



INTERNATIONAL CONFERENCE ON
HALAL INNOVATION
IN PRODUCTS AND SERVICES 2018

Strategizing Global Halal Business through Research & Innovation

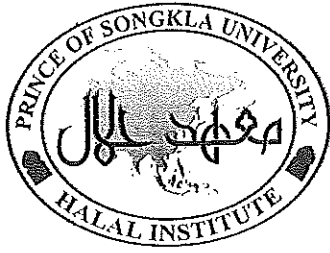
▶ JULY 13-14, 2018 📍 HAT YAI, SONGKHA, THAILAND



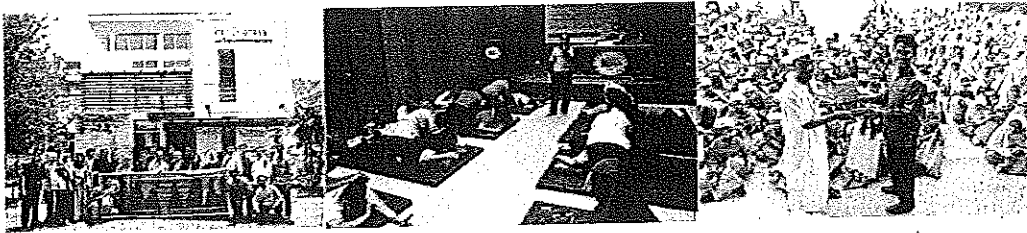
This conference is organized under World Conference and Halal Product Exhibition 2018 - World HAPEX 2018

Organized by : Halal Institute, Prince of Songkla University

INHART – International Institute of Halal Research and Training, IIUM- International Islamic University Malaysia



Halal Institute Prince of Songkla University



Halal Institute is an organization dedicated to promote and enhance research and development of Halal products and services. Its commitment to research means that a new body of knowledge is constructed to address problems concerning development of Halal products and services.

Vision

Vision is a center for the study and development of Halal products and services in Asia (by 2026)

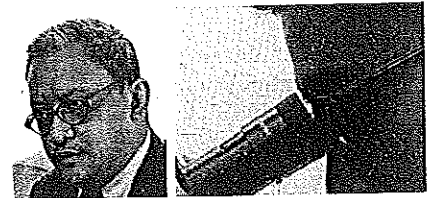
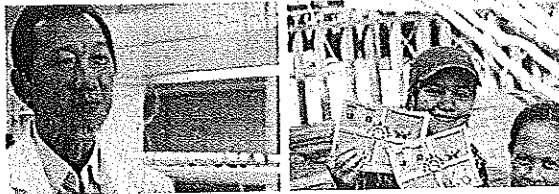
Mission

1. To provide platforms for Halal research collaborations among faculties dealing with Halal production, services and business.
2. To promote the development of Halal knowledge and professional development of staff in the Halal field.
3. To assist entrepreneurs in the southernmost provinces in improving their production systems and services in order to achieve Halal Certification.
4. To coordinate and cooperate with various organizations on improving Halal production and services.
5. To strive towards making the southern provinces a hub of Halal industry.
6. To assure that Thailand's Halal certification units provide a professional service and excellence in certifying that meet international standards and build trust in Halal market.



الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُونَيْتِي اِسْلَامِي اِنْتَار اَبْحَسَا مِلْيَسِيَا

International Institute for Halal Research and Training



The International Institute for Halal Research and Training (INHART) was established at the International Islamic University Malaysia by IIUM Senate (March 2011) and IIUM Majlis (April 2011) and received approval from the Ministry of Higher Education Malaysia in August 2011. INHART is a centre of excellence at the university level and is expected to be recognized as one of the Higher Institutions' Centres of Excellence (HICoE) at the national level in the near future. INHART history begins with the establishment of a special centre dedicated to Halal industry - "IIUM Halal Industry Research Centre" in July 2006. Prior to the birth of this centre, there were already pockets of activities related to Halal and Halal industry by academic staff from various Kulliyahs. But with HIRCent, Halal activities at IIUM become more focus and better coordinated with the Research Management Centre becoming the monitoring body.

