

### Singapore Halal Market

A Perspective by **MES in Singapore** 

In Conjunction with 2<sup>nd</sup> Intercontinent Talk, International Islamic Economic Topical Conference & Talk Diversity in Harmony

Menggali & Mengoptimalkan Peluang Ekspor Produk Halal Indonesia di Pasar Global



Mohd Khair Md Noor
Ketua Umum PWK MES
CEO, Chief Consultant & Master Trainer
SuChi Halal Consultants,
A Strategic Business Unit of
SuChi Success Initiatives Pte Ltd



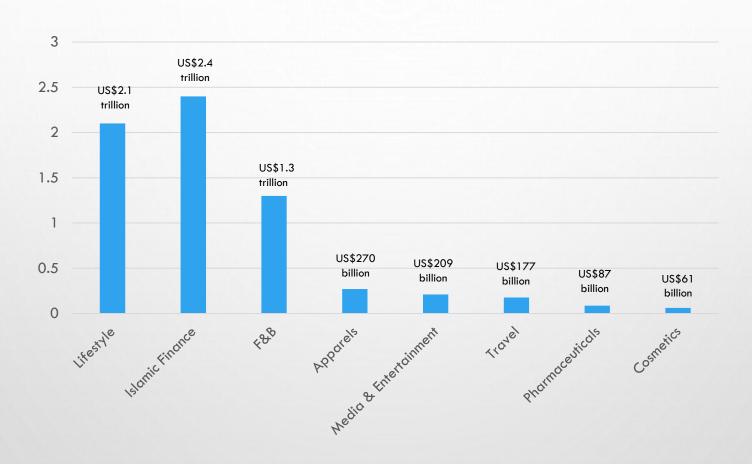


The New Trademark For Quality Affirmation

### Global Perspective



# State of the Global Halal Economy



#### **Growth Of Halal Food Sector**

Muslims expenditure on F&B grows at 6.1%, and is forecast to reach



by 2023

## Growth Drivers: Fastest Population Growth







1.8 Billion Muslims

3.0 Billion Muslims

## Growth Drivers: Youngest Population

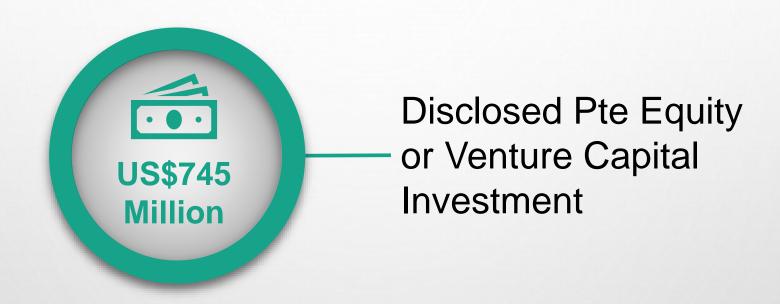


Islamic World

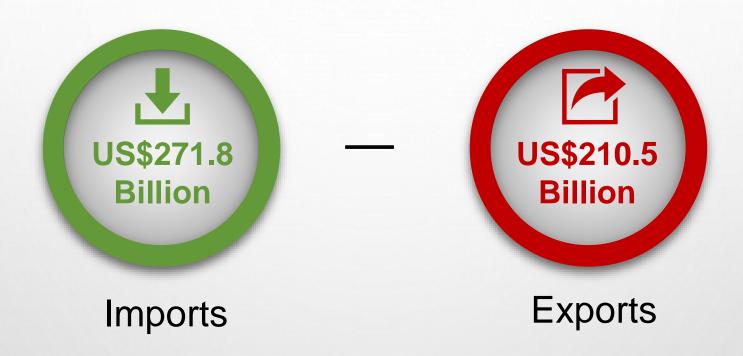


Rest of the World

# Growth Drivers: Notable Islamic Economy Investment



## Growth Drivers: Significant Trade in Islamic Lifestyle Product





## Regional Perspective

- Southeast Asia "Goldmine" for halal sector businesses. (Euromonitor)
- Population size and purchasing power translate to good market prospects in ASEAN.
- Among the highest population growth forecast in the world (Indonesia and Malaysia).
- o High income growth projection.





