



東京工業大学「ぐるなび」食の未来創成寄附講座

# 第二回 食のハラール性に関する 国際シンポジウム

グローバルな視点からみる宗教的規範とフードビジネス  
プログラム

"Gurunavi" Endowed Chair in Future Food, Tokyo Tech

## The 2nd International Symposium on Food Halalness

—Religious Norm and Food Business: a Global Perspective—  
Program

**主催:** 東京工業大学 大学院イノベーションマネジメント研究科  
「ぐるなび」食の未来創成寄附講座  
**後援:** 一般社団法人 食品産業センター  
**協力:** 早稲田大学イスラーム地域研究機構  
(日本学術振興会拠点形成事業(B型アジア・アフリカ学術基盤形成型))  
早稲田大学アジアムスリム研究所

**Host:** "Gurunavi" Endowed Chair in Future Food, Graduate School of  
Innovation Management, Tokyo Tech  
**Nominal support:** JFIA (Japan Food Industry Association)  
**Cooperated by:** JSPS Core-to-Core Program, B. Asia-Africa Science Platforms,  
Organization for Islamic Area Studies, Waseda University

**日時** 2014年6月17日(火曜) 10:00~

**言語** 日本語・英語(同時通訳あり)

**会場** 東工大蔵前会館 くらまえホール

**Date:** June 17, 2014 (Tuesday), 10:00-

**Language:** Japanese and English

(Simultaneous interpretation provided)

**Venue:** Kuramae Hall, Tokyo Tech Front (Kuramae Kaikan)

## プログラム

10:00～開会の辞 高井陸雄 東京工業大学「ぐるなび」食の未来創成寄附講座特任教授  
10:05～挨拶 三島良直 東京工業大学学長  
10:15～挨拶 滝久雄 東京工業大学理事、株式会社ぐるなび代表取締役会長  
10:25～趣旨説明 阿良田麻里子 東京工業大学「ぐるなび」食の未来創成寄附講座特任講師

### 10:45～12:25 第一部「グローバルなハラール肉貿易の展開」

10:45～「南米のハラールチキン:認証とグローバルビジネス」  
シェイフ・アリ・アシュカル氏  
スイスハラール ハラール認証サービス スペインマドリッド支局長  
元ラテンアメリカイスラーム普及センター宗教的責任者  
11:15～「確実なハラール体制を採用した食肉輸出の方法」  
アンワル・ガニ氏  
AgResearch研究主幹  
ニュージーランド・イスラーム組織連盟(FIANZ)会長  
11:45～コメントと質疑応答  
コメンテーター:砂井紫里氏  
早稲田大学イスラーム地域研究機構 研究助手

12:25～13:40 昼食休憩(近隣のレストランについてはランチマップをご参照ください)

### 13:40～15:20 第二部 「宗教的な食品認証をめぐる動向」

13:40～「米国におけるハラールビジネスとその認証プロセス」  
ミアン・ナディーム・リアズ氏  
米国テキサスA&M大学食物タンパクR&Dセンター所長  
14:10～「ヨーロッパ5か国におけるムスリム消費者とユダヤ消費者の食行動と認識」  
フローランス ベルゴー=ブラクラー博士  
フランス、エクスマルセイユ大学 国立科学研究センター研究員  
14:40～コメントと質疑応答  
コメンテーター:細田和江氏  
中央大学政策文化総合研究所準研究員

15:20～15:50 コーヒーブレイク、ネットワーキング

### 15:50～17:40 第三部 「宗教的規範をめぐる国際的食ビジネスの動き」

15:50～「文化・消費からグローバルに見るハラールサービス」  
ジョナサン・ウィルソン氏  
ロンドン グリニッジ大学上級研究員  
ジャーナル・オブ・イスラミック・マーケティング誌編集長  
16:20～「製造業のためのグローバルなハラール基準作成の試み」  
ダルヒム・ダリ・ハシム氏  
チタ・カピタル株式会社GCFO、  
国際ハラール統合連盟(IHI Alliance)理事、元CEO  
マレーシア国際イスラーム大学研究評議会メンバー  
16:50～コメントと質疑応答  
コメンテーター:富沢寿勇氏  
静岡県立大学国際関係学部教授;  
同グローバル地域センター副センター長  
17:30～閉会の辞 日高一義 東京工業大学 大学院イノベーションマネジメント研究科教授、  
技術経営専攻専攻長

