



ASEAN Halal Markets Analysis: Regulatory and Harmonization Challenges

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Abstract: This article examines important aspects of the halal market's development, including halal food in seven advanced members of ASEAN countries. The qualitative method has been used by examining the main aspects of the regulation, a form of institutions, a SWOT analysis, a study of the impact of halal food regulations, and an analysis of ASEAN regulatory harmonization. Data on halal food regulations in ASEAN-7 countries were obtained from literature reviews, official documents, publications, interviews, and direct field observations. The study shows that halal regulations in ASEAN-7 generally are adequate for their purpose but reveal diversity in halal standards, institutional forms, internal and external environmental conditions, and their impacts. The implication shows that the ASEAN can potentially increase halal business and global halal trade. Although various efforts have been made, more synergistic cooperation is needed to develop harmonious halal trade regulations to increase economic, social, and consumer protection benefits for the ASEAN region.

Originality/Value: This study investigates the existence of research gaps between empirical data and literature or theories concerning the trade in halal food products within the ASEAN region. The study on the harmonization of halal regulations in ASEAN and its relationship to trade flows has not been extensively conducted. It is hoped that this research will prove beneficial to both academic literature and the formulation of regional policies regarding the halal food trade among ASEAN countries.

Introduction

The development of the halal product market is increasingly global. Halal products consisting of food, financial services, fashion, pharmaceuticals, medicines, and tourism are increasingly becoming the choice of global consumers. Halal does not only mean, according to Islamic law (Faiz, 2020c), but also products that are healthy, useful, and beautiful (Naeem et al., 2020; Vanany et al., 2020). The global Muslim population consumes Halal food primarily for reasons of religious observance. Meanwhile, non-Muslims also enjoy halal food because of a healthy lifestyle. Halal markets have become global (Aslan, 2023; Othman et al., 2016; Putit et al., 2016).

The Muslim population, currently around 1.8 billion or 24% of the total population, is projected to increase significantly (Ashfaq, 2018). The total market value of the global halal market was 3.1 trillion US dollars in 2018 and is projected to be 5 trillion US dollars by 2030. More than 240 million Muslims out of 600 million people live in ASEAN. The issue regarding halal food in this region is very important.

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Malaysia and Indonesia are two of the largest players in the halal food market in the world (Dinar Standard, 2022).

Brunei has a majority Muslim population that adopts the entire territory of the country with halal food regulations through Sharia principles remaining at its core (Ibrahim, 2022). Thailand and Vietnam also produce many halal food products for export (Dorloh, 2021; Warjio, 2016). Singapore, as the gateway for millions of Muslims in ASEAN, plays a strategic role in increasing the halal industry in the region (Mohamad et al., 2015).

Development of the halal market requires supporting government regulations and public support, research and development, quality of human resources and institutional capacity, adoption of production technology, and marketing strategies (Borzooei & Asgari, 2013), mainly institutional accountability issues (Faiz, 2020a). However, the credibility of halal regulations is still an issue, and harmonization of halal regulation among ASEAN members is the biggest challenge for development halal di ASEAN (Acas & Loanzon, 2020; Deuraseh & Darussalam, 2020; Dorloh, 2021; Liba et al., 2018; Mutmainah et al., 2022; Sari et al., 2021; Warjio, 2016).

ASEAN-7 accounts for around 15% of the global Halal economy, mainly supported by Indonesia, the country with the largest Muslim population in the world. Indonesia, Malaysia, and Brunei are the most advanced Halal market. These three countries are in the top rank for each of the main sub-sectors of the global halal economy. Other ASEAN countries are relatively in the early developments and are starting to find their footing in the Halal economy by increasing their focus on Halal exports (Sea Consulting Reports, 2022). Economic conditions and the halal market in ASEAN-7 can be observed in Table 1.

Table 1. Economic and Halal Market Indicator for ASEAN-7, 2022

| Indicators | Indonesia | Malaysia | Singapore | Brunei | Thailand | Philippines | Vietnam |
|---|-----------|----------|-----------|--------|----------|-------------|---------|
| Total population (millions of people) | 274.8 | 33.1 | 5.3 | 0.4 | 70.1 | 111.7 | 99.2 |
| Moslem Population/ Total Population ^{a)} | 87.2 | 61.3 | 14.7 | 78.8 | 4.3 | 8.0 | 0.1 |
| Nominal GDP billions US\$ ^{b)} | 1,186 | 372 | 396 | 14 | 505 | 394 | 366 |
| GDP Economic Growth (%) | 5.3 | 6.0 | 4.0 | 3.5 | 3.8 | 7.0 | 6.5 |
| GDP Per Capita US\$ ^{c)} | 3,929 | 10,328 | 59,785 | 25,898 | 7,362 | 3,324 | 2,785 |
| Saving Ratio per GDP ^{b)} | 33 | 26 | 44 | 50 | 28 | 20 | 33 |
| Value of Halal Export (USD)-- 2020 | 7.9 bio | 13.1 bio | 104 mio | -- | 5 bio | -- | -- |
| Rank in Global Halal Market ^{d)} | 4 | 1 | 15 | -- | -- | -- | -- |
| 1. Food | 4 | 1 | 2 | 9 | -- | -- | -- |
| 2. Finance | 6 | 1 | -- | -- | -- | -- | -- |
| 3. Travel | 6 | 1 | 9 | -- | -- | -- | -- |
| 4. Fashion | 3 | 4 | -- | -- | -- | -- | -- |
| 5. Pharma&Cosmetic | 6 | 1 | 3 | -- | -- | -- | -- |
| 6. Media&Recreation | 5 | 3 | 3 | 6 | -- | -- | -- |

^{a)} <https://worldpopulationreview.com/country-rankings/muslim-population-by-country>

^{b)} <https://data.worldbank.org/indicator/NY.GDP.MKTP.CD>

^{c)} ASEAN Key Figures 2021, ASEAN Secretariat, 2022.

^{d)} Global Halal Report, Standard Dinar Report 2022.

The ASEAN-7 economies are quite diverse in terms of nominal GDP. In contrast, Indonesia, a country with a nominal GDP above 1,000 billion US\$, is a member of the G20, while Brunei is a geographically small country with a nominal GDP of 14 billion US\$.

In the Post-covid period, the projected economic growth in the ASEAN region in 2022 is 5.1 percent, predicted to be higher than the world's economic growth of 3.2 percent. The Philippines is expected to grow by 7%, followed by Vietnam (6.5%), Malaysia (6.0%), and Indonesia 5.2% (OECD, 2023). ASEAN-7 countries have quite strong consumption levels. Two countries have very high GDP per capita: Singapore (US\$ 59,785) and Brunei (US\$ 25,898). Followed by Malaysia (US\$ 10,328) and

other ASEAN-7 countries between US\$2,785 to US\$7,362. A fairly high savings ratio also follows the strength of the level of consumption.

