



BADAN PENYELENGGARA  
JAMINAN PRODUK HALAL  
KEMENTERIAN AGAMA RI



**G20**  
INDONESIA  
2022

# BPJPH'S POLICY ON INTERNATIONAL COOPERATION





BADAN PENYELENGGARA  
**JAMINAN PRODUK HALAL**  
KEMENTERIAN AGAMA RI

“Indonesia owns the potential to be the Global Hub for Halal. I target this aim can be achieved by 2024”. The trillion-dollar Halal industry is one of the core engines of both national economic recovery and economic growth to concretely objectify the vision of ***Indonesia Maju*** (Indonesia Forward).

The momentum of the G20 presidency is a catalyst for an inclusive global economic recovery.”

**Ir. H. Joko Widodo**

President of the Republic of  
Indonesia



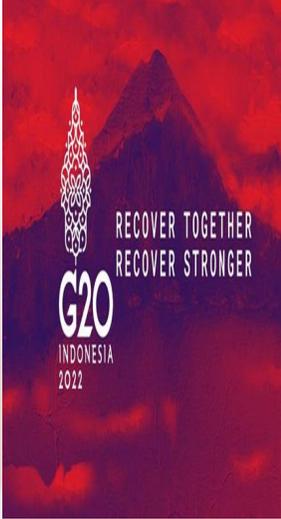


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“BPJPH - Ministry of Religious Affairs Republic of Indonesia continuously supports global cooperation on halal quality assurance, as to realize Halal Indonesia for the global society.”