Like its HIRCent predecessor, the objective of the establishment of INHART is to provide a platform for IIUM to assist in fulfilling the Government of Malaysia aspiration to put Malaysia as the global Halal hub through INHART's long-term education (undergraduates and postgraduates academic programmes) and specialized short-term training programmes as well as shariah-compliant services. INHART aims to train future leaders in the Halal industry arena as well as to provide the required well-trained human capital to cater the needs of the halal industry in the research, development, innovation and commercialization of halal food, pharmaceuticals and consumer products as well as various shariah-compliant service industries like tourism and hospitality.

Objective : To provide a platform for IIUM to assist the government's aspiration to put Malaysia as the global halal hub and to assist halal industry efforts globally.

Vision: To become a renowned international halal centre of excellence that inspires humanity with halal lifestyle.

Mission: To provide world class education, research, training and consultancy related to the halal industry to the nation and beyond.

Thailand Convention and Exhibition Bureau (TCEB)



Established by Royal Decree in 2002, the Thailand Convention and Exhibition Bureau (also known as TCEB) is a public organization tasked with promoting and developing business events in Thailand. Since 2004, TCEB has worked toward establishing Thailand as Asia's premier business events destination, by providing flexible, service-oriented support to meeting-goers, incentives winners, convention attendees and exhibition participants. TCEB is your partner in all aspects of your business trip to Thailand – what happens inside the venue is just the beginning. We're dedicated not only to facilitating world-class business events, but to making business travelers aware of the Kingdom's remarkable array of destinations, activities and attractions. Partner with us today to learn what millions of businesspeople already know: That Thailand is the most pleasurable place in the world to do business.

The Thailand Convention & Exhibition Bureau has a plan: a strategic, 5-year master plan that takes direct aim at the continued growth and development of creative and rewarding business events in Thailand. Our roadmap includes provisions that will prepare Thailand's private sector for the economic integration of the ASEAN region in 2015; court further investment in meetings, incentive travel, and trade shows at both national and regional levels; and enhance Thailand's competitive potential in the global market. The main goals are to increase revenues and establish Thailand as Asia's business events hub by the year 2016. Implementation involves three main thrusts which include the ability to attract and WIN more bids for international business functions in Thailand; to PROMOTE Thailand as an ideal business destination; and to DEVELOP Thailand's potential for unique, truly memorable events:

WIN:

- Strategy 1: Consolidate existing markets and expand to new target markets.

PROMOTE:

- Strategy 2: Establish Thailand as the "Top of Mind" MICE destination in Asia.

DEVELOP:

- Strategy 3: Enhance the growth of the domestic MICE market.
- Strategy 4 : Develop various "MICE Cities" to establish Thailand as a regional leader in the industry.
- Strategy 5: Differentiate Thailand's MICE market and add value through creativity and ingenuity.
- Strategy 6: Develop a robust MICE infrastructure to maintain international competitiveness.
- Strategy 7: Strengthen the MICE professional network at both the local and international levels.
- Strategy 8: Broaden the role and enhance the potential of TCEB at home and abroad.

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INTERNATIONAL CONFERENCE ON
HALAL INNOVATION
IN PRODUCTS AND SERVICES 2018

**International Conference on Halal Innovation
in Products and Services**

13-14 July 2018

**The 60th Anniversary of His Majesty the King's Accession
to the Throne International Convention Center, Songkhla, Thailand**



International Conference on Halal Innovation in Products and Services (i-CHIPS 2018)
13-14 July 2018
The 60th Anniversary of His Majesty the King's Accession to the Throne
International Convention Center, Songkhla, Thailand

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i-CHIPS 2018



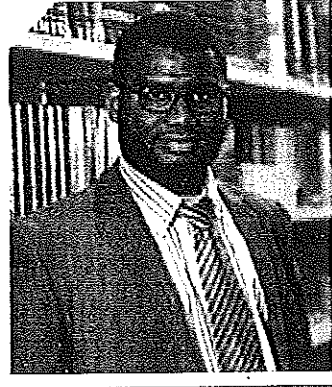
INTERNATIONAL CONFERENCE ON
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Conference program