18:00～懇親会/レセプションパーティ (ロイヤルブルーホール)

## PROGRAM

- 10:00~ Opening remark by Prof. TAKAI, Rikuo  
Professor, "Gurunavi" Endowed Chair in Future Food, Tokyo Institute of Technology
- 10:05~ Welcome address by Prof. MISHIMA, Yoshinao  
President, Tokyo Institute of Technology
- 10:15~ Welcome address by Mr. TAKI, Hisao  
Director, Tokyo Institute of Technology; Chairman and Executive Director, Gurunavi Inc.
- 10:25~ Purport by Dr. ARATA, Mariko  
Associate professor, "Gurunavi" Endowed Chair in Future Food, Tokyo Institute of Technology

### 10:45~12:25 Part 1. Global Expansion of Halal Meat Trade

- 10:45~ "Halal Poultry in South America: Certification and Global Business"  
Sh. Ali Achcar  
Head of the HALAL CERTIFICATION SERVICES/SWISS HALAL, Madrid Spain Office;  
Former Religious Responsible, Islamic Dissemination Centre for Latin America(CDIAL Halal)
- 11:15~ "A Cohesive Approach to Robust Halal System of Meat Export: New Zealand Way of Creating Efficiencies in Halal Production of Meat"  
Dr Anwar Ghani  
Senior Scientist, AgResearch  
President, Federation of Islamic Associations of New Zealand (FIANZ)
- 11:45~ Comments, Q & A  
Commentator: Dr. SAI, Yukari  
Research Associate, Organization for Islamic Area Studies, Waseda University

### 12:25~13:40 Break (Lunch Time)

### 13:40~15:20 Part 2. Current Food Certification based on Religion: Halal Food and Kosher Food

- 13:40~ "Halal Business in the United States and its Certification Process"  
Prof. Mian Nadeem Riaz  
Director, Food Protein R&D Center, Texas A&M University, Texas USA.
- 14:10~ "Eating Behaviour and Recognition among Muslim and Jewish Consumers in European Countries"  
Dr. Florence BERGEAUD-BLACKLER,  
Research fellow at CNRS (National Centre for Scientific Research),  
Aix Marseille University, France.
- 14:40~ Comments, Q & A  
Commentator: Dr. HOSODA, Kazue  
Associate Fellow, Institute of Policy and Cultural Studies, Chuo University

### 15:20~15:50 Coffee Break, Net-working

### 15:50~17:40 Part 3. Current International Food Business related with Religious Norm

- 15:50~ "A Culture and Consumption-Based Global Perspective on Halal Offerings"  
Dr Jonathan A.J. WILSON  
Senior Academic at the University of Greenwich, London;  
Editor-in-chief of the Journal of Islamic Marketing
- 16:20~ "Developing Global Halal Standards for Industry"  
Mr. Darhim Dali Hashim, BSc (Hons), A.C.A.  
Group Chief Financial Officer, Cita Kapital Sdn Bhd;  
Director, International Halal Integrity Alliance (IHI Alliance);  
Member, Board of Studies at International Islamic University Malaysia
- 16:50~ Comments, Q & A  
Commentator: Prof. TOMIZAWA, Hisao  
Professor, School of International Relations, University of Shizuoka, Japan;  
Duputy Director, Global Center for Asian and Regional Research
- 17:30~ Closing Remark Prof. HIDAKA, Kazuyoshi  
Chair, Management of Technology Major,  
Graduate School of Innovation Management, Tokyo Institute of Technology

### 18:00~ Reception Party at Royal Blue Hall, Kuramae Kaikan

## Purport

ARATA, Mariko

The purpose of this symposium is to give Japanese audience a picture of food business related to religious norms from a global perspective.

Since Tokyo was selected as the venue of 2020 summer Olympic, inbound business actors need to get ready to accommodate people with various religious backgrounds in a hurry. Outbound business actors are also interested in huge Muslim market especially in Southeast Asian countries. Halal certification bodies and halal business consultants have been rapidly increasing in Japan. However, information on food halalness is still quite limited and sometimes biased or one-sided.