## Singapore Snapshot



### The Singapore Advantage

- Competitive corporate tax environment (17%)
- Most extensive network of FTAs in Asia
- Extensive connectivity drives speed to market
- Asia's hub for consumer's business
- Location for Asian R&D by brand owners
- A vibrant eco-system of partners for innovation
- Capabilities in Asian consumer insights
- Product development capabilities across value chain
- Capabilities in packaging, design & branding
- Supported by a robust pipeline of commercial & technical talent





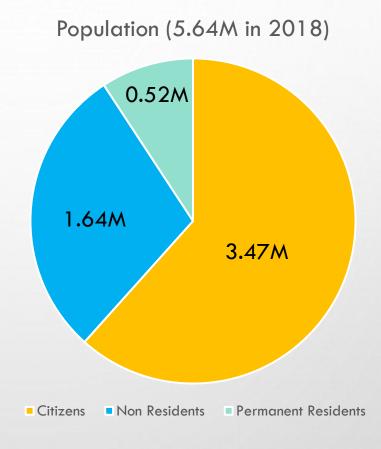


 'Halal Certification' is an award of endorsement by an islamic body verifying that a product is suitable for Muslims. In Singapore, halal certification is solely administered and regulated by the Majlis Ugama Islam Singapura (Muis), also known as the Islamic Religious Council of Singapore.



### Halal Food Sector is Rising in Singapore Due To:

Cosmopolitan
 make-up: expats,
 workforce and
 Muslim population
 (13.3% of
 population).



# Halal Food Sector Is Rising In Singapore Due To:

power - according to AT Kearney,
Singapore is one of the countries with a Muslim population with the highest purchasing power.



### Halal Food Sector Is Rising In Singapore Due To:

4) Geography: according to Salaam Gateway report, Singapore is an ideal hub for halal food production, trading and re-export as it is close to Muslim-majority Malaysia and Indonesia, with a highly developed logistics infrastructure for global trade & the quality of Singaporemade products and MUIS halal certification.



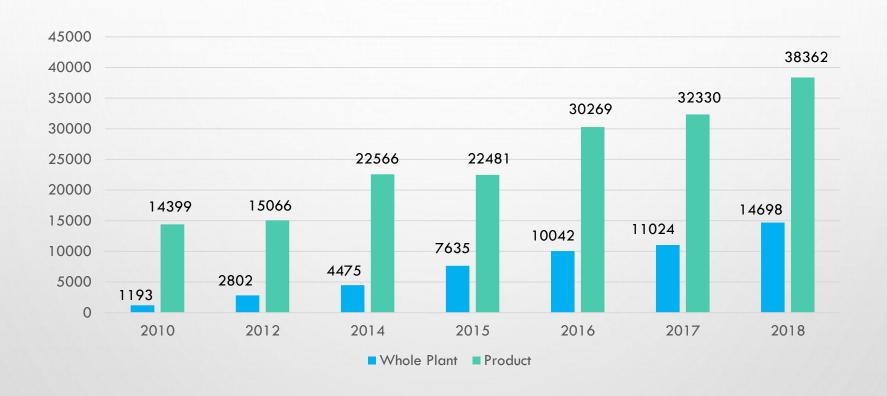
### Halal Food Sector Is Rising In Singapore Due To:

#### 3) Tourism:

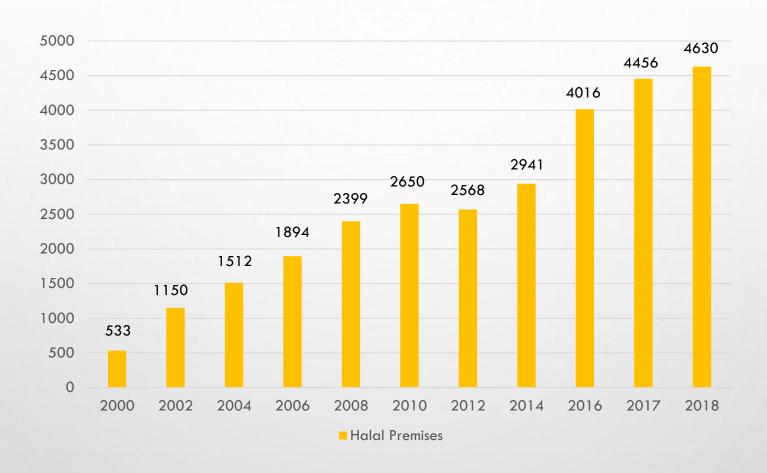
Singapore is the most "friendly" non-Muslim destination for Muslim tourists in 2015 in a Crescent Rating's Global Muslim Travel index (GMTI).