Friday, 13 July 2018			
Venue: Conference room 2			
8.30 - 9.00 am	Registration of participants, presenters and guests		
9.00 - 9.20 am	Opening ceremony		
9.20 - 10.35 am	Keynote speakers		
10.35 - 10.45 am	Break/ Refreshment		
10.45 - 12.00 am	Keynote speakers		
12:00 - 01:00 pm	Lunch		
1:00 - 2:00 pm	Invited speakers		
2:00 - 3:20 pm	Poster session (Including Break/ Refreshment) HFP-4, HFP-8, HFP-13, HFP-17, HFP-18, HAS-6, ISF-1, EGT1, EGT2		
Parallel room presentation			
	Seminar room 1 <i>Science</i>	Seminar room 2 <i>Social Science</i>	Seminar room 3 <i>Social Science</i>
3:20 - 3:40 pm	HFP-1	HBM-1	HED-1
3:40 - 4:00 pm	HFP-2	HBM-2	HED-2
4:00 - 4:20 pm	HFP-3	HBM-3	SFI-1

Saturday, 14 July 2018			
Parallel room presentation			
	Seminar room 1 <i>Science</i>	Seminar room 2 <i>Social Science</i>	Seminar room 3 <i>Social Science</i>
9:00 - 9:20 am	HFP-5	HSR-1	MFT-1
9:20 - 9:40 am	HFP-6	HSR-2	MFT-2
9:40 - 10:00 am	HFP-7	HSR-3	MFT-3
10:00 - 10:20 am	HFP-9	HSR-5	MFT-4
10:20 - 10:40 am	Break/ Refreshment		
10:40 - 11:00 am	<i>Science</i> HFP-10	<i>Social Science</i> HSR-6	<i>Social Science</i> MFT-5
11:00 - 11:20 am	HFP-11	HSR-7	MFT-6
11:20 - 11:40 am	HFP-12	ISF-2	MFT-7
11:40 - 12:00 am	HFP-14	ISF-3	MFT-8
12:00 - 01:00 pm	Lunch		
1:00 - 1:20 pm	<i>Science</i> HFP-15	<i>Science</i> HAS-1	<i>Arabic session</i> HED-3
1:20 - 1:40 pm	HFP-16	HAS-2	ISF-4
1:40 - 2:00 pm	HFP-20	HAS-3	SFI-2
2:00 - 2:20 pm	HFP-21	HAS-4	HSR-4
2:20 - 2:40 pm	HFP-22	HAS-5	
2:40 - 3:00 pm	HFP-23		
3:00 - 3:20 pm	HFP-24		
3:20 - 3:40 pm	Break/ Refreshment		
4:20 - 7:00 pm	Gala dinner, Award and Closing ceremony		

