



Independent Halal services, from the first steps in local Halal markets to direct certification by (Muslim) importing countries.

We do not certify but implement, train, screen ingredients and the production processes, develop and install Halal Assurance Systems, select the appropriate Halal certifier, manage or coordinate the entire Halal Program.

We're a certified Halal Executive (Jakim, Malaysia) and HAS 23000 professional/trainer (LPPOM-MUI, Indonesia)



Halal Balancing™

Growing Halal markets, broader en deeper

Halal markets are growing worldwide, either as a new segment within the European environment or as a market-access condition within international emerging markets like Asia or the Middle East.

The concept of Halal has evolved very rapidly the last 20 years, from **definition** 'What is Halal', **scope** 'to what product categories or services does Halal apply', **integrity** 'not only the finished product but the entire Halal supply chain' and **organisation** with 'Halal standards, Halal assurance systems and Halal certification'.

Halal becomes more and more regulated, and although Halal standards are being developed, it is not always clear how they should be implemented or certified.

Unfiltered access to Halal knowledge

In Europe, often the only source of Halal knowledge are the Halal certifiers themselves. However, they often add their own requirements to existing national or global Halal standards. This results in different Halal certification criteria, making life difficult for businesses seeking Halal certification.

Here **we make a difference** : as an independent Halal Service Provider, **Halal Balancing™** does have the **same knowledge** as Halal certifiers, but we are **not filtering it**. Our **knowledge** of Halal requirements is **entirely used** to help businesses to develop their **Halal Assurance System**, adapted to their Halal capabilities and their target market. Only in a **second stage** this system is **Halal certified**, by a selected Halal certifier, with matching operational processes.

We already have more than 15 years of international experience in Halal, either as Halal service provider and as exporter to Muslim majority countries. We know what can go wrong. We are often trained together with Halal certifiers. And like Halal certifiers, we are also certified as Halal professional.

Pragmatic European

The name 'Halal Balancing™' isn't chosen by coincidence. Within the European environment, conditions for Halal are usually not ideal. One often has to find the right balance between possibilities and requirements.

Also here our rich experience within the European production environment allows us to pragmatically integrate Halal requirements within existing operations, minimalizing overall operational complexity.

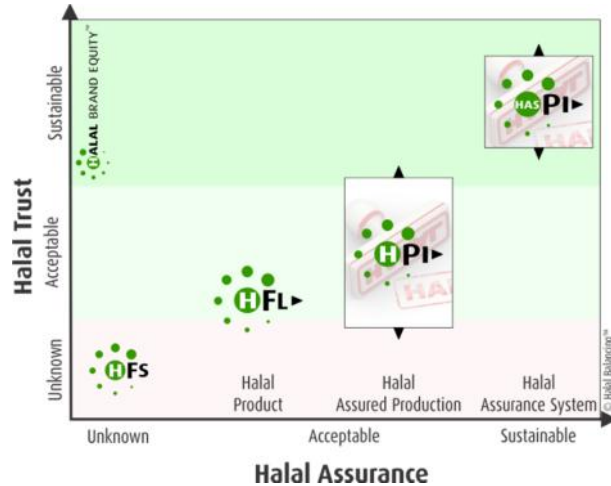
General Approach

Building in trust

As a lot of Halal products are produced by non-Muslim producers, trust of the Muslim consumer in these non-Muslim producers is crucial for lasting success in Halal markets.

Our approach is all about conveying this Halal-trust from producer to the final Muslim consumer.

Trust does not come by itself, it has to be earned.



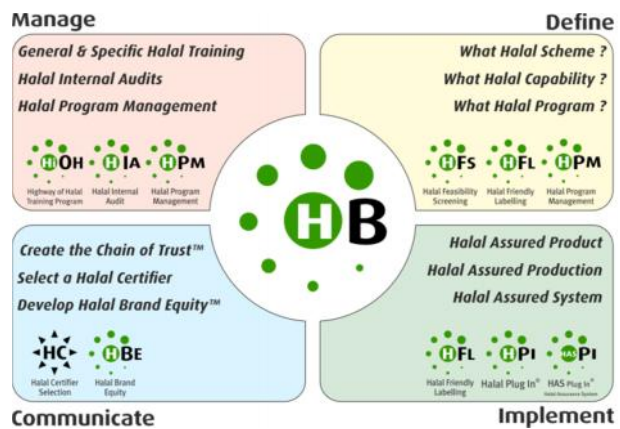
Defining the Halal program

In a first step the requirements of the Halal target market(s) are matched with the Halal production capabilities of the plant itself. The result of this analysis determines the Halal program that will be put into practice.