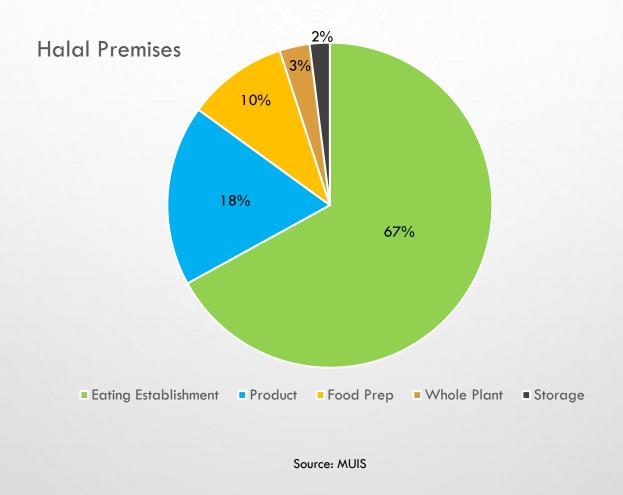
## Number Of Halal Certified Products (Doubled In The Past 5 Years)



## Number Of Halal Certified Premises (57% Increase In The Past 5 Years)



#### 18% Certified Premises Are Manufacturers



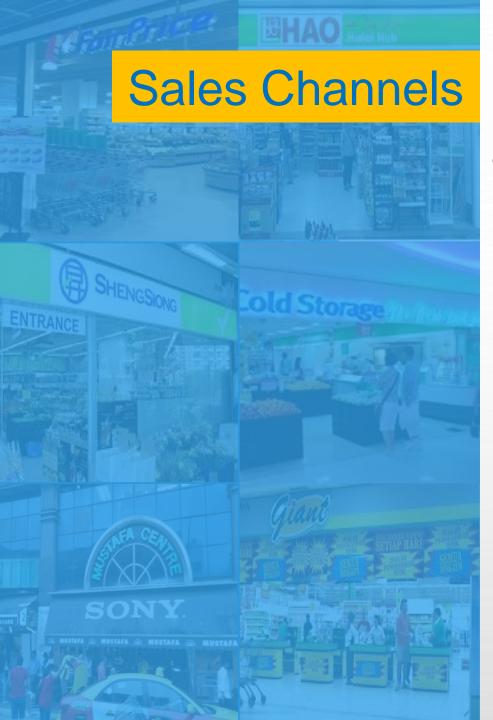


#### Muslim-owned Establishment Scheme

- Administered by the Singapore Malay Chamber Of Commerce And Industry (SMCCI)
- Only establishments with owners who are majority Muslims are eligible.
- A Muslim-owned enterprise hasn't necessarily undergone the rigorous and stringent process of halal certification.
- Compulsory training for applicants to learn and check the status of every ingredient used in the food production kitchen as well as check if there are any possibilities or threats of halal food production being contaminated with non-halal ingredients.
- Available for long term or short term scheme such as F&B exhibitions or roving bazaars.







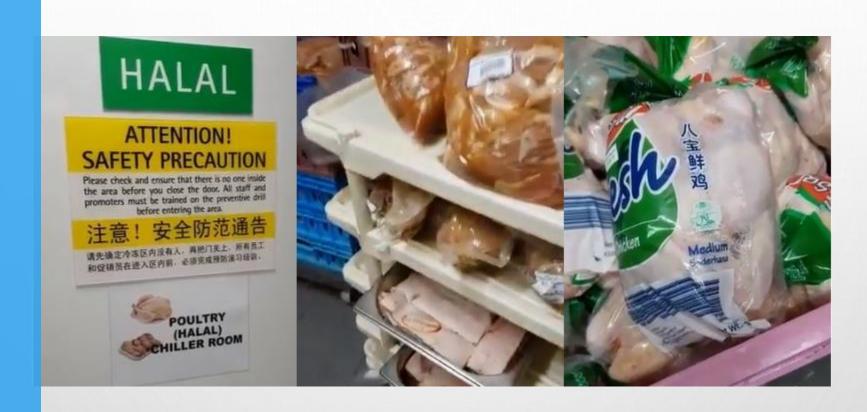
#### Retail

- Halal food products are mainly distributed via supermarkets:
  - NTUC fairprice supermarket (230 outlets)
  - Cold Storage supermarket (48 outlets)
  - Sheng Siong supermarket (58 outlets)
  - HAO Group (46 Outlets)
    - HAO Halal Hub
    - HAO Mart
    - HAO Mega Mart
    - Eccellente by HAO
  - Giant supermarket (60 outlets)
  - Other independently managed supermarkets

### Halal Products NTUC



## Halal Products NTUC



### Halal Products Giant



### **HAO Supermarkets**



### **HAO Supermarkets Distribution**



## HAO Central Distribution & Business Hub (Coming Soon)





#### **Food Service**

The food service market is an important segment. In Singapore there are more than 3000 Halal-certified F&B establishment.