In addition, strong economic conditions, the level of religious belief is also an important determinant in the consumption of halal products. In general, the degree of religiosity is a significant factor in consuming Halal food (Mutmainah et al., 2022). Indonesia, with a 215 million Muslim population and a significant proportion of the Muslim population (87.8%), is the potential to develop the halal market. Meanwhile, Malaysia, a predominantly Muslim country, is now the world's market leader in halal food (Dinar Standard, 2022). Exports of Indonesian halal products in 2020 are estimated to reach USD 7.9 billion, below Malaysia's value of USD 13.1 billion. Meanwhile, a world exporter, Thailand exports USD 5 billion worth of halal products (Dinar Standard, 2022).

In halal food, pharmaceuticals, and tourism, Singapore has an advantage. Its halal food industry is increasingly considered a global halal hub (Sugita, 2017). Singapore has also become one of the references for Islamic banking (IFSB, 2021). Thailand, the Philippines, and Vietnam are countries that have a minority Muslim population. Halal products are an integral part of the halal lifestyle for consumers in the region. The Thai government, for example, has established a special agency for halal certification (Dorloh, 2021)

Although there have been encouraging developments in the halal product market empirically, halal regulations are still considered an obstacle to trade between countries between halal products and services, especially food and beverages. Halal regulations, in general, still regulate the importance of consumer and business protection in each country. This study will explore the existence of research gaps between empirical data and literature or theories about trade in halal food products in the ASEAN region. This study is expected to be useful for increasing the value and volume of halal food trade between ASEAN countries through reforming certification bodies and harmonizing regulations. The study focuses on halal food because it is the most dominant halal product, excluding Islamic finance services, in ASEAN and the world (Dinar Standard, 2022). ASEAN is also known to have the advantages of world halal food products with various variations, tastes, and packaging with local characteristics, which are the main attraction for global consumers.

Literature Review

Research related to the integrated halal industry in this article covers three main topics: halal behavior and community support, quality of human resources and knowledge, and regulatory and institutional support (Amalia & Hidayah, 2020; Irfany & Rusydiana, 2022). Due to the focus of the study on halal food, the literature review will focus on research on the behavioral, institutional, and regulatory aspects of halal food products.

Principles and Halal Behaviour

In general, religious beliefs positively impact attitudes toward halal consumption. Iranmanesh et al. (2020) described that attitudes and religiosity influence a Muslim's desire to consume halal-certified food.

Concerns that Sharia compliance in fulfilling halal standards is not in line with the economic benefits received (Hasan & Muslimin, 2019) are refuted by the results of Mansouri's research (2014). The research found a positive relationship between compliance with halal standards (albeit partially/semi-halal) with customers' financial aspects and attitudes. However, the pace of business readiness in adopting halal product standards seems to align with the development of the Muslim market (Carboni et al., 2014). Initially, the non-Muslim community had difficulty interpreting the indicators for halal products, as Stephenson (2014) found, but now these parameters are well understood down to the technical aspects.

To accommodate Muslim communities' acceptance of values, halal policies should consider several elements: quality, price, emotional, social aspects, and Islamic attributes (Eid & El-Gohary, 2015). The desire to consume halal products will impact the Muslim community's loyalty to halal products (Adirestuty, 2019).

Quality of Human Resources dan Knowledge

There are several main factors, such as human resources quality, development of research and technical capabilities, public literacy, government support, and marketing strategies to develop the halal market (Borzooei & Asgari, 2013).

Most studies on the Halal industry agree that an increase in knowledge and skills of human resources is key for halal development. Most studies show that work quality improves after training for human resource needs analysis. This study serves as a baseline and platform for research on training needs, promotion, and individual performance (Jamaludin et al., 2015).

In developing the halal market, it is important to have adequate knowledge about the availability of opportunities and to have some preparation for the challenges they may face before developing them (Musa et al., 2017). Rafida et al. (2020) emphasized the importance of halal talent in achieving the halal sustainability framework. In this regard, it is suggested that the halal industry prioritizes the need for halal talent in developing the quality of human resources.

Regulatory and Institutional Support

Salleh et al. (2014) observed several problems encountered in consuming halal food in Malaysia, namely the uncertainty of government regulations, difficulties in meeting halal standards, and the absence of halal standards.

Government policy is important for Muslims to adopt halal businesses (Salleh et al., 2014). The supply chain is one of the challenges in developing the halal food industry. Manufacturing entrepreneurs hope that a halal food supply chain can be realized by considering aspects of benefit, halal integrity, and organizational readiness (Azmi et al., 2020). This collaboration or synergy is expected to accelerate the economy based on halal products (Rahmatika & Suman, 2020).

Borzooei and Asgari's (2013) research states several important factors for building international halal chains: quality of human resources, technological research and development, company capabilities, government support, marketing strategy, and infrastructure support. Using technology-based platforms that confirm Sharia rules is a critical issue in the recent era (Faiz, 2020b).

The challenges of implementing halal industry policies in Indonesia include the credibility of the governance process (Firmansyah, 2019). To achieve these implementation challenges, Firmansyah (2019) states that it is necessary to establish strategic planning and regulation, quality of human resources, focus on strict internal control, and apply good governance practices at every level.

Methods

Many methodologies are often used in regulatory studies (Al-Qassar & Ahmed, 2022; Irfany & Rusydiana, 2022; Miskam et al., 2018), including legal and institutional aspects, regulatory impact assessment (RIA) (OECD, 2008) and effectiveness and efficiency impact of the regulation. The analysis of the institution's strengths, weaknesses, opportunities, and threats (SWOT) will also be utilized. The methodology used in this study is a combination of these aspects.

SWOT analysis is generally used to assess the strategic market position by using internal and external environmental factors that influence the institution. According to Porter (1998), there are four main elements of the industry as well as Strengths, Weaknesses, Opportunities, and Threats or SWOT, which play an important role in understanding the basic conditions in an institution's environment.

Countries with predominantly Muslim populations, such as Indonesia, Brunei, and Malaysia, are certainly more advanced in developing regulations on the halal market which are relatively easy to analyze (Al-Qassar & Ahmed, 2022). Each country will be analyzed based on the swot method based on available literature, data, and information. The SWOT analysis methodology will be based on the level of regulations in each country, including the existing level of regulations, government support, consumer protection, ease of obtaining halal certificates, and the economic impact of these regulations.