This symposium will introduce cases of forerunning non-Islamic areas such as Brazil's halal poultry, Oceania's halal red meat, halal and kosher food in the United States and Europe, and other global food business including issues of integration of halal certification standard.

Dr. ARATA Mariko

Associate Professor, "Gurunavi" Endowed Chair in Future Food, Tokyo Institute of Technology.

Ph. D. (Literature) in Cultural Anthropology at the Graduate University for Advanced Studies (Soken-dai), 2006.

Main areas of research: Cultural Anthropology, Linguistics, Food Culture, Area Studies (Indonesia).

Dr. Arata has been studying Indonesian food cultures since 1996. She underwent the LPPOM-MUI training on Halal Assurance System (HAS) for internal halal management in 2012 and 2013.

Main publications: "Sekai no shoku bunka 6: Indonesia [Food Cultures in the World 6: Indonesia]", Tokyo: Noubunkyou, 2008. "Indonesia ni okeru shoku no halal no genjo (Current Situation of food halalness in Indonesia)", "Shokuhin Kogyo"57(5):30-37 etc.

## 趣旨説明

阿良田麻里子

本シンポジウムの目的は、宗教的な規範と関連したフードビジネスについて、グローバルな観点から概観することである。

東京が2020年夏期オリンピック会場に選ばれ、インバウンドビジネス業者は多様な宗教的背景をもつ人々を受け入れる準備を整えることが急がれている。アウトバウンドビジネスの業界も、東南アジアをはじめとする巨大なムスリム市場に興味を示している。日本では、ハラール認証団体やハラールビジネスのコンサルタントが急速に増加している。しかし、食のハラール性に関わる情報はいまだ非常に限られており、しばしば偏っている。

本シンポジウムでは、ブラジルのハラールチキンや、オセアニアのハラール肉、米国やヨーロッパのハラール食品やコーシャー食品など、先行する非イスラム地域の事例を紹介するとともに、その他のグローバルなフードビジネスや、ハラール認証基準の統一化の問題等を扱う。

阿良田 麻里子

東京工業大学「ぐるなび」食の未来創成寄附講座 特任講師

博士(文学)、総合研究大学院大学、専門: 文化人類学、食文化、地域研究(インドネシア)

1996年よりインドネシアの食文化について研究をはじめ、2012年12月および2013年10月にLPPOM-MUI主催による企業内監査人むけのハラール保証システム研修を受講。

著作として『全集世界の食文化6 インドネシア』(農文協2008)、「インドネシアにおける食のハラールの現状」『食品工業』57(5):30-37など。



## Part 1. Global Expansion of Halal Meat Trade

Moderator: Prof. Jonathan A.J. WILSON (For his profile, see p. 11 )

Commentator: Dr. SAI Yukari

Dr. Yukari Sai

Research Associate, Organization for Islamic Area Studies, Waseda University, Tokyo.

Ph.D. (literature) in cultural anthropology at Waseda University, 2007.

Her main research focuses on social interaction through the food and eating practices, with particular focus on Halal in Asia, especially in China, Taiwan, and in southeast Asia.

Her recent publications include '*Shokutaku-kara-nozoku-chuka-sekai-to-Islam: Fukkien-no-fieldnote-kara [Chinese food culture and Islam: From the fieldwork on eating of Muslim Chinese in Fujian province, China]*' (Mekong, 2013) and '*Shoku-no-halal [Halal Food in Various Cultural Context]*' (Waseda University Institute for Asian Muslim Studies, 2014).

### 第一部 グローバルなハラール肉貿易の展開

座長: ジョナサン・ウィルソン氏 (プロフィールはp.11参照)

コメンテーター: 砂井紫里氏

砂井紫里氏プロフィール

早稲田大学イスラーム地域研究機構 研究助手

博士(文学)

専門: 文化人類学、食事文化

主な著書に『食のハラール』(編著・早稲田大学アジア・ムスリム研究所、2014)、『食卓から覗く中華世界とイスラーム』(めこん、2013)、「アジアのイスラームへのアプローチ: 食文化研究のフィールドから」村井吉敬編『アジア学のすすめ: アジア社会文化編』(弘文堂、2010、pp.147-172)

## Sheikh Ali Achcar

Head of the Halal Certification Services/Swiss Halal, Madrid Office;