- The food service segment includes:
  - Café & Restaurants
  - Catering











#### Sales Channels

#### **Food Service**

The food service market is an important segment. In Singapore there are more than 3000 Halal-certified F&B establishment.



HOME

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PROMOTIONS

LOCATIONS

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**VIEW OUR MENU** 

#### Sales Channels

#### **Food Service**

The food service market is an important segment. In Singapore there are more than 3000 Halal-certified F&B establishment.





strategic business planning and

finance management across

multidisciplinary fields.



Mr Benny Se Teo is the first Singaporean who interned at Jamie Oliver's Fifteen in London. He is responsible for menu creation, menu engineering and kitchen workflow designing.

#### Sales Channels Food Service



#### E(18HTEENCHEF5® Good People Great Food











The food service market is an important segment. In Singapore there are more than 3000 Halal-certified F&B establishment.



## Sales Channels



### **Food Service**

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## Sales Channels

### **Food Service**

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- Hotels with Halal Restaurant such as:
  - The Landmark at
  - Saltwater at Village Hotel Changi
  - 21 on Rajah at Days Hotel
  - Rumah Rasa
  - Katong Kitchen at Village Hotel
     Katong
  - Le Bistrot de L'olive at V
     Bencoolen Hotel Singapore
  - Kintamani at Furama Riverfront Hotel
  - Carousel at Royal Plaza on Scotts



HOTELS WITH HALAL RESTAURANT



Aquamarine at Marina Mandarin Hotel



## HOTELS WITH HALAL RESTAURANT



Asian Market Cafe at Fairmont Singapore



## HOTELS WITH HALAL RESTAURANT



The Landmark at Village Hotel Bugis



## HOTELS WITH HALAL RESTAURANT



Carousel at Royal Plaza on Scotts



GLOBAL B2B ECOMMERCE PLATFORM

**2G2E & ONEGRIX** 

## GLOBAL GROWTH ENTERPRISE ECOSYSTEM (2G2E)

#### **OBJECTIVE**

2G2E aims to promote and export selected Indonesian products to the world.

2G2E will be a public-private sector collaboration, supported by relevant stakeholders in the government and trade industry of Indonesia,



#### **RATIONALE**

The world is changing constantly at a rapid pace, complicated further by technology growth which is disrupting companies, industries, and the way businesses are done. Competition is more intense than ever.

In this environment, companies need to improve capabilities, act nimbly and expand into new markets.

2G2E is formed for this purpose. It will be a public private partnership initiative to complement national-level initiatives to help export selected Indonesian products to the world.

#### WHAT 2G2E IS

2G2E will focus on selected products with a global appeal, but have yet to fully tap their full potential as global products. Some of these products include:

- a) Agricultural products
- b) Livestock
- c) Frozen Food
- d) Processed meat
- e) Coffee and tea
- f) Spices



#### **2G2E's FOCUS**

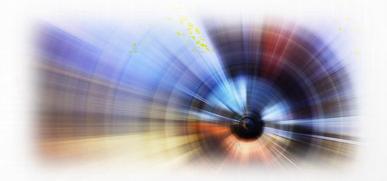
2G2E recognizes that MSMEs and the Petanis are the heartbeat of every economy, of the Indonesian Economy. Our goal is to empower these producers and assist them to trade globally.



Internationalising Indonesian products as trusted quality global exports.

#### **STRATEGIC POSITIONING**

Enabling Indonesian products into the global markets.



#### **CORE FUNCTIONS**

In pursuance of its vision, 2G2E will perform the following core functions:

- 1) Identify products for global exports
- 2) Educate product stakeholders on export potentials and risks
- 3) Ensure products are exports-compliant, meeting international standards
- 4) Value-add product specifications, labelling and rebranding
- 5) Identify and assess global markets & their import requirements
- 6) Create an integrated access to logistics, distribution and shipping facilities
- 7) Create access to exports financial facilities and trade instruments

# 2G2E FRAMEWORK OF STAKEHOLDERS

Five critical stakeholders for successful launch:

- 1) Ready Buyers
- 2) Ready Suppliers
- 3) Ready Products
- 4) Ready Enablers
- 5) Ready Systems





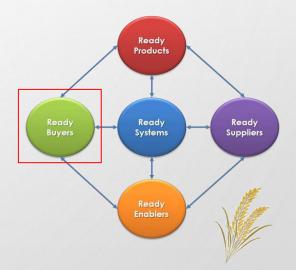
For this Pilot Project, 2G2E will create access to more than 20,000 buyers from the following regional markets:

- Europe
- Africa
   Middle East
   China

These buyers form part of our network via our affiliation with ITC, WTO. The

buyers are from the following trade clusters:

- Food Product (CPG)
- **Agriculture & Dairy Products**
- Whole Fruits
- **Premix**
- Cereals & Beverages (Tea & Coffee)





Upon the recommendation of the Panelist of Advisors, some 100 suppliers will be invited to participate in this Pilot Project.