An analysis of halal market regulations in each ASEAN country will be arranged in the following flow (see Figure 1). *First*, the title dan substance of the regulation; includes the title of regulations related to the halal food market and an explanation of the scope of the regulation. *Second*, structure and halal institutional governance; analysis of the institution's institutional structure, governance, and

responsibility (Nugraheni & Fauziah, 2019; Widiastuti et al., 2020). *Third*, SWOT analysis assesses each country's strategic internal and external factors of halal regulation and halal institutions. *Fourth*, analysis of the impact of regulations on the halal market, compliances, and the impact of regulation on developing the halal product market economically and socially (Purwanto et al., 2021). *Fifth*, challenge on ASEAN Halal Regulations standard and harmonization. Identification of the halal regulatory harmonization framework in ASEAN-7 is discussed in the scope of aspects of the role of the certification body authority; halal standards and guidelines; obtaining a halal certificate; and regulation compliance (Othman et al., 2016).

Data were obtained from various official sources and country-by-country data. The primary data comes from interviews with officials, Indonesian MUI, Singapore MUIS and the Malaysian Halal Development Center (HDC), the ASEAN secretariate, and several experts in halal regulations in ASEAN or the global market. Secondary information comes from literature (Al-Fatih & Esfandiari, 2020; Ashfaq, 2018; Iranmanesh et al., 2020; Lutfika et al., 2022; Othman et al., 2016; Yakub & Zein, 2022) and various reporting on ASEAN halal research (AMAF, 2014; ASEAN, 2021; Australian Aid, 2022; Dinar Standard, 2022; Sea Consulting Report, 2022).

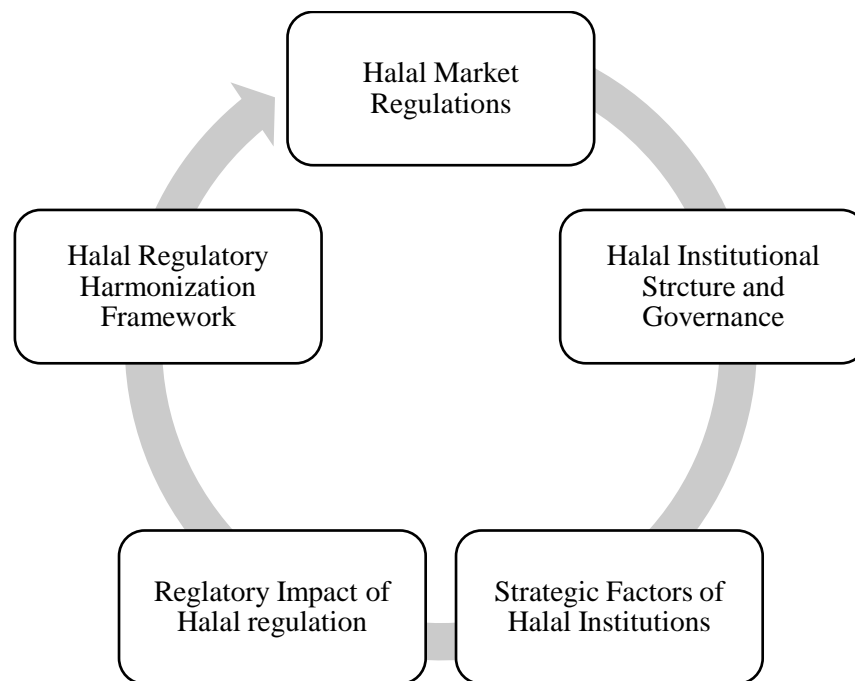


Figure 1. Halal Market Flow Chart and Regulatory Analysis

Results and Discussion

Analysis of Existing Halal Regulatory Framework and Challenges

This section explains the regulation's highlight in each ASEAN country. Regulations regarding halal in the form of laws or government regulations determine the legal basis for reference to the halal food market. Several of the main halal regulations in ASEAN-7 countries are shown in [Table 2](#).

Governance and Institutional Framework

This section explains institutional forms in ASEAN-7 countries that issue the halal certificate. [Table 3](#) illustrates the existence of regulations and institutions that issue halal certificates in ASEAN-7, both government and non-government.

From [Table 3](#), it can be seen that government agencies carry out the issuance of halal certification and regulations in ASEAN countries that are predominantly Muslim. In Malaysia, Singapore, and Brunei, halal certificates are issued by the Ulema Council as government entities in their respective

countries. The Indonesian Ulema Council (MUI) is a non-governmental organization in Indonesia. The halal certification agency is currently carried out by the Ministry of Religious Affairs, the government, based on a fatwa from the Indonesian Ulema Council (MUI).

Most halal certificate bodies in the ASEAN-4 countries maintain high-quality human resources (Al-Fatih & Esfandiari, 2019). Other ASEAN countries rely on adequate competency skills and design easier halal certification procedures. The problem often encountered in halal food distribution between countries is the asymmetry of halal standards. Problems arise when international stakeholders question national halal standards (Lutfika et al., 2022).

Individual Country Halal Regulation; SWOT Analysis

In general, each ASEAN member country has a different SWOT analysis regarding the institutional setting, halal certification, consumer protection, process of obtaining the halal certificate, and other external matters related to the regulation, such as the potential and challenges of the halal export market.

Countries with Muslim-majority populations, such as Indonesia, Malaysia, and Brunei, can issue quality halal domestic regulations. However, Muslim minority countries that have a strong commitment to halal development, such as Singapore and Thailand, have the opportunity to improve these regulations. Even Vietnam and the Philippines have started exploring halal food using simple regulations. This section individually discusses the SWOT analysis of halal regulation in 7 ASEAN countries.

Indonesia

After the issues of the "Halal Product Guarantee Law" (Halal Law), the Indonesian government is now legally in a strong position to provide halal certification. The "Indonesian Ulama Council (MUI)" remains the institution entitled to issue a fatwa regarding the haleness' of a product in Indonesia (Ansori, 2022; Imaniyati & Adam, 2017; Lindsey, 2012). As part of the MUI's tools in determining halal products, the MUI Research Institute for Food, Drugs, and Cosmetics (LPPOM) was initially the only institution entitled to issue halal product certification (Esfandiari & Al-Fatih, 2022).

To carry out its functions, "BPJPH" collaborate with MUI as the sole institution that issues halal product fatwas and with various agencies, including "the Ministry of Health, Agriculture, Industry, Trade, Cooperatives, and SMEs, National Standardization Agency (BSN), Drug and Food Supervisory Agency (POM) and various related agencies" (Yakub & Zein, 2022).

Based on the Halal law, which was enacted in 2014, there has been a delay in issuing operational regulations and functioning "BPJPH" as a government regulator, the issuer of halal certificates, and other matters related to consumer awareness, monitoring, and supervising halal products¹.

Indonesian Halal Regulation does not cover the incentive of halal and investment. Based on the Global Corporate 2020, Indonesia's food industry has no representation, but its local halal champions have the potential to expand the global market (Dinar Standard, 2022).

According to the Dinar Standard report (2022), however, a small number of market players are participating in the global market. They still need more R & D and manufacture of halal ingredients. And there needs to be a need to implement specific laws and regulations to facilitate exports, attract investment in the halal sector and develop halal industrial hubs.