Former Religious Responsible, Islamic Dissemination Centre for Latin America

(CDIAL Halal = Centro de Divulgaca do Islam America Latina)



Ali Achcar, born and raised in Santos, Brazil from Christian Lebanese origins. Reverted to Islam in 1989. Studied Islam in Brazil in several mosques going to Madinah Al Munawarah in Saudi Arabia in 1992 graduating from The Islamic University of Madinah Al Munawarah after 9 years, where I was attending local mosques for a more traditional way to acquire knowledge. In 1992 goes to Sweden teaching Islamic Studies in two local mosques in Umea, northern Sweden and in Umea Universitet (University).

1993 back to Brazil to work along the Islamic Dissemination Centre for Latin America and the Caribbean (CDIAL) to become 1994 the religious responsible for HALAL issues in the same organization. December 2013 invited to present Islamic programs in Cordoba Internacional, in Madrid Spain, and in April 2014 starts working as a Shariah Advisor and auditor at Halal Certification Offices in Switzerland, heading the Madrid, Spain office.

Also one of the seven members of the Shariah Council in the World Halal Food Council, based in Indonesia an organization encompassing more than 70 halal certification bodies.

### "Halal Poultry in South America: Certification and Global Business" 「南米のハラールチキン: 認証とグローバルビジネス」

Brazil is a land of contrasts. One country with different cultures, peoples, ethnicities, religions, dialects. We can say that Brazil is unique in our blue planet. We have all types of soil, all types of climates and therefore, massive production numbers. In one year, Brazil slaughtered more than 200 million chicken, cattle slaughterhouses slaughtering 1400, 1500 heads a day is quite common. The largest coffee producer in the world, the larger sugar cane producer in the world... Brazil is a huge, I mean huge producing country.

Mixing Brazil's capacity of production and Its social diversity we came to be the largest halal producer in the world, even though the Muslim population of Brazil is no more than 800 thousand faithful according to some sources. Official numbers are 23.000 thousand, but my personal experience says around 500.000, if that. There are no official Islamic statistic on the matter, for the Muslims in Brazil are not an organized group. They have no political voice, no social influence and they are sometimes very far from their own religious faith, their own religious values.

In this heterodoxal scenario, some work was organized, with the influence and demand from some Arab countries through their embassies and a prototype of a certification body was created in São Paulo, in the early eighties. This certification body was to become a huge certification body in the Brazil, in halal export volumes. The CDIAL HALAL was created first to attend Saudi Arabian demands on poultry slaughter and is today the biggest certification body in the world.

Still, the greatest Christian country in the world is able, through an important minority, to give the Islamic world a big slice of its source of sustenance according to its own standards in parameters.

Improbable but possible, improbable but real.

## Dr Anwar Ghani MNZM JP

Senior Scientist, AgResearch, Ruakura Research Centre, Hamilton New Zealand  
President of Federation of Islamic Associations of New Zealand (FIANZ)  
Chairman of Halal Advisory Council, New Zealand, Director Food Protein R&D Center



*B.Sc. (Honours) Agriculture and Animal Husbandry- Major in Agriculture Chemistry,*  
M.Sc (Honours) Microbiology and Soil Science, University of Waikato, New Zealand  
Ph.D (Soil Chemistry), University of Canterbury, New Zealand

Dr. Anwar Ghani is the current President of FIANZ, an umbrella national organization of Muslims in New Zealand. FIANZ was established in 1979 to provide strong and cohesive support and advocacy for Muslims in New Zealand. It is also one of the premier certifier of Halal foods in New Zealand. Currently, FIANZ is the sole certifier of the Halal meat exported from New Zealand to Kingdom of Saudi Arabia, United Arab Emirate (UAE) and Kuwait.

Dr. Ghani has been involved with the New Zealand Halal products industry for over 25 years and is regarded as one of the experts on Halal standards. He works as a Senior Environmental Scientist at AgResearch, Ruakura Research Centre, which is one of the largest research institutes in the country. He has written over 75 scientific publications on a range of topics and holds two patents. He was appointed as the inaugural Chairman of the Halal Standards Advisory Council which has been set up by the Government of New Zealand in 2010 for providing advice and setting up standards on all matters dealing with Halal food through Ministry for Primary Industries. He was conferred a title of Justice of Peace in 1996 by the Government of New Zealand and was awarded with the national title of Member of New Zealand Order of Merit in 2004 by the Government of New Zealand for his services to Muslims and interfaith communities.