At the heart of this screening is the Halal Feasibility Screening module, as stand-alone exercise or as the first step in setting up a Halal system.

This initial screening of target market requirements, ingredient risk and process complexity provides an overview of potential bottlenecks and possible solutions, to be further worked out in the implementation phase.



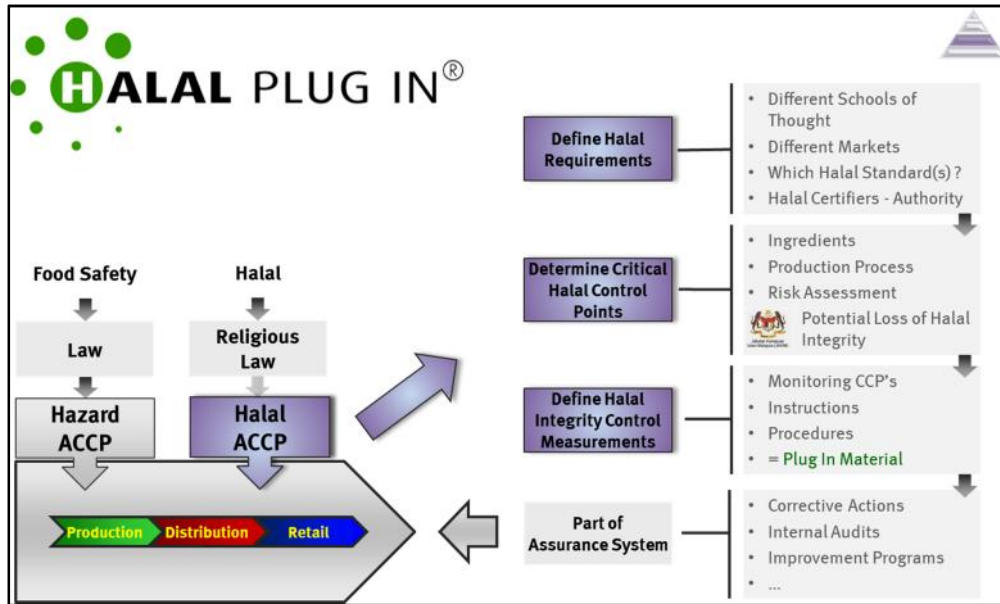
Implementing the Halal Program

In a second step, the Halal Program is further detailed, with 3 possible levels :

- Halal Friendly Labelling™, where only the product is Halal assured;
- Halal Plug In®, in which both product and production are Halal assured;
- HAS Plug In®, in which a complete Halal Assurance System is set up;



The Halal Plug In® methodology is similar to a HACCP-risk evaluation, with loss of Halal integrity as the Hazard to screen for.



This analysis has 3 main parts:

- Screening of raw material, ingredients, processing aids, cleaning and disinfection products and their suppliers for their Halal status, resulting in a product-ingredient matrix of Halal material and finished products;
- Screening of process flows for contamination with non-Halal material;
- Determination of critical control points in the production process and their corresponding controlling measurements;



In contrast with the Halal Plug In® module , the Halal Friendly Labelling™ only screens the ingredients but not production itself.

Its main purpose is to identify Halal products through the ingredient declaration instead of through a Halal logo. In this way the risk of upsetting non-Muslim consumers is reduced, often a concern for companies new to the Halal market.



The HAS Plug in® module adds a Halal Assurance System onto the Halal Plug in® module.

Its main components are :

- Formal definition of a Halal policy;
- Installation of a Halal team;
- Installation of a Halal training program;
- Sufficient written documentation & proof of critical Halal activities;



The whole set of documents is integrated into the existing documentation system as much as possible.