From the SWOT analysis, as mentioned in Table 4, it is concluded that Indonesia can achieve its potential as a player in halal products in the global market because there is regulatory certainty that is quite comprehensive. There are government agencies as regulators, which are proof of government support.

However, several operational regulations need to be accelerated, the implementation of regulations, especially in monitoring and supervision, needs to be strengthened, and the synergy between the government as the issuer of halal certificates and the MUI as the halal fatwa institution needs to be improved. To compete in the global market, it is necessary to have investment and trade incentives for export products and investment in halal products from abroad.

¹ According to the Halal Law (2014), the establishment of BPJPH and all operational regulations is scheduled two years after enact of the law. BPJPH was established in 2019, and not all operational regulation has been issued.

Table 2. Halal Regulation Highlights in ASEAN 7

| Country | Regulation's Highlight | Analysis |
|-------------|--|--|
| Indonesia | The Halal Guarantee Product Law ("Halal Law") regulates the halal market in Indonesia. "BPJPH" is the "National Halal Product Assurance Organizing Agency of the Ministry of Religion." Based on Government Regulations, "BPKJH" is the institution that carries out Halal Assurance Management and issues halal certificates. Majelis Ulama Indonesia (MUI) issued the fatwas as a basis for obtaining a halal certificate. | The laws regulate and require consumer products, including food and beverages, that enter and trade in the country to be Halal certified. Since 2021, institutions that issue halal certificates have moved from MUI to "BPJPH," The Ministry of Religious Affairs/Government. MUI remains the institution that issues the Fatwa. |
| Malaysia | Halal food in Malaysia regulates by "general food regulations, such as the Food Act in 1983, Trade Descriptions Act in 2011, Trade Descriptions Order 2011, and establishment JAKIM, and Trade Descriptions (Certification and Marking of Halal Fees) Regulations in 2011 (Asa, 2018)." | Halal regulations in Malaysia were issued in 1983, showing a strong commitment from the government in the last 40 years. Halal regulations in Malaysia continue to be updated by establishing institutions and policies for trading halal products. Consistency in regulations has made Malaysia the world leader in the halal market. |
| Singapore | The Islamic Religious Council of Singapore (MUIS) is granted sole and independent authority to issue Halal certificates in Singapore in accordance with AMLA or the Muslim Law Act. | MUIS known as "the Islamic Religious Council of Singapore", provides Halal Certification services. MUIS implements and supervises strict and consistent halal regulations. |
| Brunei | Brunei's halal governing law consists of "the Halal meat act or Halal meat act Rules in 2008, Halal certificate and Halal Label in 2008, and the Standard for Halal Food in 2007" (Sulaiman & Hashim, 2021). | Majalis Ugama Islam Brunei (MUIB) is responsible for issuing the halal certificates. Halal regulations in Brunei are very strict and disciplined in protecting halal consumers. |
| Thailand | High-level Halal Regulation is done by the "Central Islamic Council of Thailand (COCIT) regulation." | CICOT is setting guidelines and investigating the certification of Halal products. |
| Philippines | the Congress of the Philippines passed the law REPUBLIC ACT NO. 10817 on managing anything related to Islamic affairs, including halal matters. Furthermore, operational Halal regulations in the Philippines are governed by regulations at five (5) different regional levels. | This law comprises the Philippines' halal investment and export promotion program, as well as other halal development programs ("The Republic Act No, 10817, Congress of the Philippines") |
| Vietnam | Vietnam does not have high-level regulations for halal policy. Halal Certification Agency Vietnam (HCA Vietnam) was established as one of the halal certification bodies approved and recognized by Singapore, GCC Accreditation Center (GAC), and JAKIM Malaysia to provide certification assessment services to the Muslim community in Vietnam. | Even though the HCA of this institution is not of high level, this institution's body is recognized by other international bodies such as "MUIS from Singapore, GCC Accreditation Center (GAC), and Emirate Authority for Standard and Metrology (ESMA), the UAE's halal agency." |

Source: Author's resume.

Table 3. Institutional Framework Issuing Halal Certificate in ASEAN-7

| Countries | Regulation* | Sectors | Institutional | Halal Certification |
|-------------|-------------|---------|--|---------------------|
| Indonesia | Yes | Public | "BPJPH", Kementerian Agama (Kemenag/ MoRA), Indonesia ¹⁾ | Government |
| Singapore | Yes | Public | Majelis Ugama Islam Singapore (MUIS) | Government |
| Brunei | Yes | Public | Majelis Ugama Islam Brunei (MUIB) | Government |
| Malaysia | Yes | Public | "Jabatan Kemajuan Islam Malaysia (JAKIM)" | Government |
| Thailand | No | Private | The Central Islamic Committee of Thailand (CICOT) | NGO |
| Philippines | No | Private | "Islamic Dawa Council, Halal Development Institute, Mindanao Halal Authority, Muslim Mindanao Halal Certification Board and Halal International Chamber of Commerce" | NGO |
| Vietnam | No | Private | "Halal Certification Agency (HCA) Vietnam" | NGO |

Source: Al-Fatih and Esfandiari (2020); ¹⁾ based on Indonesia Halal Law (2014) and GR 30/2021.

*) Law and/or Central Government Regulation.

Table 4. The Key Regulatory SWOT Analysis for Indonesia

| Strength | Weaknesses |
|---|--|
| The law on Halal Product Guarantee was established in 2014 and gave a strong commitment to the government to lead halal market development with the support of the fatwa from Indonesian MUI. | Slow progress has been made in issuing the operational regulation and establishing the institutional organization. |
| Opportunity | Threat |
| With current regulation and institutional support, Indonesia's food industry local champions have the potential to expand to the global market. | There is no specific regulation to facilitate incentives for exports and investment promotion to halal sectors and develop halal industrial distribution hubs. |

Source: Author's analysis.

Malaysia

The government manages Malaysian halal certification through "the Department of Islamic Development Malaysia or JAKIM" (Othman et al., 2009). This institution was founded in 1974 under the Prime Minister after encouragement from the public to ensure the halal food products served in restaurants, shops, and various shopping centers imported food from global companies in Malaysia. Halal certification by JAKIM includes the ability to trace the entire processing chain from raw materials to finished products (Othman et al., 2009; Yakub & Zein, 2022).

To carry out its functions, JAKIM can coordinate with various related institutions such as the "Ministry of Domestic Trade, Cooperatives and Consumerism, the Ministry of Health Malaysia, the Ministry of International Trade and Industry, the Department of Veterinary Services, the Department of Standards Malaysia (DCM), and various related agencies." JAKIM is supported by the Malaysian Halal Development Corporation (HDC) to implement end to end halal ecosystem.

Halal standards in Malaysia are high and strictly monitored. This results in convenience in terms of consumer protection. However, on the other hand, there is a risk of reluctance for producers to meet these high standards. High halal standards have benefits and risks (Maifiah et al., 2022).