### "New Zealand Meat for Muslim Markets: A robust system for ensuring Halal compliance" 「ムスリム市場向けのニュージーランド肉ハラールコンプライアンスを保障する確実なハラール体制」

New Zealand is well known globally for its high quality meat and dairy products. As the United Kingdom imposed a quota system in mid-seventies for maximum allowable tonnage for the New Zealand meat, therefore alternative markets were needed where some of the surplus meat could be sold. Muslim markets were then seen as a good segment of the market and export to Muslim markets started in 1977-78. Iran remained the major Muslim market for New Zealand sheep meat for a period between 1980 and 1985. Then markets in GCC region, Malaysia, and Indonesia opened up and at present Halal meat from New Zealand is exported to over 45 different countries.

Historically, Halal slaughtering of bovine and ovine in New Zealand was the result of diversification forced upon the industry and currently approximately 10% of the total meat is export as halal. This is a significant market that is highly regarded by meat industry and the Government of New Zealand. For this reason, the New Zealand Food Safety Authority (NZFSA) instituted a law under "Halal notice" in 2010 to ensure that meat plants exporting to Islamic markets meet the requirement in a consistent manner across the industry.

One of the leading organization that certifies meat and other processed food items as Halal is the national Muslim umbrella organization called FIANZ which has a robust Halal auditing system which is supported by an Ulema Board, highly experienced and well qualified technical experts, and well trained and experienced supervisors and qualified practicing Muslim slaughtermen. FIANZ as an independent Halal certifying authority is recognized by the New Zealand primary industries and the government of New Zealand. It conducts a thorough regular inspection of Halal premises to ensure that all aspects are fully compliant. FIANZ does this by being involved in the careful selection of Muslim slaughtermen, providing them adequate training, and through the regular inspection of all aspects of Halal meat production from pre-slaughter stunning, through to the fabrication of carcasses and storage of the end products.

The aim of this paper is to give a brief history of Halal meat export from New Zealand to global markets and provide an insight into the development of Halal certification system, including standards and quality assurance and to highlight the importance of working closely with authorities from importing countries to ensure full Halal compliance of all products.

## Part 2. Current Food Certification based on Religion: Halal Food and Kosher Food

Moderator: Mr. Darhim Dali Hashim (For his profile, see p.12)

Commentator: Dr. HOSODA, Kazue

Dr. HOSODA, Kazue

Associate fellow, Institute of Policy and Cultural Studies, Chuo University.

Adjunct researcher, Organization for Islamic Area Studies, Waseda University.

Her specialization is contemporary Israeli/Palestinian culture (mainly literature). She earned a Ph.D. from Chuo University in 2012

Her recent publications include 'Kosher in Israel: An Examination of Kosher Symbols and Certifications', In "Islam and Multiculturalism: Coexistence and Symbiosis", Organization for Islamic Area Studies, Waseda University, 2014, pp.183-186 etc.

### 第二部 宗教的な食品認証をめぐる動向: ハラール食品とコーシャー食品について

座長:ダルヒム・ダリ・ハシム氏(プロフィールはp.12参照)

コメンテーター:細田和江氏

細田和江氏プロフィール

中央大学政策文化総合研究所 準研究員

早稲田大学イスラーム地域研究機構 招聘研究員

博士(学術)

専門: イスラエル文学／文化、イスラエル／パレスチナ地域研究

イスラエル／パレスチナの現代文学研究をはじめとして、同地域の文化的事象(演劇、映画、現代美術など)に着目した研究を行っている。加えて、昨年からはイスラエルにおけるコシエル認証の実態とその背景に関する調査について各所で報告を行なっている。

主な著作として「イスラエルにおける少数派の文学言語:アラブ人作家アントン・シャンマースとサイド・カシュアアのヘブライ語選択」(中央大学政策文化研究所年報18号、2014年掲載)、『Kosher in Israel: An Examination of Kosher Symbols and Certifications', In "Islam and Multiculturalism: Coexistence and Symbiosis", Organization for Islamic Area Studies, Waseda University, 2014, pp.183-186など。