Participating Suppliers can only be accepted upon fulfilling the following conditions:

- Are from the same trade clusters as buyers
- Export-ready
- Products-ready
- Meet trading requirements of destination countries
- Comply with the platform & technology requirements of 2G2E

Ready Products

Ready Systems

Ready Suppliers

Ready Suppliers

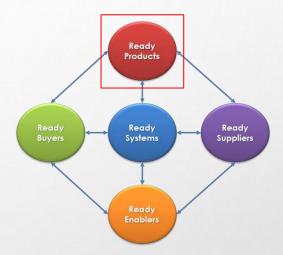
Suppliers participating in this scheme will enjoy grants, financial assistance and other incentives schemes made available in this Pilot Project.



Products to be traded in this Pilot Project must have the following requirements:

- Halal Certification
- Agri Food Certification
- Export Permits
- MOQ
- Labelling
- Packaging

2G2E will work together with existing service providers in Indonesia to ensure participating Suppliers meet these requirements.







Enablers here refer to Government agencies and their services, which 2G2E will mobilize to support Suppliers (SMEs) participating in the Pilot Project.

2G2E will work with these Enablers to align the following programs and services to make Suppliers export-ready:

- Soft-Skilling Courses
  - Export Marketing
  - Product Labelling
  - Product Re-Packaging
  - Halal Compliances
- Hard-Skilling Courses
  - Digitisation & E-Commerce Market
  - Technology-Platform User Skills
- Grants & Financial Support Schemes





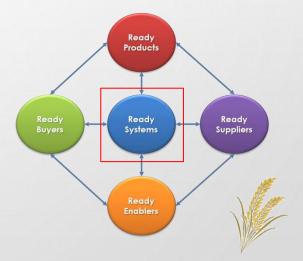
#### Our systems are ready to perform the following:

- Connect sellers and buyers worldwide with a few clicks of the keyboard
- Create immediate access to sellers to penetrate new markets, in compliance with buyers' import regulation
- Product traceability (for food security) from farm to fork
- Product traceability for halal authenticity and compliance
- Provide immediate access to logistics and shipment for buyers and sellers across the world
- Provide payment solutions via escrow arrangement to international trade financing









### ... HOW DIFFERENT ARE WE FROM THE COMPETITION?

#### **ONEAGRIX: PROVEN & TESTED**

ONEAGRIX list of clienteles from countries in Middle East, Europe and Africa, attest to our credibility. Some of these MNCs clients include:

CURRENT CLIENTELESES	PIPELINE CLIENTELES S
<ul><li>Nestle</li><li>Switz Group</li></ul>	<ul><li>PepsiDRC</li><li>Pioneer Foods</li></ul>
<ul><li>Cape Karoo</li><li>Srinivasa Farms</li></ul>	<ul><li>Astral Foods</li><li>Al-Rajhi</li></ul>

Strategic partners working with us further affirm this:

STRATEGIC PARTNERS RS	
<ul> <li>Merck</li> <li>DP World</li> <li>International Trade Center (a UN/WTO mandate)</li> </ul>	<ul><li>AFASA</li><li>Wesgro</li><li>Escrow.com</li></ul>



### ... HOW DIFFERENT ARE WE FROM THE COMPETITION?

#### **ONEAGRIX NOTABLE MENTIONS**

Our Collective Credentials Include Notable Mentions In:

- World Economic Forum's Blockchain Deployment Toolkit as a Supply-chain use case and Ecosystem builder.
- Standing Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation (COMCEC) - Evaluation and implementation of an OIC-wide food provenance system
- Official-partnership with International Trade Centre (World Trade Organisation mandate)
- State of the Global Islamic Economy Report, editions 2018/19 & 2019/20 on Pushing the Sustainable Development Goals (SGDs) and Halal Food Traceability.