**Yaqut Cholil Qoumas**  
Minister for Religious Affairs RI



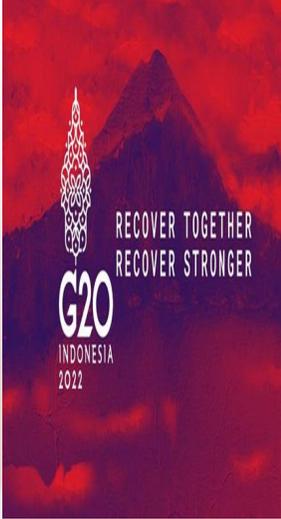


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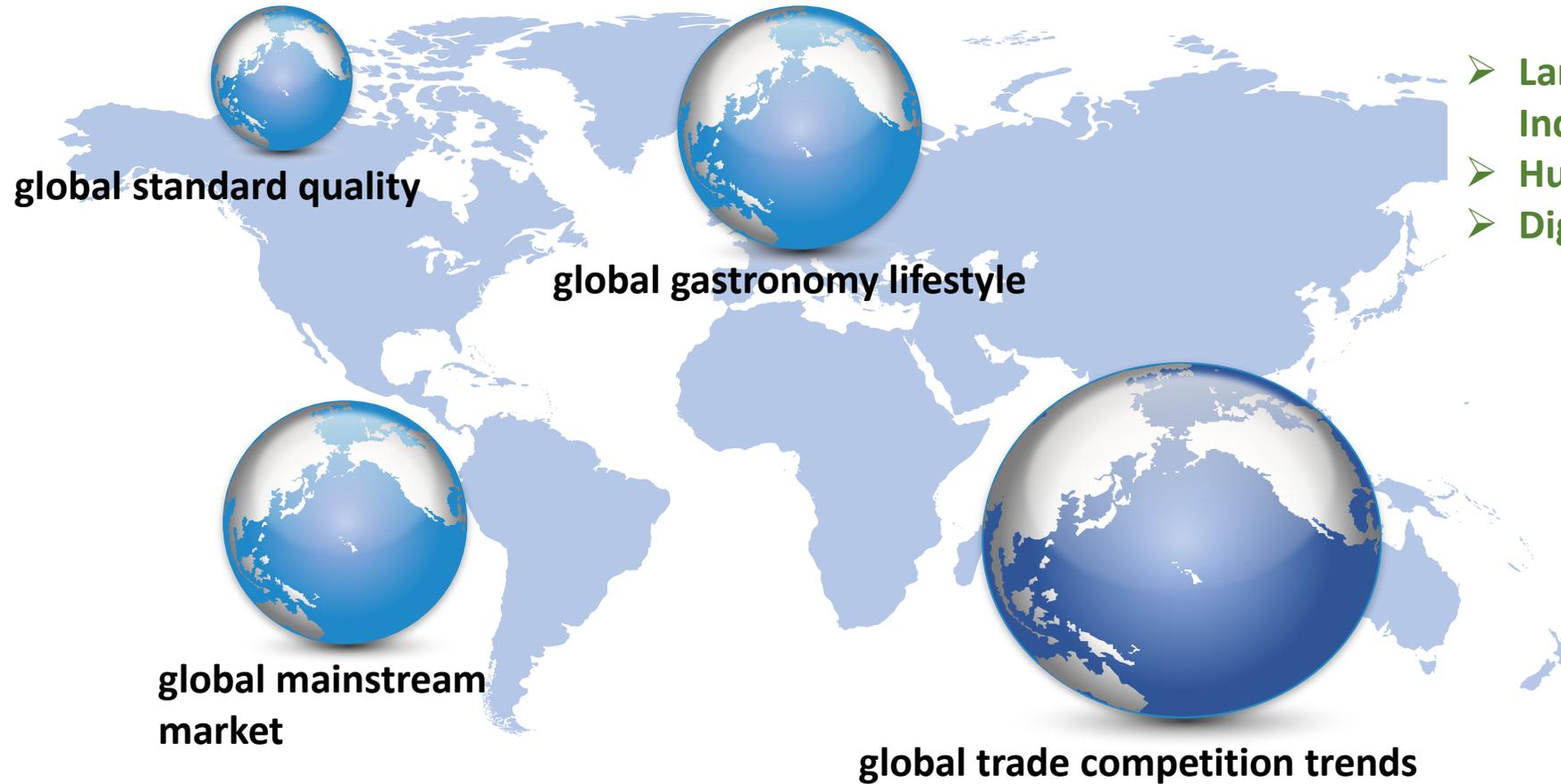
“Digital transformation and integration system of Halal Product Assurance provide convenience at low cost, shorter time, & friendly-use, for business actors or civil society. This is our mission to make Indonesia the first rank of global Halal producer.

So let's all together support the government policy and develop a robust industry & ecosystem of Halal. Let's recover together, recover stronger!”