## Mian Nadeem Riaz Ph. D.

Director Food Protein R&D Center  
Graduate Faculty, Food Science and Technology Program  
Texas A&M University, College Station, Texas 77843-2476, USA  
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Dr. Mian Nadeem Riaz obtained his B.Sc. (honors) in Agriculture majoring Food Technology and his M.Sc. (Honors) in Food Technology at the University of Agriculture, Faisalabad, Pakistan in 1987. He got his Ph.D in Food Science and Nutrition from the University of Maine, Orono, Maine, USA in 1992. He was the first Ph.D in Food Science from this university. He began working at Texas A&M University in 1992 as a research scientist and graduate faculty. Currently, he is the Director of Food Protein R&D Center, Graduate Faculty of Nutrition and Food Science and head of the extrusion program. He wrote the only book on Halal Food Processing, which is being used all over the world. This book has been translated in to Chinese and Persian languages. Currently he teaches religious and ethnic food to food science and nutrition students at Texas A&M University. He also published three book chapters and 20 papers related to Halal ingredients, certification, halal market, etc. He is also a frequent speaker for Halal conferences, seminars and congresses. Dr. Riaz has given more than 45 talks on Halal in Australia, Canada, Columbia, Ghana, Greece, India, Ivory Coast, Japan, Kuwait, Malaysia, Mexico, Pakistan, Saudi Arabia, Thailand, United Arab Emirates and USA.

### "Halal Business in the United States and its Certification Process" [米国におけるハラールビジネスとその認証プロセス]

Demand for Halal certified foods is increasing in the USA, due to increase in Muslim population, increased awareness about food ingredients as well as younger generation becoming more conscientious than their predecessors. . There are varying estimates of the Muslim population in the USA but most surveys estimate is to be around 8.5 million. According to the Islamic Food and Nutrition Council of America the US halal market in 2013 was estimated at \$18.70 billion. Several progressive food companies have realized the importance of this opportunity and there businesses have expanded as results of catering Halal consumer needs.

The halal certification process starts with choosing an organization that meets the needs for the markets to be serviced or is acceptable to the country of import. The process starts with filling out an application explaining the production process; the products to be certified; and regions in which the products will be sold/marketed, along with specific information about the component ingredients. Halal Certification in USA also has bearing on the global trade.

There are more than 2 billion Muslims living around the world today, making up 27% of the global population. If current population trends continue, Muslims will make up to 30% of the world's total projected population of 8.5 billion in 2030. There are several estimates for the Halal food trade and market. According to some estimate current trade of Halal food is more than \$2 trillion making it one of the fastest growing consumer segments in the world. Halal food market alone – which accounts for 12% of global trade, is estimated at US \$635 billion per year.

## Dr. Florence BERGEAUD-BLACKLER

Anthropologist PhD; Research fellow at CNRS (National Centre for Scientific Research) , Aix Marseille University  
Contact : florence.blackler@gmail.com



Florence Bergeaud-Blackler holds a PhD in Anthropology. She is research fellow at CNRS; research associate at the Institute for Research on the Muslim and Arab World (IREMAM) CNRS-Aix-Marseille University.

She was previously Marie Curie fellow at the ULB (Belgium), research associate at the University of Manchester, Research Associate at the Maison Française d'Oxford and invited at the St Cross College, Oxford University (UK).

Her most recent research focuses on several areas, including sociology and anthropology of food and food practices. She examines in particular the study of social and legal conditions of production of "sharia compatible" food in the European industrial context. Her numerous publications have focused on the social determinants and institutional conditions for the production of trust, on the production regulation and consumption of so-called "ritual" (halal and kosher) food in a context of globalization. She has led several research projects in France and Europe, and participated in expertise cooperation with policy makers, economic actors and NGO for better inclusion of animal welfare in the public policies. Geographic area: Europe, Maghreb.

### "Eating Behaviour and Recognition among Muslim and Jewish Consumers in European Countries" [ヨーロッパ5か国におけるムスリム消費者とユダヤ消費者の食行動と認識]

I will expose some of the main results of a survey which was organized in the frame of the DIALREL European project.