WØRLD

ECONOMIC



















## Online Halal Focus Groups in Singapore



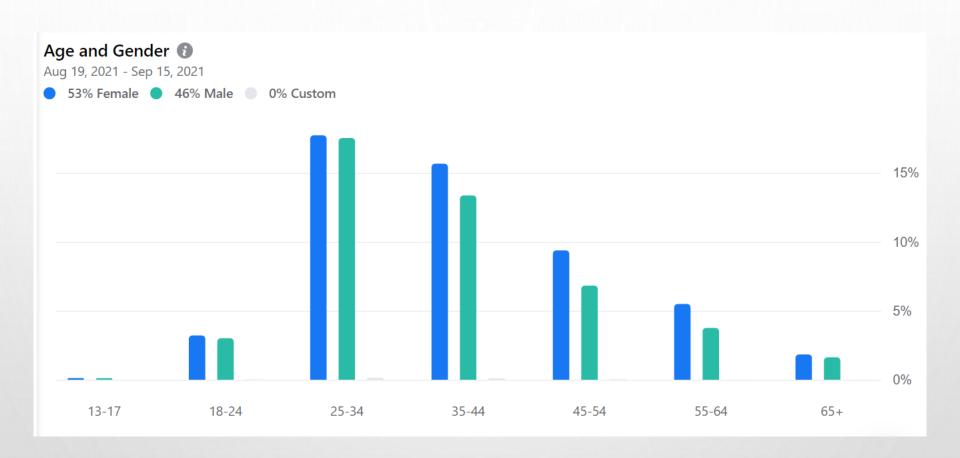
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## Halal Café & Restaurant in Singapore



- More than 130,000 members
- This group is a community of people who are keen to see the growth of the halal F&B sector, either as consumers, consultants or business owners.
- One of the most active groups with almost 80,000 engagements (posts, comments and reactions) monthly.

### **HCRS Members Profile**



### **HCRS Members Profile**

Top Countries	
Singapore	140,331
Malaysia	16,111
Indonesia	2,817
India	1,349
Myanmar	948
Bangladesh	864
Australia	665
Philippines	648
Brunei	623
Cambodia	484

Top Cities	
Singapore, Singapore	139,928
Johor Bahru, Johor, Malaysia	3,968
Kuala Lumpur, Malaysia	1,756
Shah Alam, Selangor, Malaysia	817
Yangon, Myanmar	581
Batam, Riau Islands Province, Indonesia	481
Bandar Seri Begawan, Brunei	452
Malacca City, Malacca, Malaysia	424
Dhaka, Dhaka Division, Bangladesh	124
Jakarta, Indonesia	ر <u>ئ</u> 399



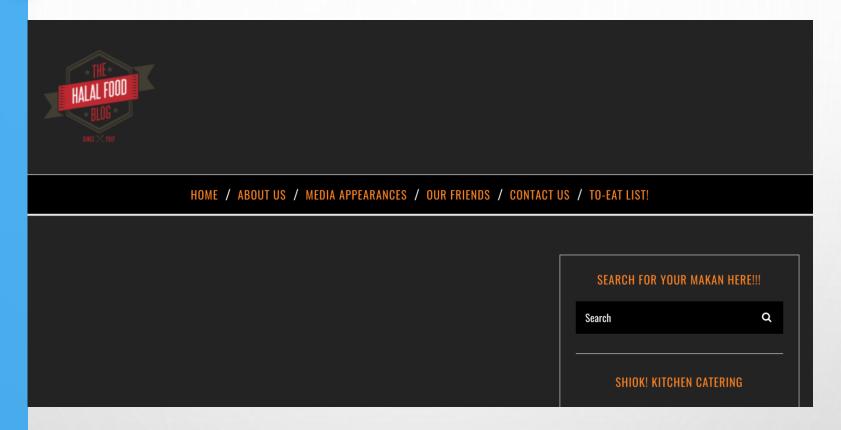
### (twitter.com/halaISG)



 Official twitter account of the Islamic Religious Council of Singapore (Muis) on the Halal food & certification queries.

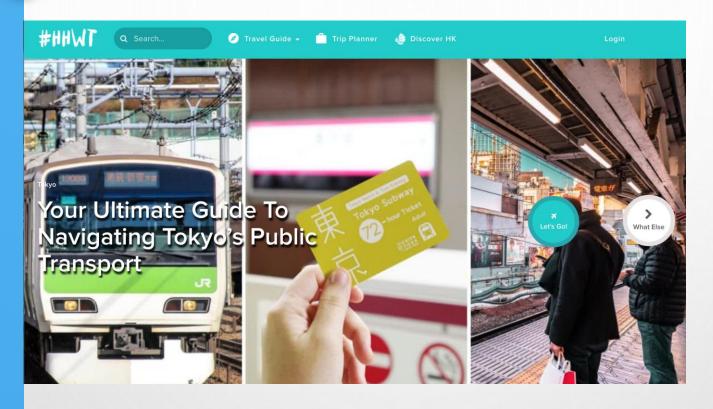


## The Halal Food Blog



Halal food guide in Singapore & the region.