As a halal leader in the world market, Malaysia has launched the 2030 Halal Industry Master Plan, which aims to become a key player in the global halal market². However, with the emergence of other ASEAN countries as halal exporters, this can become a competition for Malaysian halal products in the global market. Table 5 shows a SWOT analysis of the Halal issue in Malaysia's regulations.

Considering the SWOT analysis above, it can be concluded that Malaysia already has a long-term halal product program with the support of the government and halal stakeholders. Halal standards in Malaysia are quite high, and education is needed for the industry to follow and comply with halal standards. The high halal standard in Malaysia will be a competitive advantage for these halal products and convenience for consumer protection. Considering that the world's halal market is expanding, Malaysia must cooperate with other ASEAN countries to become a leader in unifying halal products in a competitive region.

Singapore

Singapore MUIS intends to provide halal food protection to the Singaporean Muslim community. And they are committed to updating the latest information regularly to the consumer community.³ Singapore adopted a single certifying institution, the Singapore Islamic Religious Council (MUIS) (Abdullah, 2013; Kadir, 2004). Since its establishment in 1978, MUIS has established halal product certification through a series of processes to ensure a halal supply chain. This stage includes production, processing, storage, transportation, packaging of service products, sales, and various services. MUIS applies a very strict monitor to halal-certified holders.

² The Sun Daily, March 26, 2023, "Malaysia Halal Industry to reach US\$113b by 2030."

³ SINGAPORE Straits Times, May 31, 2022- "The Islamic Religious Council of Singapore (MUIS) has asked halal certificate holders here to stop importing meat from an Australian abattoir, after it found problems with its products".

However, Singapore also needs help with counterfeiting Halal certificates, using expired Halal logos, and improper placement of food products. Likewise, problems with in-transparency and non-compliance with certain hidden information about the product's halalness exist.

According to MUIS, Singapore halal certification in Singapore is voluntary for all businesses. So, if the manufacturer or seller intends to target Muslim consumers, they can apply for a halal certificate. MUIS Halal Certification assures that the food meets the halal standard for domestic and export markets (Sugita, 2017). To address export issues, Singapore developed supply chain alliances to address industrial product distribution issues, export opportunities, and facilitation in achieving cross-border halal certification.

Table 5. The Key Regulatory SWOT Analysis for Malaysia

| Strength | Weaknesses |
|---|---|
| Strong government support to JAKIM for 40 years ago. HDC supports JAKIM in implementing Malaysia's halal ecosystem. JAKIM produces halal certification, which covers traceability across the manufacturing process chain. | Malaysia's halal standards are very high and well-monitored. There is a risk for producers willing to meet these high standards to access a growing and profitable opportunity. |
| Opportunity | Threat |
| Malaysia's halal certification is recognized as a leader internationally ⁴ . Malaysia has launched the 2030 Halal Industry Master Plan, which aims to become a major global halal market player. | With the relatively improving quality of halal products, both in ASEAN and Asia Pacific member countries, Malaysian halal food products will face competition from those countries. |

Source: Author's analysis.

Table 6. The Key Regulatory SWOT Analysis for Singapore

| Strength | Weaknesses |
|--|--|
| MUIS is committed to protecting and maintaining the reliability of providing halal food and continues to monitor and provide updates to the public. | Singapore faces the problem of counterfeiting Halal certificates, misusing the Halal logo, and separating all types of certified and non-certified products. |
| Opportunity | Threat |
| Singapore develops supply chain alliance aims to address gaps in the industry, the export opportunity, and facilitation in attaining the cross-border halal certification ⁵ | High halal standards and compliance could put the risk for halal industry to enter in Singapore market. |

Source: Author's analysis.

MUIS works with several government institutions such as "the Agrifood and Veterinary Authority (AVA), Standard, Productivity and Innovation Board (SPRING)—an agency under the Ministry of Trade, and National Environment Agency (NEA)" (Sugita, 2017). Table 6 shows a SWOT analysis of the Halal issue in Singapore's regulations.

Singapore has developed a halal supply chain to provide opportunities for exporters to enter world markets. The support from MUIS and the Singapore government is strong enough to implement halal standards, but there are still fake halal logos, inappropriate use of halal certification, and mixed food placement. One of the reasons for this problem is due to the increase in halal standards. MUIS needs to strengthen field supervision of these matters and, if necessary, take firm action against business actors who commit fraud and mismanagement of halal food. MUIS also needs to conduct socialization for halal producers and consumers to be more aware of the risks and benefits.

⁴ Malaysia New Straits Times "Making Malaysia the world's halal industry hub" By Ng Wai Heng, Lau Sim Yee - October 13, 2022.

⁵ Overcoming barrier to entry; "Brands can tap Singapore halal alliances to gain trade opportunity" (Razali, Food Navigator Asia, June 21, 2022)

Brunei

Based on strict Islamic law, Brunei Darussalam has adopted halal food safety and quality (Deuraseh & Darussalam, 2020). “Hazard Analysis Critical Control Point (HACCP)” was formed to address the issue of food security and safety. HACCP uses a scientific approach to identifying, assessing, and controlling hazards in the food production process, from obtaining raw materials to food services.

In the process of certifying halal food in Brunei Darussalam, several interrelated institutions, functions, and legal foundations exist. Sulaiman and Hashim (2021) identify the relationship between the three Agencies, “first, the Prime minister office the Fatwa provider, the Halal Food Control Division, the Department of Syariah Affairs, the Ministry of Religious Affairs Monitoring and Issues Halal Certificate Provide enhancing program; Second, Majlis Ugama Islam Brunei (MUIB)/Brunei Islamic Religion Council, Ministry of Religion Affairs is the Chief Authority about Islamic matters, and third, line ministries such as Department of Agriculture and Agrifood, Ministry of Primary Resources and Tourism; Royal Brunei Custom and Exercise Department, Ministry of Finance and Economy.”

Hasim et al. (2022) found that in Brunei, which has a Muslim majority population, the community is very positive toward the effectiveness of the halal standards. However, to further increase the quality of the halal standard implementation, internal inspection and evaluation of work processes must continue to be carried out by the management (Hashim et al., 2022).

The Brunei-based food manufacturer has seen a strong response from Chinese consumers. Other Brunei corporations and made steps towards boosting their international presence in the middle east market (Oxford Business Group, 2022). Table 7 shows a SWOT analysis of the Halal issue in Brunei's regulatory.

Table 7. The Key Regulatory SWOT Analysis for Brunei

| Strength | Weaknesses |
|--|---|
| The government and community support halal development in Brunei with a high and very positive perception. | The effectiveness of the halal certification process does not follow by strong internal inspection and evaluation of the work process. |
| Opportunity | Threat |
| Even with a small market share, Brunei intends to open an export market to China and the middle east. | With a lack of expertise and intellectual capital, halal food competition is tough for Brunei products entering the international market. |

Source: Author's analysis.