This survey addressed consumer concerns, knowledge, and information relating to religious slaughter process and halal and kosher products, by gathering information and carrying out consumer studies in EU countries (Belgium, France, Germany, United Kingdom, Netherland) and associate countries (Israël, Turkey) using the method of focus group.

In particular, the following issues have been addressed: consumer opinion on religious slaughter methods and animal welfare issues; consumer knowledge and acceptance of pre and post-slaughter stunning methods; consumer attitude to certification; labeling and mislabeling.



## Part 3. Current International Food Business Related with Religious Norm

Moderator: Prof. Mian Nadeem RIAZ (See page 8)

Commentator: Prof. TOMIZAWA Hisao

Dr. TOMIZAWA Hisao

Professor, School of International Relations, University of Shizuoka, Japan

Deputy Director, Global Center for Asian and Regional Research

Vice-President, Univ. of Shizuoka (2011-2013); Dean, Faculty of International Relations (2009-2011). Ph.D. in Cultural Anthropology (University of Tokyo, 2002)

His main field of study is Southeast Asia, especially Malay Muslim society in and around Malaysia. He has been engaged in anthropological research on halal industry since 2007, conducting fieldwork in Southeast Asia, Middle East, North Africa, PRC, Taiwan and other areas. His recent outcome of research on halal industry includes: (2007) 'Globalization or Counter-Globalization? : The Meanings of the Contemporary Halal Industry in Southeast Asia'. (in Japanese) Shigen-jinruigaku (Anthropology of Resources), vol.4. Tokyo: Koubundou. / (2012) 'Cooperation and Competition: Contemporary Situation and Related Problems over the Global Standard of Halal Industry' (in Japanese) Tokoro et al.(eds), *Islam in Southeast Asia*. Research Institute for Asian and African Studies, Tokyo University of Foreign Studies, and so on.

For details of his CV: [http://eng.u-shizuoka-ken.ac.jp/outline/researcher\\_list/003/index.html](http://eng.u-shizuoka-ken.ac.jp/outline/researcher_list/003/index.html)

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### 第二部 宗教的な食品認証をめぐる動向: ハラール食品とコーシャー食品について

座長:ミアン・ナディーム・リアズ氏 (p.8参照)

コメンテーター:富沢寿勇氏

富沢寿勇氏プロフィール

静岡県立大学国際関係学部教授、同グローバル地域センター副センター長

静岡県立大学副学長(2011-2013)、同国際関係学部長(2009-2011)などを歴任。

博士(学術)(東京大学)。専門はイスラーム圏東南アジアを中心とした文化人類学研究で、2007年頃からハラール産業の本格的な調査研究を開始し、東南アジア、中東、北アフリカ、中華人民共和国、台湾などでハラール産業の現状について実地調査と比較研究を続けている。ハラール関連の最近の著作物として、2007年「グローバリゼーションか、対抗グローバリゼーションか?:東南アジアを中心とする現代ハラール産業の立ち上げとその意義」小川了(編)『躍動する小生産物』(資源人類学04)、弘文堂/2012年「連携と競合—ハラール産業のグローバル基準をめぐる現状と課題」床呂郁哉・西井涼子・福島康博(編)『東南アジアのイスラーム』東京外国語大学アジア・アフリカ言語文化研究所、などがある。

[詳しいプロフィールは、右記参照。<http://db.u-shizuoka-ken.ac.jp/show/prof90.html> ]

## Dr. Jonathan A.J. Wilson

Marketing Faculty, Business School, University of Greenwich, London

Editor-in-chief, Journal of Islamic Marketing



Dr. Jonathan A.J. Wilson is an academic, consultant, speaker, and journalist with industry experience spanning 20 years. His varied experiences, which include being a chemistry and life sciences graduate, alongside a career in advertising, have taken him throughout Europe, the Muslim world, and Asia.

Jon is Editor-in-Chief of the Journal of Islamic Marketing; blogs for the Huffington Post; writes for Zawya Thomson Reuters, and Aquila Style magazine (Singapore); and is an Associate Member of the UK All Party Parliamentary Group (APPG) on Islamic Finance and Diversity in Financial Markets.

Over the last 5 years, Jon has spoken at conferences on over 85 occasions to academics and practitioners internationally; and has published over 140 pieces of work. He has received media coverage from amongst others: Amilin TV, Astro Awani, BBC, The Guardian (UK), Republika, Sky News Arabia, Thomson Reuters, and The Times (UK).