**Dr. M.d Aqil Irham, M.Si**  
Head of BPJPH

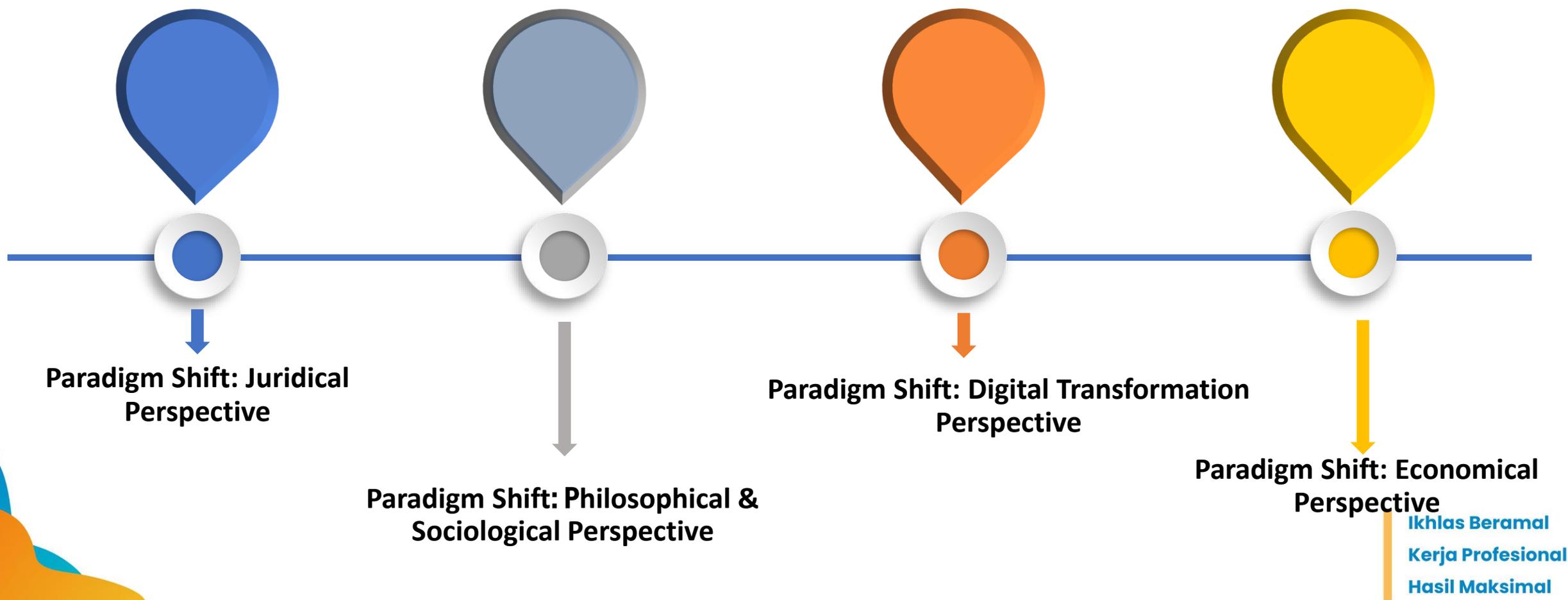


# New Era of Halal



- **Large Market & Industry**
- **Huge Trade Value Chain**
- **Digital Transformation**

# Paradigm Shift: Novel Era of Halal



# Paradigm Shift of Juridical Perspective

- 1 **Law No. 33 Year 2014**
- 2 **Law No. 11 Year 2020**
- 3 **Government Regulation No. 39 Year 2021**



1. From voluntary to mandatory
2. From (religious) civil society authority to State authority
3. State guarantees & facilitates the availability of Halal products and services in the context of Halal conscious consumer protection.
4. Empower BPJPH as the key government agency to oversee Halal assurance (JPH), for most of products entering, circulating, and are traded in the Indonesian territory.

# Paradigm Shift of Economical Perspective

1

**Halal industrial areas (kawasan industri Halal: Banten, Sidoarjo, Bintan, etc.)**

2

**Fiscal and non-fiscal incentives**

3

**Domestic consumptive spending**  
\$303 billion in 2022 & \$330 billion in 2025

4

**Global consumptive spending**  
\$1.95 trillion in 2022 & \$2.3 trillion in 2024

**President Jokowi & Vice-President Ma'ruf Amin set a policy to make Indonesia a Halal Global Hub by 2024: vision of Indonesia Maju (Forward Indonesia).**