Communicating Halal Trust

Halal certification usually is the first step of communicating Halal trust to the Muslim consumer.



Unlike ISO9000/IFS/BRC certification, Halal certification is not regulated and cannot be compared to a third-party audit by an accredited company. One standard may result in different requirements, depending on the Halal certification body used.

The choice of the certifier depends, amongst other, on:

- The target market;
- Product identification or market access;
- Use of Halal credibility as a marketing tool;
- Match between production capabilities and the Halal certifier's specific Halal requirements;

Depending on the outcome of the above, Halal Certifiers are selected and chosen.

Support before, during and after the audit is part of the services offered, as well as all communication with the certification body.



Halal brands keep two promises : the promise of the brand and the promise of Halal. Existing brand recognition can be leveraged to also include Halal trust, hereby increasing brand loyalty. The Halal Brand Equity™ module offers assistance in defining communication content or strategies.

Supporting services



Next to the individual modules, we can also manage the entire Halal Program, from scratch to certification. Follow up afterwards is also provided (intermediate ingredient screening; preparation for re-audit), as an external Halal Coordinator. We are certified both by Jakim (Malaysia) and MUI (Indonesia) to act as Halal Executive/Coordinator for their Halal schemes as well. Direct certification by Jakim or MUI is a service offered, allowing businesses to carry the JAKIM or MUI Halal logo, boosting international Halal recognition.



Halal training is becoming more and more important, so we also provide Halal training, from general awareness training to custom made on-the-floor training of company specific Halal procedures.



As an ISO 19011 trained auditor and certified Halal professional, we offer independent audits of the Halal Assurance System, either as part of the Halal Program Management module or as a stand-alone service.

Halal Experience

ISLAMICA 500

Halal Balancing™ is ranked among the top 500 leaders in the Islamic Economy.

Certificates - Training (selection)

- Certified Flavours and Fragrances Halal Auditor (HAS23000), LPPOM MUI/Ihatec, Indonesia.
- Certified Halal Supervisor, according to the training requirements of BPJPH (SKKNI 215/2016), Indonesia.
- Halal Academy Training by the Emirates International Accreditation Centre (EIAC, UAE) on GSO 2055-1 & OIC/SMIIC-1 (Halal Food Production), GSO.S. 993 (Requirements of Animal Slaughtering).
- Halal Professional Board Malaysia, Certified Halal Executive certificate, Jakim (Malaysia), qualifying Halal Balancing™ as the Halal Program manager.
- MUI-LPPOM HAS 23000 training Certificate (Indonesia), qualifying Halal Balancing™ as internal Halal trainer, Halal auditor and HAS Team Member according to the HAS 23000 Halal standard.
- International Halal Technical Capacity Development Program, by Jakim (Malaysia), Halal Slaughter, Halal Food Production, Halal Cosmetics & Halal Logistics.
- The First Gulf Conference on Halal Industry and its Services, Kuwait.
- The First International Conference on Halal Food Control, Riyadh, Saudi-Arabia.

Drafting of Halal Standards :

- IHI (International Halal Integrity, Islamic Chamber of Commerce & Industry, Jeddah)
 - Halal Slaughtering & Processing
 - Halal Food Services
 - Halal Logistics
- CEN (European Committee for Standardisation)
 - Feasibility study European Halal Standard (WG212)
 - Head of the Belgian delegation developing the European Halal Standard (TC425)

As speaker or panellist

- World Halal Forum Europe, 2009, Den Haag, 'Halal as the Preferred Choice and Industry Experience'
- World Halal Forum Europe 2010, London, 'Issues for Halal Manufacturers'