- Started by a group of avid travellers to facilitate Muslim travellers.
- Has grown into one of the leading travel & lifestyle platform for Muslim travellers in Asia.
- With a reach of over 9 million.



### Who We Are



**HHWT** (Have Halal, Will Travel) is the leading travel and lifestyle platform for Muslim travellers in Asia.

With a reach of over 9 million each month, we craft compelling brand stories to help clients market their brands to the Muslim segment.





Social



9.4 M

**Monthly Social Media Reach** 



607K

**Monthly Engaged Users** 



392K

Facebook Followers



**121K** 

**Instagram Fans** 

Web



1.6M

Monthly Page Views



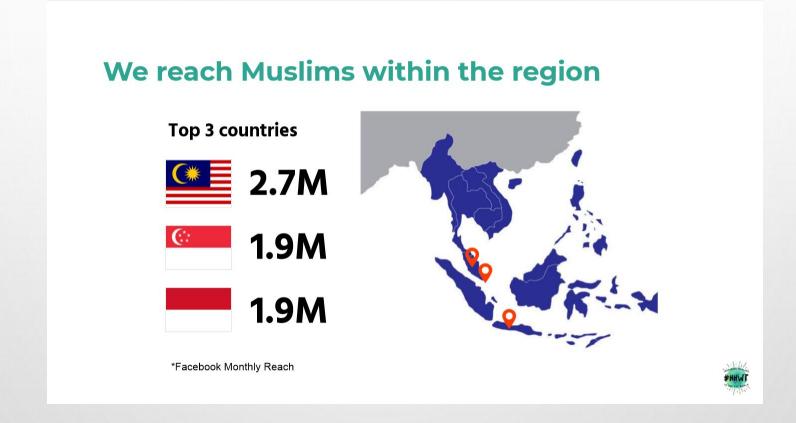
946K Nonthly Unique Website Visitors



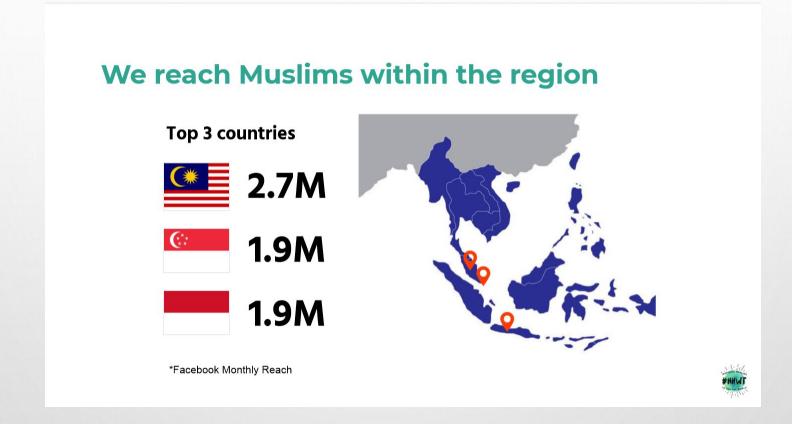
Time On Site



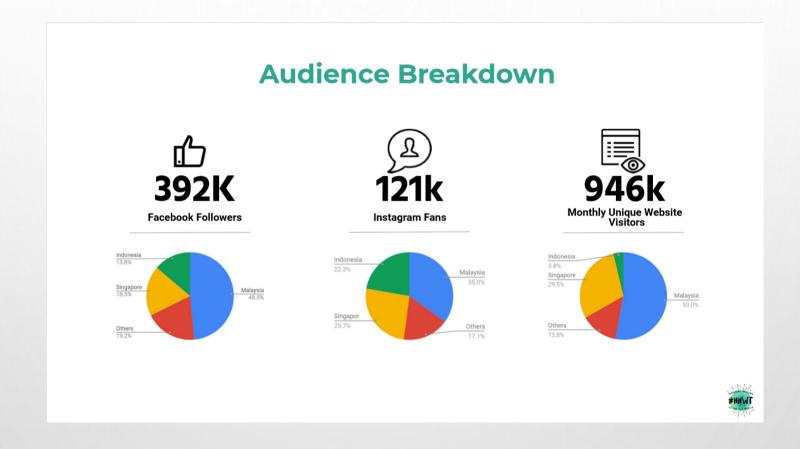














### Meet our readers: Young, Educated, **Affluent**



### Age

21-35 years old

SG: 86.6% Msia: 92.9% Indo: 92.7%



### Gender

Mainly female

Across Markets: 70 - 80%



### **Education**

Bachelor or higher

SG: 40% Msia: 82.4% Indo: 78.2%



### Income

> USD 1k monthly

SG: 75.6% Msia: 37.5% Indo: 19.8%



### 2 Times

Yearly domestic & International travel









Singapore Halal Food Hub



# Consumer Behaviour in Singapore's Halal Market



Which is preferred by the F&B market in Singapore?