Based on the SWOT analysis, it is concluded that the development of Halal in Brunei is very positive, and the support of the government and stakeholders is very high. High expectations from stakeholders regarding the distribution of halal production need to be followed by firm implementation and inspection by MUIB. Expansion of the halal product market to China and the Middle East needs to be supported by the competitiveness of halal food products, including expertise such as quality, distribution, and price.

Thailand

The Thai halal certification body is managed by an NGO called “the Central Islamic Committee of Thailand (CICOT)” (Nawawi et al., 2017). CICOT was founded in 1997 under the Thailand Islamic Organization Administration, with the main task being to provide halal certification (Suharko et al., 2018). All CICOT members are appointed by the Regional Islamic Religious Council, which has been approved by the King (Yakub & Zein, 2022). CICOT's main role is as a policy planner for halal certification, preparing and conducting training for auditors related to sharia compliance checks, providing halal supervisors and consulting for the food and halal cutting industries, and issuing halal certification (Othman et al., 2016).

CICOT and Chulalongkorn University aim to advance Halal Science to the Global Stage. Chula's Halal Science has played a major role and developed numerous innovations in halal food safety.⁶ Table 8 shows a SWOT analysis of the Halal issue in Thailand's regulations.

Based on the analysis above, the government of Thailand is developing a halal market through CICOT, which the halal technology research center at Chulalongkorn University supports. The Halal Center is one of the best in the world. The problem of a shortage of Muslim animal slaughterers can be overcome through cooperation with neighboring countries such as Malaysia. Apart from the shortage of animal slaughter workers, Thailand, Malaysia, and Indonesia must be the pioneers in the process of harmonizing and unifying halal products in ASEAN to be competitive in the world market.

Table 8. The Key Regulatory SWOT Analysis for Thailand

| Strength | Weaknesses |
|--|--|
| The government, via CICOT, works with Chulalongkorn University to develop Halal Science Center. The Center plays a significant contribution to halal food research and technology. | As a country with a Muslim minority, halal Thailand faces a shortage of Muslim human resources needed to manage halal businesses, such as slaughtering animals. |
| Opportunity | Threat |
| Thailand is evolving as a dependable supplier of a wide range of quality products and services in the global halal market. | Without harmonization of regulations on cross-border halal certificate standards, it will be a real challenge for Thai halal products to enter the world market. |

Source: Author's analysis.

Philippines

State law has mandated the Philippines government regarding halal certification processes and promoting halal-certified goods for export. This law is synonymous with "Philippine Halal Export Development and Promotion Program 2016". The law, which entered into force in mid-2017, consists of regulations and implementing regulations.

Compared to other ASEAN countries, the Philippines has several halal certification bodies with different logos for each. Among the institutions that can issue halal certification in the Philippines are "the Islamic Dawa Council, Halal Development Institute, Muslim Mindanao Halal Certification Board, Mindanao Halal Authority, and Halal International Chamber of Commerce" (Al-Fatih & Esfandiari, 2020).

Some challenges include ignorance about the certification process, lack of human resources, insufficient halal suppliers, and inexpensive equipment maintenance costs (Liba et al., 2018). The Philippines continues strengthening its halal ecosystem to exploit the growing global halal market. The mission was carried out to fulfill the Philippine exports in the halal market in the Middle East. The Philippines capitalizes on the largest number of expatriates living in the Kingdom of Saudi Arabia and the United Arab Emirates — the country's two dominant trading partners in the Gulf countries.⁷ Table 9 shows a SWOT analysis of the Halal issue in the Philippines' regulatory.

The Philippines is a small domestic halal market but has a fairly broad export market, especially to the Middle East, supported by Filipino workers in these countries. The halal market is still quite simple, and awareness is also low, so there is a need for capacity-building cooperation with other ASEAN countries, such as Indonesia, Malaysia, Singapore, and Thailand, regarding food technology. Likewise, with the harmonization and unification of halal certification, the Philippines must encourage the ASEAN Secretariat to discuss it to increase its competitiveness immediately.

Vietnam

Even though Vietnam was originally built based on Communism ideology, there is a halal certification agency, namely the Halal Certification Agency (HCA), which provides halal certification services for

⁶ The Korean Herald, December 20, 2022, "Chula Halal Science Center - A World Leader in Halal Science and Standards"

⁷ Arabnews, February 16, 2023, "Philippines eyes expansion of halal food footprint in Gulf countries."

food and beverages, cosmetics, health, pharmaceuticals, logistics, and plant processing. The existence of this institution is mainly due to the encouragement of some Muslims both from within the country and abroad (Warjio, 2016). Apart from accommodating the local market, HCA is also a bridge to cooperate with the global market, especially Malaysia, which has established relationships down to the micro, small, and medium enterprises level (Yaw, 2020).

Domestic halal Vietnam only meets a fraction of the demand, but Vietnam has the potential to produce hall products for Islamic nations.⁸ Due to inconsistencies in the testing process, the Halal certification problem in Vietnam is even more complicated. Additionally, since there is no redoubtable entity to issue halal certificates, Vietnam must establish its standard agencies compatible with those of the recipient country. This requirement hinders Vietnamese businesses from fulfilling halal certification.

Table 9. The Key Regulatory SWOT Analysis for The Philippines

| Strength | Weaknesses |
|--|--|
| There is a state law on halal certification and the promotion of halal-certified goods for halal export. | Unawareness of the Philippine public of the certifying bodies, lack of human resources and halal suppliers, and high cost. |
| Opportunity | Threat |
| Huge potential for Philippine products to enter the halal market in the middle east. Many Philippine workers in Middle Eastern countries should help the market penetration. | Tough competition for the Philippines' halal export to the Middle East will be a real obstacle without a harmonized halal certificate. |

Source: Author's analysis.

Table 10. The Key Regulatory SWOT Analysis for Vietnam

| Strength | Weaknesses |
|--|--|
| Limited Vietnam's own halal consuming market – but the government of Vietnam support halal export-oriented businesses. | Vietnam's regulatory standards must meet those of the recipient country; this requirement must be revised to meet halal certification. |
| Opportunity | Threat |
| Vietnam can potentially increase halal production for the Islamic market with Vietnam's restaurants globally. | There is no international institution to issue cross-border halal certificates, which makes a real challenge for Vietnam's halal export. |

Source: Author's analysis.

Despite increasing regional demand in ASEAN, Vietnamese producers struggle to penetrate the halal market. Some food manufacturers are already halal-certified but must be faster to enter the global market. Meanwhile, Vietnam's halal consumption market is limited – they can enjoy proximity to promising global markets for halal goods. This is a great opportunity for Vietnamese manufacturers and export-oriented businesses.⁹ Table 10 shows a SWOT analysis of the Halal issue in Vietnam's regulations.