Jon also practises Iaido and Kendo under Fujii Okimitsu Sensei; and has written and spoken widely about the common ground between Muslim and Japanese culture and the potential opportunities available to harmonise cultural and business practices.

### "A Culture and Consumption-based Global perspective on Halal Offerings" 「文化および消費からグローバルに見るハラールサービス」

Dr. Wilson aims to share his thoughts and findings concerning the global impact of certifying and branding commodities as Halal, and the growing usage of Halal branding beyond food and finance (meat and money). His work draws from continuing iterative in-depth interviews with industry practitioners, certification bodies, and thought leaders over the past five-years.

At its most basic level Halal is an Arabic word which means permissibility of actions and consumption, as outlined by Islam. The majority view is that Halal is the norm and Haram (impermissible actions and consumption), or non-Halal, is the exception.

Whilst scholars concur with this construct as a general principle, Dr. Wilson argues that the recent phenomenon of creating Halal logos and branding strategies have created both opportunities and challenges, which are changing classical interpretations and understanding of what Halal is – where norms and exceptions are being reversed increasingly in consumers. So much so, that Halal branding is now also practiced in countries with almost exclusive Muslim majorities.

A focus of Dr. Wilson's talks is to encourage new conceptual arguments of relevance and practical use when creating Halal branded commodities, with additional consideration given to the Japanese experience.

## Darhim Dali Hashim BSc.(Honours)

Group Chief Financial Officer of Cita Kapital Sdn Bhd.

Director, Former CEO, Board of Directors of International Halal Integrity Alliance Ltd.

Member, Board of Studies at International Islamic University Malaysia



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Darhim Dali Hashim is currently the Group Chief Financial Officer of Cita Kapital Sdn Bhd, responsible for overseeing a portfolio of companies in various sectors. He also serves on the Board of Directors of International Halal Integrity Alliance Ltd (IHI Alliance), where he was previously the Chief Executive Officer. IHI Alliance is an international non-governmental organisation created to uphold the integrity of the Halal market concept in global trade through recognition, collaboration and membership.

Darhim brought the Halal agenda to the global stage as CEO of IHI Alliance. Through a strategic collaboration with the Islamic Chamber of Commerce & Industry, he secured a mandate to develop an international Halal standard and regulatory framework under the auspices of the Organisation of Islamic Cooperation (OIC). He has been invited to share his knowledge and experience on various media and was also interviewed for leading publications namely Time, Forbes and The New York Times. Darhim has been a regular speaker at numerous Halal-related conferences and events covering 23 countries. He also sits on the Board of Studies for the Institute of Halal Research and Training at International Islamic University Malaysia (IIUM).

Darhim graduated with a BSc.(Honours) degree from the University of Bristol, United Kingdom and subsequently qualified as a member of the Institute of Chartered Accountants in England and Wales.

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## Developing Global Halal Standards for Industry 「製造業のためのグローバルなハラール基準作成の試み」

The global Halal food industry is estimated to be worth over USD600 billion annually. Producers of consumer goods and food services all over the world are eager to serve this huge market of 1.6 billion Muslims worldwide. The main challenge for these businesses is knowing how to comply with the requirements for a product to be Halal.

This is where the role of Halal standards comes in. During the inaugural World Halal Forum in 2006, the first multi-stakeholder event on Halal, the overall outcome was a desire for a Global Halal Standard. This led to the formation of the International Halal Integrity Alliance (“IHI”) which was tasked with developing such a standard.

Industry players serving the Halal sector faced difficulties due to multiple standards and requirements/import protocols, which varied from country to country. Similarly, Muslim consumers were also confused by the many different halal logos on product labels.

Whilst a global standard would be an ideal solution, the actual situation and challenges are much more complex. The rules on Halal food in particular are typically regulated in the importing countries (being Muslim majority countries) whereas they are not regulated in the exporting countries (which are typically non-Muslim majority e.g. Brazil, Australia and Canada). This disparity has led to misunderstanding and even a breakdown in trade.

Although there is no immediate solution in sight, there are real efforts underway to work towards it. What is crucial for its success is transparency and clear communication to all stakeholders involved.