## Paradigm Shift of Philosophical & Sociological Perspective



# Paradigm Shift of Digital Transformation Perspective

## Era of governance & industry 5.0

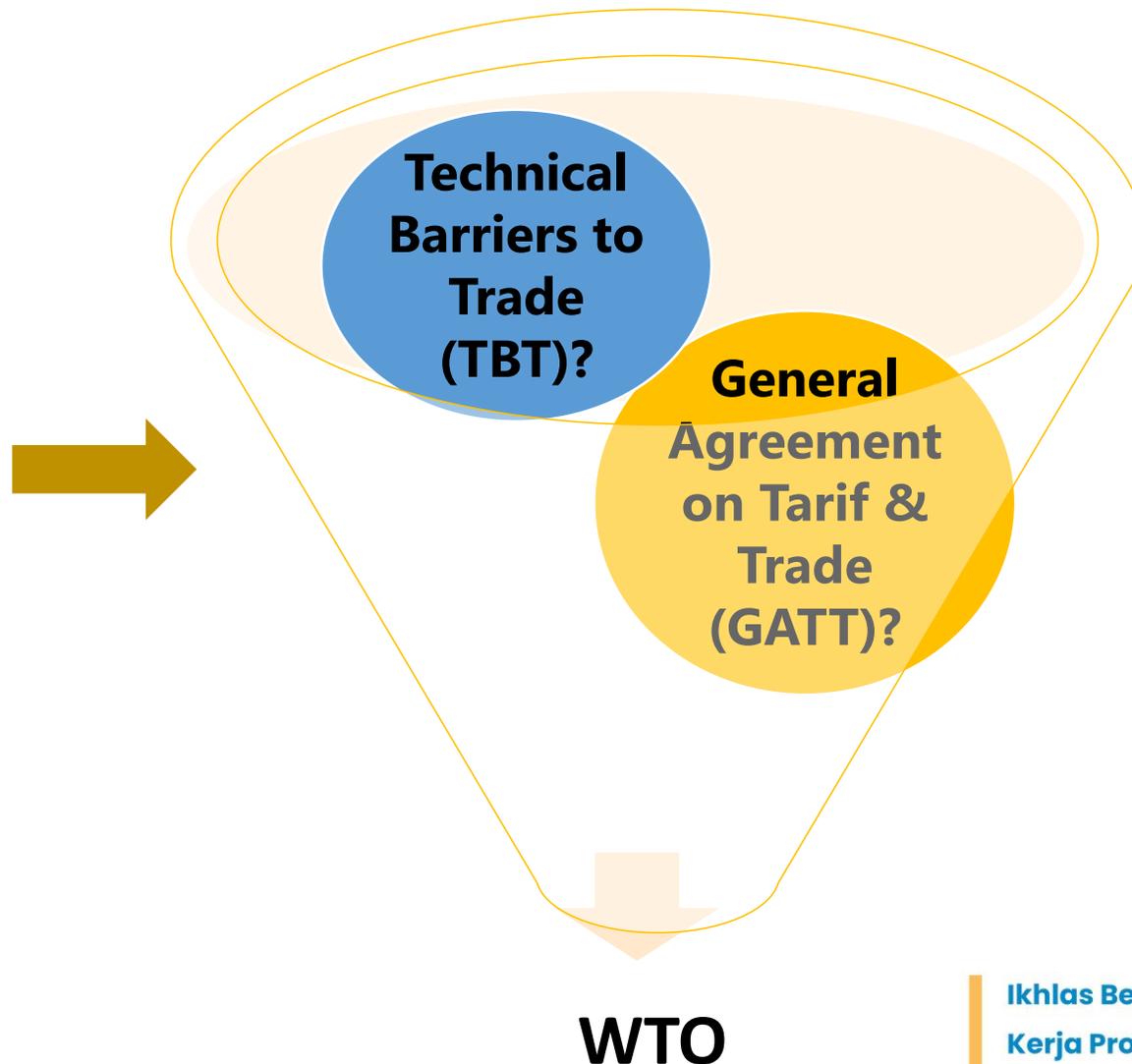
I-gen / Gen Z





## Indonesia's Halal Regulations:

1. Government Regulation No. 39/2021 Regarding Implementation of Halal Product Assurance;
2. Decree of The Minister of Religious Affairs No. 748/2021 regarding Types of Products and Consumer Goods Products Mandatory to be Halal Certified;
3. Regulation of Minister of Finance No. 57/PMK.05/2021 regarding Tariff for Public Services provided by Halal Product Assurance Organizing Agency (BPJPH);
4. Decree of The Minister of Religious Affairs regarding International Cooperation on Halal Product Assurance;
5. Decree of The Minister of Religious Affairs Regarding Materials Exempted from Halal Certification Obligation.