Like the Philippines, Vietnam has a small domestic halal market, but the government supports it through the Halal Certification Agency (HCA). HCA needs to get technical assistance from similar institutions in ASEAN to be able to build sufficient credibility for halal certification and standards. In developing the halal market overseas, Vietnam can rely on Vietnamese restaurants worldwide. However, support for the unification and harmonization of ASEAN halal certification is more important.

⁸ “Halal Food Market in Vietnam Small, but Huge Export Opportunity,” February 20, 2023, Posted by “the Vietnam Briefing.”

⁹ “Halal Food Market in Vietnam Small, but Huge Export Opportunity, February 20, 2023 Posted by the Vietnam Briefing”.

Regulatory Impact Analysis

Purwanto et al. (2021) use the OECD method (2008) to assess the regulatory impact of the Minister of Religion Regulation regarding guarantees for halal products in Indonesia. The results show that halal regulations in Indonesia have met the RIA standard criteria from the OECD model.

Legal studies from Aziz et al. (2021), through a study of the approach to the statute of halal product guarantees in Indonesia, it was concluded that there are still crucial issues regarding the implementation of halal guarantees, including procedures for obtaining halal certification and the application of non-compliant violations as well as sanctions and penalties.

Literature regarding the analysis of the impact of halal regulations in ASEAN countries was written by Deurasah and Darussalam (2020) in the case of an analysis of Halal Food Standards in Brunei, Malaysia (Sari et al., 2021). The impact of regulations on food is quite positive in creating new businesses. However, stronger regulations are needed to protect halal consumers.

A study of the impact of the Halal Law in Malaysia (Asa, 2018) still needs to be improved in the enforcement of halal regulations and limitations from JAKIM in implementing regulations of misuse of the halal logo and halal certification. The impact on the performance of the halal product industry was also studied in Malaysia by Othman et al. (2016), concluding, among other things, that internal assessments of standards and implementation of guidelines for halal products improve the performance of companies.

The impact and implications of operational regulations on consumer protection in Thailand are also studied by Dorloh (2021). The researcher concluded that halal regulation in Thailand must be improved to protect halal consumers. Researchers also suggest that regulations be strengthened to protect consumers and upgrade the status of halal products in Thailand.

On a more micro scale, impact studies on halal regulations use survey methods in Vietnam (Warjio, 2016) and the Philippines (Acas & Loanzon, 2020; Cruz & Billanes, 2021; Liba et al., 2018). The halal food demand in Vietnam and the Philippines is relatively small, and with simple halal regulation and protection, this could create distrust, disbelief, and risks regarding the halalness of the food products sold. Table 11 provides reviews regarding the halal regulatory impact and challenges for ASEAN countries.

Table 11. Matrix of Halal Regulatory Impact and Challenges for ASEAN-7 Countries

| Country | Halal Regulatory Impact | Challenges |
|-----------|---|---|
| Indonesia | <ol style="list-style-type: none"> Helping to increase consumer confidence in the certainty of halal food following Islamic law. Indonesian companies gain market share as demand for halal food products increases. Self-declare halal certificates helped boost SME businesses and increased their financial performance. | <ol style="list-style-type: none"> Although Indonesia is currently a net exporter of halal food products, the producers must work with the government to encourage the export of halal products. Consumers must also be educated to consume halal domestic production. Coordination between the Government/Kemenag as Halal regulator, and MUI, issuers of the Halal fatwa, need to be strengthened. |
| Malaysia | <ol style="list-style-type: none"> Help increase consumer confidence in halal food choices in accordance with Islamic law. It has helped Malaysian companies tap into halal markets, both domestically and internationally, as there is an improving demand for global Halal food products. The Malaysian economy has leveraged the Halal food industry as a key component of its economic strategy and has established itself as a major producer and exporter of Halal food products globally. | <ol style="list-style-type: none"> As Malaysia becomes a global halal hub, an attempt has to be made to increase the effective execution of halal standards and enforcement power. There is a high linkage between halal requirements and with company's performance. Attempt to be made to improve the human capital, halal certificate management, and halal food chain. |

| Country | Halal Regulatory Impact | Challenges |
|-------------|--|--|
| Singapore | <ol style="list-style-type: none"> 1. This has helped consumers choose to supply Halal food according to Islamic religious requirements. 2. Helping Singapore to become a hub for the trade of halal products in the Islamic and global markets. | <ol style="list-style-type: none"> 1. Some issues concern expert opinions on using ingredients, animal slaughtering processes, and meat processing techniques. 2. There have been reports of illegal halal certificates, expired logos, and inappropriate placement. |
| Brunei | <ol style="list-style-type: none"> 1. Ensuring that all consumers in Brunei are protected from non-halal food. 2. Bruneian halal food companies are gaining new markets, both domestically and internationally. 3. Brunei can also increase exports of halal products abroad products. | <ol style="list-style-type: none"> 1. How can enforcing halal standards strengthen the effort to control halal and the role of food safety and quality of food regulation? 2. There have been reports of fraud and mislabeling of Halal products, which can damage consumer confidence and harm the reputation of the Halal food industry. |
| Thailand | <ol style="list-style-type: none"> 1. It has helped Thai Muslim consumers, domestic or tourists, to protect themselves from non-halal products. 2. Thai companies tap into new markets, especially for halal export. 3. Encourage halal research centers in universities or independent institutions on halal products. | <ol style="list-style-type: none"> 1. There needs to be more understanding of Halal food regulations among consumers and producers, which can lead to confusion and misunderstandings. 2. There are so many "gaps" concerning the effectiveness of halal regulation and its implementation. |
| Philippines | <ol style="list-style-type: none"> 1. It has helped increase consumer confidence in the country's Muslim population's food supply and opened up new export markets for Halal food products. 2. The Halal food industry could help diversify the Philippine economy and promote export. | <ol style="list-style-type: none"> 1. There is limited demand for Halal food products, both domestically and internationally. 2. Limited Government halal Board Guarantee assistance to the halal certificate, training halal manpower, and allocate more budget for operational facilities and other development programs for the halal industry. |
| Vietnam | <ol style="list-style-type: none"> 1. It has helped increase Muslim consumer confidence and opened new export markets for Halal food products. 2. The Halal food industry in Vietnam has the potential for economic opportunities to diversify the economy. | <ol style="list-style-type: none"> 1. There is limited demand for Halal food products, both domestically and internationally, and clearer regulations and standards need to be consistent. 2. As the country is building itself and becoming one of the tourist destinations in ASEAN, it is challenging to find halal food restaurants. |

Source: Analysed from various sources of literature, description, and studies in this paper, among others (Al-Fatih & Esfandiari, 2020; AMAF, 2014; ASEAN, 2021; Ashfaq, 2018; Australian Aid, 2022; Dinar Standard, 2022; Iranmanesh et al., 2020; Lutfika et al., 2022; Othman et al., 2016; Sea Consulting Report, 2022; Yakub & Zein, 2022).