Friday, 13 July 2018	
Venue: Conference room 2	
8:30 - 9:00 am	Registration of participants, presenters and guests
9:00 - 9:20 am	Opening ceremony - Welcoming Speech by PSU Representative - Welcoming Speech by IIUM Representative
9:20 - 9:45 am	Keynote speaker: Assoc. Prof. Dr. Pakorn Priyakorn, The Director of the Halal standard Institute of Thailand Topic: "Development of Halal standard for Halal new products and services"
9:45 - 10:10 am	Keynote speaker: Mr. Man Petchvanichsakul, The Director of Halal industry Cluster of Thai SMEs Council, Thailand Topic: "The opportunity of Halal SMEs development for exportation"
10:10 - 10:35 am	Keynote speaker: Dr. Ir. Anton Apriyantono, Universitas Bakrie, Indonesia Topic: "The important of Halal innovation to develop the new Halal food products"
10:35 - 10:45 am	Break/ Refreshment
10:45 - 11:10 am	Keynote speaker: Prof. Dr. Mosaad Attia Abdel-Wahhab, Toxicology and Food Safety, National Research Center, Egypt Topic: "New Haram food additives, the awareness among Islamic countries"
11:10 - 11:35 am	Keynote speaker: Dr. Lugman Zakariyah, Kulliyah of Islamic Revealed Knowledge & Human Sciences, International Islamic University Malaysia Topic: "The aspect of Islamic law for Halal products and services in new era"
11:35 - 12:00 noon	Keynote speaker: Prof. Dr. Irwandi Jaswir, International Institute for Halal Research and Training, International Islamic University Malaysia Topic: "Development of food forensic science for halal authentication"
12:00 - 01:00 pm	Lunch
1:00 - 1:20 pm	Invited speaker: Prof. Dr. Moha Asri Abdullah, International Institute for Halal Research and Training, International Islamic University Malaysia Topic: "Halalpreneurs among immigrants and their business prospects in Malaysia"
1:20 - 1:40 pm	Invited speaker: Tati Maryati, SSi, MM, Executive Vice President Marketing PT Mutuagung Lestari, Indonesia Topic: "Halal food in developing countries with various religion: Indonesia Case"
1.40 - 2.00 pm	Invited speaker: Dr. Mehdi A. Ebrahimi, Researcher, Prince Philip Dental Hospital, The University of Hong Kong Topic: "Halal biomaterials in therapeutic and regenerative medicine: impact and importance"
2:00 - 3:20 pm	Poster session (Including Break/ Refreshment) 1. HFP-4: Texture Profile Analysis (TPA) of the Jelly Dessert Prepared from Halal Gelatin Extracted using High Pressure Processing (HPP) 2. HFP-8: Development of Porous PCL-Based Microcarrier 3. HFP-13: Microbiological Quality and Shelf Life Studies of Ready to Eat Halal Burgers Sold At Street Stalls Around Kuantan City, Pahang 4. HFP-17: Sensory and Physical Properties of Pla-duk-ra based on Open Sun and Infrared Drying 5. HFP-18: Sensory and Physical Properties of Pla-duk-ra based on Open Sun and Tray Drying



Keynote speaker 5 **Aspects of Islamic law for halal products and services in a new era: Spiritual, legal and moral dimensions**

Dr. Luqman Zakariyah

**Kulliyah of Islamic Revealed Knowledge & Human Sciences,
International Islamic University Malaysia**

Abstract

With the fast growing of Halal industry, and the expansion of the definition of Halal to include all areas of Muslims' lifestyle, there is an urgent need to build this growth on a very solid and resilient Shariah framework in order to avoid chaos and downfall in the future. While there are so many research analyses on market, economic and statistical growth of Halal and the mundane benefits of this growth, we seldom find a rigorous Shariah analysis on what each element of Halal Industry component involves.

Among the Muslim Classical Jurists, the term Halal was most often used for edible products as opposed to other evolved elements of halal in the new era. Halal products and services in the new era include halal food and its subs, halal banking and finance, halal cosmetics, halal advertisement, halal hospitality and tourism, halal logistic, to mention few.

All these components from Islamic law point may have similar general principle of permissibility, but in practice, however, particular principles are accorded to each component. This core niche area has not been well researched, and it could tantamount to chaos in the future if care is not taken.

My speech today explores aspects of Spirituality, Legality and Morality in Halal Product and Services in this time we are living. The paper elucidates the three dimensions from the sources of Islamic law. How do spirituality, legality and morality affect halal products and services in Islamic law? Why do we need to make our product and services halal from spiritual horizontal

dimension? What are the consequences of nonchalance towards adherence to this need? What is the basis for halality and haramity of products and services offered in the markets? In a compelling situation, what are the tolerable haram products and services from Islamic legal theory, and who has the legitimate power to regulate the tolerable size of haram if there exists complication between halal and haram?

The paper submits that while spiritual dimension of halal products and services serves to connect humans with his/her Creator, Allah, it also serves the purpose of healthy being, which is one of the components of Maqasid al-Shariah. The legal dimension of Islamic law on Halal products is entrusted to the authority for the regulation of human's behaviour towards his Creator and his human fellows. The moral dimension is meant for purification of souls, and helps human beings to attain the highest status of Iman. By and large, a holistic society can be created through adherence to the three dimensions of Islamic law in halal products and services in the new era.