# HALAL CERTIFICATION PROCESS



**MoU between BPJPH - Mora RI Foreign Government**  
Foreign Government obtained bilateral MoU on the economic, trade, social, cultural cooperation, and other fields by the provisions of laws and regulations.

Proceed to MRA



**Importer/Official Representative**

BPJPH (ptsp.halal.go.id)

Document Verification



**LHLN (Halal Certifying Agency)**  
Can be formed either by the Government or Islamic Religious Institutions

BPJPH (ptsp.halal.go.id)

Document Verification

Complete

- Document Verification, maximum 30 working days
- BPJPH can carry out field inspections if necessary

Fulfill the requirements

Non Fulfillment

BPJPH submits written approval to LHLN for mutual recognition and acceptance of halal certificates

LHLN completes the documents requested by BPJPH

The MRA draft is consulted with the MoFA RI & other relevant Ministries or Govt Institution

Counter Draft with LHLN

Agree and signing the MRA

Incomplete

BPJPH sends a notification to LHLN for additional documents

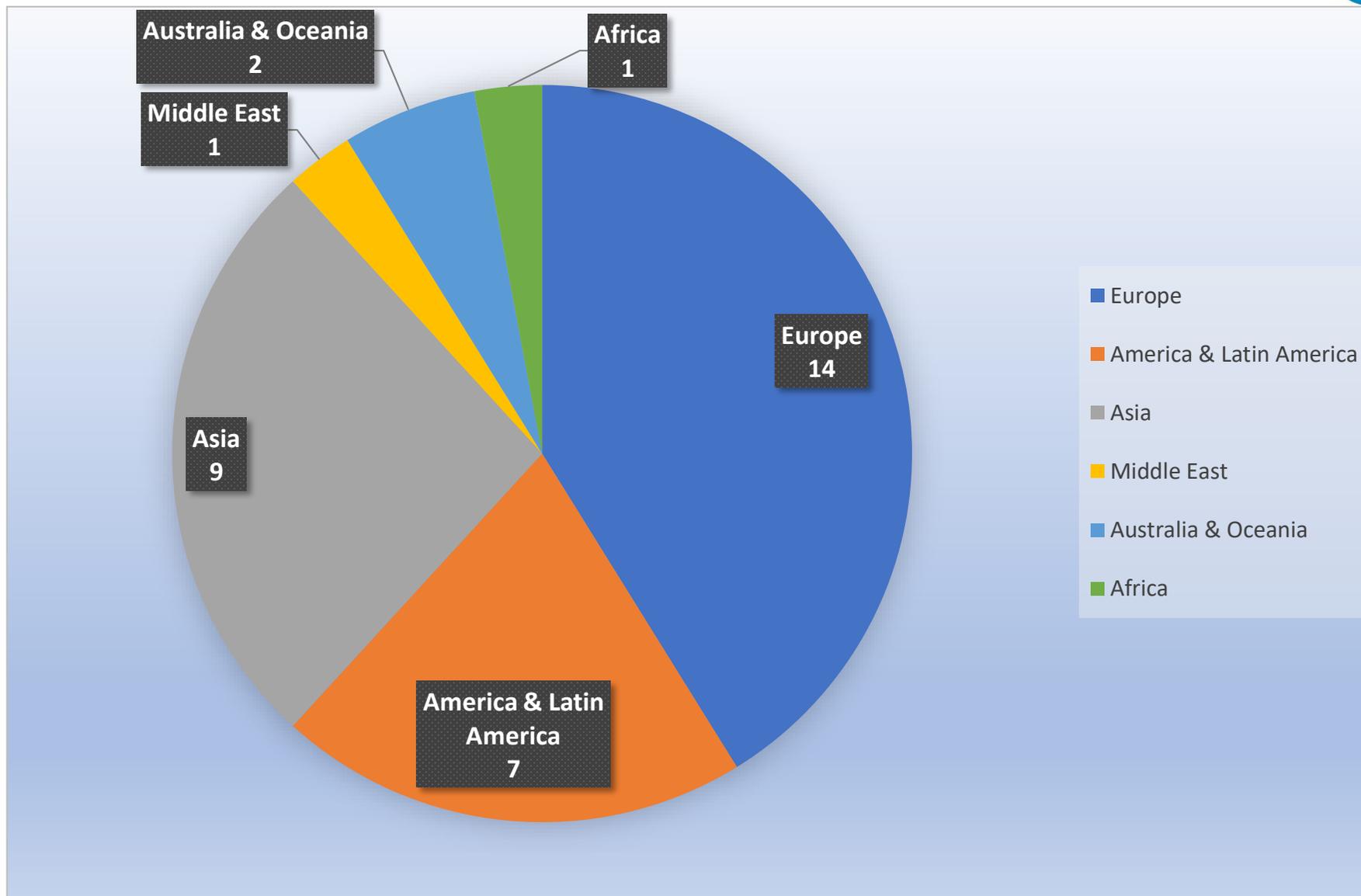
LHLN to complete the additional documents requested by BPJPH maximum of 10 working days (from notification letter is received)