ASEAN Halal Harmonization

If ASEAN is to encourage the growth of trade in halal products, especially food, it is necessary to harmonize regulations on halal certification. Harmonizing halal regulations in ASEAN will eliminate barriers to entry for halal food products among ASEAN countries and increase trade volume. However, at this time, the efforts that started in 2000 through the formation of a working group have not resulted in a binding agreement in ASEAN¹⁰.

ASEAN countries have agreed on guidelines for the management of halal food involving all of their members, which were released by the ASEAN Minister on Agriculture and Forestry (AMAF) in 2014 (AMAF, 2014) which was strengthened at the 41st AMAF meeting in 2019 (Australian Aid, 2022). The

¹⁰ <http://www.afsn.net/ASEANHALAL/>

ASEAN Economy Community Blueprint 2025, published in 2015, opens opportunities for cooperation in the production and promotion of halal products (ASEAN, 2015).

Based on previous studies (Al-Fatih & Esfandiari, 2020; AMAF, 2014; Ashfaq, 2018; Australian Aid, 2022; Dinar Standard, 2022; Kurniawati & Cakravastia, 2023), the general conclusions regarding the halal economy in the ASEAN regions is as follows:

First, many studies, data, and literature have found increased demand for Halal products in ASEAN, driven by both the growing Muslim population and wider recognition of the benefits of Halal food (Sudarsono et al., 2023).

Second, despite the growing demand for Halal products, studies have found that there needs to be more harmonization in Halal regulations across ASEAN, which can create challenges for businesses seeking to operate in multiple countries.

Third, studies have also found a need to standardize Halal regulations in ASEAN to ensure that Halal products are consistently produced and certified to high standards across the ASEAN region.

Fourth, many studies have found that the traceability of Halal products is an important factor in ensuring their authenticity and meeting the needs of consumers (Fauzi, 2022).

The study by the ASEAN Secretariat (2021) and Halal market researchers in ASEAN (Al-Fatih & Esfandiari, 2020) shows that there is still disharmony in halal product standards between ASEAN countries. Othman et al. (2016) concluded that extra efforts and coordination are still needed to harmonize the integration of halal certification in ASEAN. The understanding of the teachings of halal products and support from their respective governments is the same.

Conclusion

This article describes the development of halal market regulations in ASEAN countries. Halal food production in ASEAN-7 is mostly managed, regulated, and supervised by public institutions affiliated with the Government (Al-Fatih & Esfandiari, 2020).

ASEAN countries have the potential to become world halal hubs, and with existing regulations, they can carry them out at the implementation stage. The impact of regulations in law varies from country to country in ASEAN. Many challenges are faced by ASEAN countries implementing halal regulations within the country and harmonizing regulations between ASEAN countries (Othman et al., 2016).

From the results of a literature review and a description study regarding the halal market and its regulations in ASEAN countries summarized above, it is concluded that; *First*, in general, the market value of halal food in each ASEAN country has increased, both for domestic and export purposes. This increase was due to the rising Muslim population, economic growth, and intra-trade in halal products, supported by halal regulations (Dinar Standard, 2022).

Second, ASEAN Countries with a majority Muslim population, such as Indonesia, Malaysia, and Brunei, prioritize increasing their halal market size and domestic demand while protecting their Muslim population from non-halal food. Muslim minority countries such as Singapore, Thailand, the Philippines, and Vietnam utilize the halal market for export purposes. Besides that, for residents in a country, halal food is synonymous with a healthy and halal lifestyle (Cruz & Billanes, 2021; Ibrahim, 2022; Hasan & Muslimin, 2019; Mohamed et al., 2020)

Third, almost all ASEAN-7 countries have regulations and standards for halal certificates at the national level. In general, halal certificates are issued by the highest Islamic religious institutions in each of these countries, such as BPJPH in Indonesia, JAKIM in Malaysia, MUIS in Singapore, and MUIB in Brunei (Othman et al., 2016). Muslim minority countries in ASEAN-7 have institutions mandated to issue halal certificates, generally not government organizations.

Fourth, the technical challenges that stand out in the application of halal certificates in ASEAN countries are the problem of halal certification institutions, which requires expertise, technology adoption, coordination between research institutions, irregularities in issuing halal certificates, and the high cost of issuing halal certificates for SMEs and individual companies (Borzooei & Asgari, 2013; Iranmanesh et al., 2020).

In increasing intra-halal food trade, unifying regulations in the ASEAN region harmonize all halal regulations to become unified and efficient. At the same time, page certificate standardization exists in all countries. The implementation of Halal regulations in ASEAN countries can address several policies initiatives (Sea Consulting Report, 2022; Yakub & Zein, 2022), including:

1. Harmonization in Halal regulations across ASEAN countries can create intra-trade businesses and decrease the cost of compliance.
2. The cost of obtaining Halal certification can be reduced, especially for small and medium-sized businesses, and may encourage some businesses to seek certification. Recently, Indonesia introduced free self-declare halal certification for SMEs¹¹.
3. Increased consumer education about Halal regulations and the importance of Halal certification can create demand for Halal products and market opportunities. Research in Malaysia (Maifiah et al., 2022) shows that awareness of this issue impacts Muslim consumer behavior towards halal products, which demands more serious action to ensure product halalness.
4. Consistent enforcement of Halal regulations in some countries can improve consumer confidence and increase the credibility of the Halal certification process. Singapore and Brunei are examples of countries implementing strict and consistent halal regulations (Othman et al., 2017).
5. Reduce technical barriers to trade, such as different standards and procedures for Halal certification, eliminating non-tariff barriers to trade and increasing the efficiency of the Halal supply chain.

These are some of the challenges identified in the Halal regulations in ASEAN countries, but the specific challenges can vary depending on the country, the industry, and the product (Sea Consulting Report, 2022). To overcome these challenges, it may be necessary to improve coordination and cooperation among ASEAN countries to harmonize the halal regulation, enhance consumer education, and support SMEs to help them comply with Halal regulations.

The study in this article is limited, covering seven ASEAN countries, and does not include Laos, Cambodia, Myanmar, and Timor Leste. The halal business referred to in this study is only food. Further studies can expand to the cosmetics, tourism, and pharmaceutical halal market, which are also quite large. Studies are also carried out through country-by-country data from literature reviews, conferences, media, and interviews with officials and experts. As halal business development is increasing rapidly, especially in terms of economic, social, compliance, and trade impacts on the ASEAN region, a quantitative approach needs to be used.

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¹¹ This policy is contained in the Decree of the Head of BPJPH (Ministry of Religious Affairs) No. 33 of 2022 concerning Technical Assistance for Processing Halal Products in Determining Halal Certified Obligations for Micro and Small Business Actors Based on Statements of Business Actors.

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