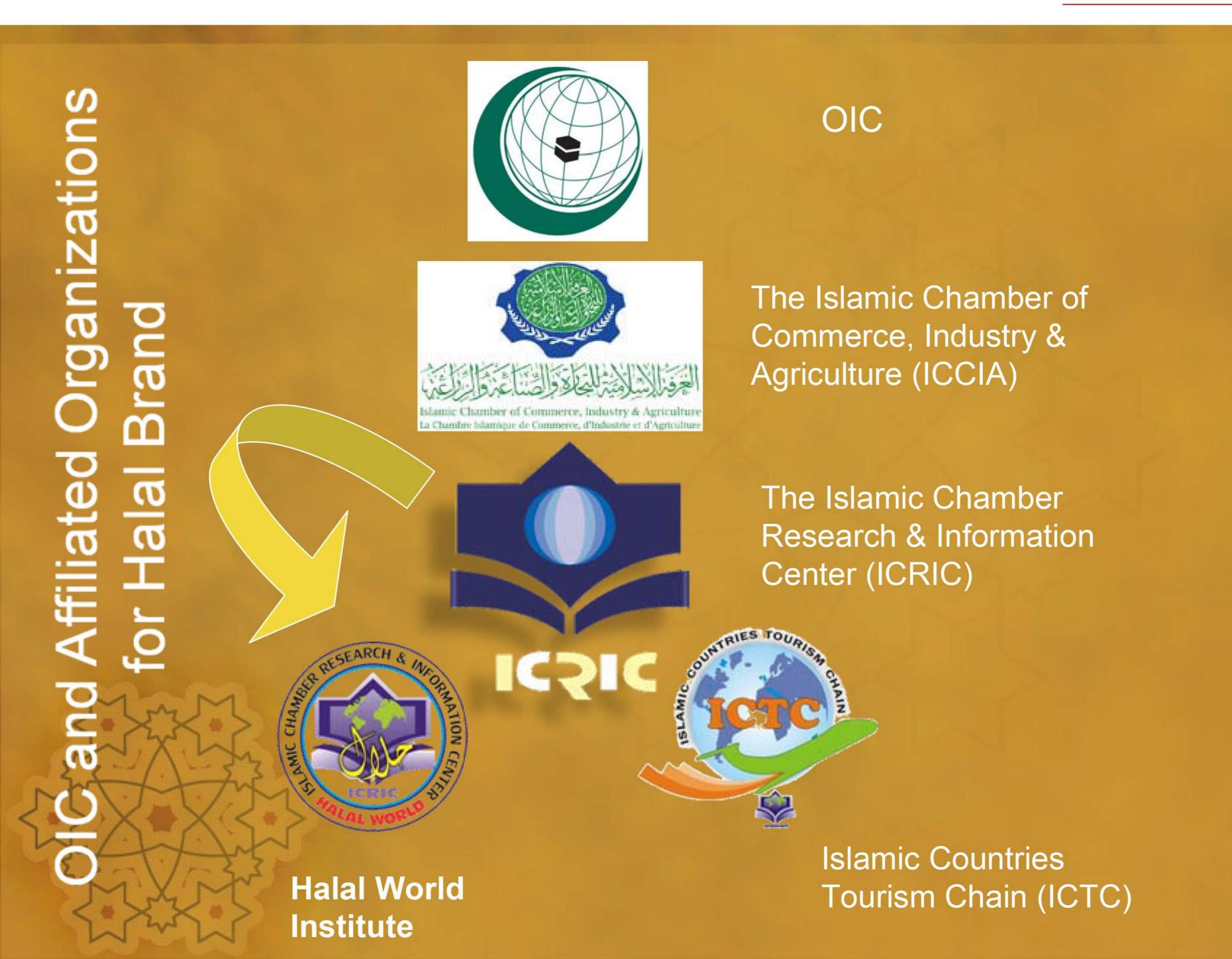


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# The Islamic Chamber of Commerce, Industry & Agriculture (ICCIA)



- ICCIA is an affiliated organ of the Organisation of Islamic Cooperation (OIC) and represents the private sector of 57 member countries
- It aims at strengthening closer collaboration in the field of trade, commerce, information technology, insurance/reinsurance, shipping, banking, promotion of investment opportunities and joint ventures in the member countries



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# The Islamic Chamber Research & Information Center (ICRIC)



(ICRIC) established in 2003 by Islamic Chamber of Commerce, Industry and Agriculture (ICCIA), as a think tank for training and research for Muslim business communities, some Objectives f.e.:

- ➤ To contribute to the potential areas for development of cooperation in the area of tourism in Islamic Countries.
- To undertake studies and research projects on the strategies for establishment of the Islamic Common Market.
- To research, develop and collect information about the Halal issues in Muslim and Non-Muslim countries and supporting and cooperating with the Halal centers in the world

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# Projects of (ICRIC)



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Halal World Institute is established in 2007

in order to promote and expand Halal culture. The Halal activities includes all areas of life: Halal means lawful, not only for foods but also for other items such as Cosmetics, Pharmaceuticals, Hygienic, Clothing as well as Services



OIC Standards -Guidelines on Halal Food approved

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# Halal World Institute and branches in Japan

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# Thank you for your attention

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