Should the LHLN exceed the 10 working days, the application is declined

LHLNs submitted & uploaded documents requested on [ptsp.halal.go.id](http://ptsp.halal.go.id)

**Total: 77 LHLNs (HCAs) from 34 countries**

**Data real per 26<sup>th</sup> of April 2022**



# Germany

1. Halal Control GmbH	Accreditation and Halal Certificate Recognition & Acceptance	<b>Verified</b>
2. Halal Quality Control GmbH Germany (North)	Halal Certificate Recognition & Acceptance	Returned
3. IIDC Germany - Islamic Information Documentation and Certification GmbH	Accreditation and Halal Certificate Recognition & Acceptance	Returned
4. RACS GmbH	Halal Certificate Recognition & Acceptance	Returned

# Germany (cont'd)

5. Halal Quality Control Germany South (Darmstadt)	Halal Certificate Recognition & Acceptance	Returned
6. EHZ European Institute of Halal Certification	Accreditation and Halal Certificate Recognition & Acceptance	Returned



# China

1. Islamic Food Research Centre (Hong Kong) Co. Ltd.	Accreditation and Halal Certificate Recognition & Acceptance	Returned
2. Asia Pacific Halal Council	Halal Certificate Recognition & Acceptance	Returned
3. Shandong Halal Certification Service (SHC)	Accreditation and Halal Certificate Recognition & Acceptance	<b>Verified</b>
4. Halal Certification Services (Chongqing)	Accreditation and Halal Certificate Recognition & Acceptance	Account registered (has not yet uploaded docs)



# New Zealand

1. Halal Conformity Services (HCS)	Accreditation and Halal Certificate Recognition & Acceptance	Returned
2. NZIDT Limited	Halal Certificate Recognition & Acceptance	Returned
3. The Federation of Islamic Associations of New Zealand	Halal Certificate Recognition & Acceptance	Returned



# France

1. Halal Quality Control France	Halal Certificate Recognition & Acceptance	Returned
2. ARGML - Association Rituelle de la Grande Mosquée de Lyon	Accreditation and Halal Certificate Recognition & Acceptance	Account registered (has not yet uploaded docs)
3. IIDC France - Islamic Information Documentation and Certification GmbH	Accreditation and Halal Certificate Recognition & Acceptance	Returned



# Japan

1. Muslim Professional Japan Association	Accreditation and Halal Certificate Recognition & Acceptance	Returned
2. Japan Muslim Association	Accreditation and Halal Certificate Recognition & Acceptance	<b>Verified</b>
3. Japan Islamic Trust	Accreditation and Halal Certificate Recognition & Acceptance	Returned
4. NPO Japan Halal Association	Accreditation and Halal Certificate Recognition & Acceptance	<b>Verified</b>



# Canada

1. Islamic Food and Nutrition Council of Canada (IFANCC)	Accreditation and Halal Certificate Recognition & Acceptance	Returned
2. Halal Montréal Certification Authority Inc. (HMCA)	Accreditation and Halal Certificate Recognition & Acceptance	Returned



# UAE

1. International Halal Certification	Halal Certificate Recognition & Acceptance	Returned
2.		Indonesia and UAE has just accomplished an intensive discussion and signed a CEPA (Comprehensive Economic Partnership Agreement) (IUAE-CEPA) and dedicated a particular chapter regarding cooperation on Halal Product Assurance.