Singapore Government stipulates that only F&B establishments with MUIS Halal Certification, among other criteria, qualify to participate in GeBiz (government tender system).





It is now common practice for many corporate organisations, non-government organisations, grassroots organisations and religious bodies to serve MUIS Halal-Certified food and beverages at their official functions and unofficial gatherings, especially when Muslims are expected to be among the invitees or attendees.









**Self Certified** 



**Muslim Friendly** 



Pork-free

- Quite common to find F&B establishment labelled as "Halal" but without MUIS halal certification.
- These are generally Muslim-owned F&B establishments, either verified by SMCCI or self-claimed.
- Local Muslim consumers accept them as halal without much question.
- Muslim-owned establishments do not qualify to participate in Singapore Government Tenders (GeBiz).
- To qualify for government tender, such Muslim-owned enterprise must secure MUIS halal certification first.









**Self Certified** 



**Muslim Friendly** 



Pork-free













- Refers to establishments where alcoholic or non-alcoholic (0% alcohol)
   beverages are served alongside halal foods
- o "Halal foods" is usually self-claimed in most cases
- There are some exceptional cases however, where foods come from MUIS halal-certified kitchens are available at eateries where alcohol or nonalcoholic beverages are served as well
- o "Muslim-friendly" phrase is not commonly used











**Halal Certified** 

Self Certified

**Muslim Friendly** 

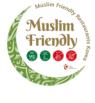
Pork-free

- Either "Pork Free" or "No Pork, No Lard"
- o Previously, accepted by some quarters within the halal market
- Now, generally no longer accepted by Muslims in the local halal market
- Label "No Pork, No Lard" still being used by some non-Muslim-owned eateries











**Self Certified** 

**Muslim Friendly** 

In Summary...

- o Increased awareness of halal, its meaning, significance and implications
- More discerning in terms of halal food choices
- More interaction on halal matters with food establishments
- More feedback channelled to local halal authority
- Community partnership with local halal authority



### Opportunities & Challenges

o Re-Cap...



#### The Singapore Advantage

- Competitive corporate tax environment (17%)
- Most extensive network of FTAs in Asia
- Extensive connectivity drives speed to market
- Asia's hub for consumer's business
- Location for Asian R&D by brand owners
- A vibrant eco-system of partners for innovation
- Capabilities in Asian consumer insights
- Product development capabilities across value chain
- Capabilities in packaging, design & branding
- Supported by a robust pipeline of commercial & technical talent



### Opportunities & Challenges

- Singapore being the Most Muslim-Friendly Non-Muslim Country
- Strong Support from the Singapore Government
- Strong Regulatory Halal Framework & Local Authority
- Reputable Halal Certification System
- Healthy Economic Factors Conducive for Growth of the Local Halal Market
- Positive Reception of Local Non-Muslims Towards Halal
   Matters, Halal F&B Establishments and Halal Products



### Opportunities & Challenges

- Strong Buying Power of Halal Consumers
- Millennials Looking for Newer & Innovative Halal Products
- o Enlightened & Discerning Local Halal Consumers
- Heightened Expectations of Local Halal Consumers
- o Relative Small Market Size
- Distribution Channels & Market Penetration
- Many Opportunities to Test Market though Expositions & Bazaars



#### Mohamed Khair Bin Mohamed Noor

Ketua Umum PWK MES
CEO, Chief Consultant & Master Trainer
SuChi Halal Consultants,
A Strategic Business Unit of
SuChi Success Initiatives Pte Ltd

khair@suchihalalconsultants.com khair@suchisuccess.com WA +6596649646



#### Contact Us:

14 Arumugam Road, LTC Building C, #02-05, Singapore 409959

o Tel: +65 6842-8160 | +65 6842-8160

o Fax: +65 6747 2767

Contact@suchihalalconsultants.com



SuChi Halal Consultants is a strategic business unit of SuChi Success Initiatives Pte Ltd (A Singapore Muslim-Owned Enterprise)