# Belarus, Hungary, Taiwan

Country	LHLN (HCA)	Type of Registration	Status
Taiwan	Taiwan Halal Integrity Development	Accreditation and Halal Certificate Recognition & Acceptance	<b>Verified</b>
Hungary	IIDC Hungary - Islamic Information Documentation and Certification GmbH	Halal Certificate Recognition & Acceptance	Account registered (has not yet uploaded docs)
Belarus	Belhalal	Halal Certificate Recognition & Acceptance	Returned

# Philippines, Malaysia, Singapore

Country	LHLN (HCA)	Type of Registration	Status
Philippines	Halal Development Institute of the Philippines, Inc. – HDIP	Accreditation and Halal Certificate Recognition & Acceptance	Returned
Malaysia	On going process of intending to propose a draft (BPJPH & JAKIM)		Many Malaysian companies have been registering directly to BPJPH to have Halal certification
Singapore			Singaporean companies have been registering directly to BPJPH to have Halal certification

# G20 presidency: An opportunity to build RI as a global halal hub

This is the very first time Indonesia has held the Group of 20 presidency, the tagline chosen is "Recover Together, Recover Stronger", urging countries to work and support each other so as to recover together, grow stronger and embrace sustainable development.

The G20 presidency, as President Joko "Jokowi" Widodo has stated, is a catalyst for an inclusive global economic recovery.

The G20 presidency in the midst of a pandemic demonstrates the international confidence in Indonesia's ability and capacity to manage its economic recovery, while at the same time encouraging the world to regain ground.

To spur the economic recovery, Indonesia needs to maximize potential that has not been adequately tapped, such as the halal industry. This niche sector has a lot to offer, particularly as halal has shifted into a global standard quality and gastronomy lifestyle, mainstream market and trade trend. It has transformed into an ecosystem that attracts the world's attention due to its huge market and promising value.

The Religious Affairs Ministry through the Halal Product Assurance Agency (BPJPH) is mandated to facilitate and encourage the economic recovery through the development of the trillion-dollar halal industry, such as food and beverages, fashion, cosmetics, pharmaceuticals, tourism, media and recreation, and financial services.

It is safe to say that the halal



By Muhammad Aqil Irham and Fertiana Santy

Jakarta

Muhammad Aqil Irham is the head of the Halal Product Assurance Agency (BPJPH) at the Religious Affairs Ministry. Fertiana Santy is partnership coordinator at the BPJPH.

market can be discussed in the finance track and the sherpa track of the G20. In this regard, the BPJPH perceives four paradigm shifts on halal.

First is the paradigm of juridical perspective. Law No. 33/2014 on the BPJPH, Law No. 11/2020 on job creation, and Government Regulation No. 39/2021 on halal product assurance management have, in effect, set a new legal framework and led to major changes related to halal policy from previously voluntary to mandatory, and from (religious) civil society authority to state authority.

The regulations imply the state guarantees and facilitates the availability of halal products and services in the context of halal consumer protection. The laws also empower the BPJPH as the key government agency to oversee halal assurance (JPH).

Notwithstanding, some may feel halal regulations discourage the ease of doing business. They have questioned unnecessary burdensome scrutiny and costly requirements for halal certification and labeling and insist that they fall under the definition of Technical Barriers to Trade (TBT) and a violation of the General Agreement on Tariffs and Trade (GATT).

International institutions like the World Trade Organization and European Union have expressed such concerns to the BPJPH. The Indonesian government has notified the WTO about the adoption of halal regulations.

Second, the paradigm shift of the economic perspective. Let us dissect closely the opportunities and challenges of the economic potential of the halal industry. President Jokowi and Vice President Ma'ruf Amin have initiated a policy to make Indonesia a global hub for the halal industry by 2024. It has been envisioned as a driving force behind the economic growth to realize the dream of *Indonesia Maju* (Forward Indonesia).

Domestically, halal consumption in 2018-2019 amounted to US\$218.8 billion, but was slightly down to \$184 billion in 2020 due to the pandemic. It is however projected to soar to \$330 billion in 2025. The Industry Ministry has estimated the potential value of the halal market and economic activities at \$303 billion this year alone.

Concurrently, the world's Muslim consumption of halal products stood at \$2.02 trillion in 2019, up by 3.2 percent from 2018. Due to the pandemic, the spend-



**New look:** The government's new halal logo appears on imported instant noodle packages on March 14. Religious Affairs Minister Yaqut Cholil Qoumas said the new logo would gradually replace the old one issued by the Indonesian Ulema Council (MUI).

ing dropped by approximately 8 percent. However, Dinar Standard has estimated the figure will climb by 3.1 percent to \$2.3 trillion in 2024.

Therefore, Indonesian halal policy should not merely be seen as TBT, but rather a huge opportunity and great potential for an alternative trade value chain, which in turn will contribute to the economic growth and well-being of the people.

One could also argue that halal tariff provisions are relatively small and far below the trade volume, transaction value, profits and benefit to company image and reputation.

Third, the paradigm shift of philosophical and sociological perspective. Arguably, halal is not solely about religion or religious compliance. We are not merely talking about 236.53 million Indonesian Muslims (86.88 percent of the Indonesian population) or

the world's 1.9 billion Muslims, but also other people (believers or nonbelievers) who are halal-conscious consumers or very concerned about matters of halal and a healthy lifestyle.

Halal refers to safety, health, wholesomeness, cleanliness, sustainability and integrity, which are the hallmarks of modern civilization and global standards of quality assurance.

Fourth, the paradigm shift of the digital transformation perspective. In the era of governance and Industry 4.0, Halal must intersect with the digital transformation. Interestingly, one of the biggest contributors to the growing demand for global halal products comes from Gen-Z. Around 75 percent of the Indonesian population has access to social media, and of almost 80 percent of them are Gen-Z.

That signifies that halal must be managed and connected with

digital platforms, such as halal QR and barcodes providing sufficient information related to raw materials, halal certificates, certification bodies, a complete list of halal-certified retail and industrial products, etc.

The four paradigm shifts indicate that the halal industry offers huge potential in economics, trade, industry, markets, business and investment, employment opportunities, sustainable food conservation and animal welfare. At this point, halal, therefore, is exceptionally relevant and in context with the core pillars of the G20, it is an inseparable part of the G20's priority issues.

To realize Indonesia as a halal global hub, the BPJPH recently launched the new logo of Halal Indonesia, replacing the previous one under the Indonesian Ulema Council (MUI).

The agency has set a target of issuing 10 million halal certificates by the end of this year from the current 16,297. To meet the target, the BPJPH permits self-declaration of halal certification, particularly for micro and small businesses with the Halal Product Process (PPH) mentoring scheme; as well as introducing a new Halal Inspection Agency. Training has been organized for PPH mentors, supervisors, auditors, assessors and animal slaughterers.

As for the digital transformation, the BPJPH is strengthening the integration system of halal services and has obtained business registration numbers for export and import products.

To develop a robust halal industry and ecosystem, public support is key. Let us recover together, recover stronger.

## The Jakarta Post

PUBLISHED BY PT BINA MEDIA TENGGARA SINCE 1983

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PRINTING by PT Gramedia Group, Gedung Kompas Gramedia  
Jl. Palmerah Selatan No. 22-28, Jakarta 10270



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