- World Halal Forum Kuala Lumpur, 2011, 'Towards a Halal Economy – What Next?'
- Ethnic Foods Europe, Brussels, 2011, 'Halal as a religious component of Ethnic Food'
- IFANCA's 13th Annual International Halal Food Conference, Chicago, 2011 'Halal Certification at Volys Star – a case study'.
- 7th World Islamic Economic Forum, Astana, 2011, 'World of Halal: Tapping the Potential of the Global Halal Ecosystem'.
- Exportboost : Seminarie Halal en Kosher, Fevia, Brussel, 2012, 'International Halal Export – a case study'
- Halal Master Class, NBI, Eindhoven, 2013, 'Strategic Planning for the Halal Market Economy'.
- HFCE's 5th International Halal Food Conference, Brussels, 2012, 'Marketing Halal products at Volys Star'.
- IFANCA's 15th Annual International Halal Food Conference, Chicago, 2013, 'Halal Integrity : from control to assurance'.
- 4th Global Islamic Marketing Conference, Istanbul, 2013, Mini MBA in Islamic Marketing Program, covering 'Halal Brand Equity - How To Keep Two Promises ?'.
- 2ème Expo Halal International, Meknès, 2013, 'Produits Halal à l'export : recherches et innovations'.
- Global Islamic Economic Summit, Dubai, 2013, 'Controlling Supply Chain and Logistics Integrity: Turning Risk into Investment Opportunities'.
- HFCE's 6th International Halal Food Conference, Brussels, 2014, 'Meat Industry Operations in Belgium and EU'.
- World Islamic Economic Forum Cordoba Round Table, Cordoba, 2015, 'Prospects for Investment and Trade in Spain's Halal industry'.
- World Halal Summit, Kuala Lumpur, 2015, 'Risk Management in the Halal Sector'.
- The First International Conference on Trust and Islamic Capital, organised by the Muslims, Trust and Cultural Dialogue initiative , London, 2015, 'Trust in Halal industry practices'.
- Expo 2015 Halal Seminar, Milan, 2015, 'Halal Food : A border that does not divide'.
- Vlaanderen Ondernemen, Antwerpen, 2015, 'Halal producten en diensten'.
- Vlaanderen Ondernemen, Roeselare, 2016, 'Halal producten en diensten'.
- Flanders Investment and Trade, 2016, Export Beurs, 'Halalproducten en -diensten, een opportuniteit voor uw onderneming'.
- Fevia Wallonie & Wallonia.be, 2017, 'Asie du Sud-Est et Halal : opportunités jumelles pour l'industrie alimentaire'.
- Fevia Wallonie & Wallonia.be, 2017, Arabie Saoudite : Challenges et opportunités pour l'industrie alimentaire'.
- Alimentaria, Barcelona, 2018, 'Bio halal: the convergence of new trends'
- Voka West-Vlaanderen, 2019, 'Halal, strategisch bekeken'
- HQC Information Day, 2022, Utrecht, 'Evolutie Halal reglementering in Indonesië'

Media

- Numerous contributions or interviews on several occasions :
- Halal Journal, Poultry World, Halal Consumer, FIT Wereldwijds, Halal Focus, TV Al-Hijrah (Malaysia), Al Bayan (UAE), ...
- ‘Is it kosher ? No, it’s Halal: a new frontier in niche marketing’, Allied Academies International Conference, Florida, 2011
- Amilin TV (in association with Reuters Thompson, Malaysia) ‘Is Your Halal My Halal? – Standards for the Halal Supply Chain’
- Global Islamic Economic Summit report 2014, 2015 (DinarStandard, Thompson Reuters)
- Islamic Development Bank Group, Inaugural Community of Practice Session, Kuala Lumpur, 2015.
- ‘Halleluja Halal’, De Standaard, 2016
- ‘En route vers le Halal / Stappen naar Halal’, Food Industry, 2016
- Halal Free Zones Report, (DinarStandard, Thompson Reuters), 2017
- Rethinking Halal: Genealogy, Current Trends, and new Interpretations, Université Catholique de Louvain (UCL), 2018
- ...

References (selection)

Lutosa, McCain (Europa/Canada/New Zealand/India), Continental/GB Foods, Vandemoortele, Spadel, Mondelez, Ter Beke, Haven van Zeebrugge, Volys, Plukon Food Group, Holeki, Hocameat, Van Reusel Snacks, Galana, Olympia, Delici, BHA/Castle Ingredients, AWEX, Pauwels Sauzen, FrieslandCampina (Belgium/The Netherlands), Zeebrugge Food Logistics, Theo Coertjens, ZDG (Germany), LDC Group (France), Stefan Toselli (France), Izico (The Netherlands), Ad Van Geloven (The Netherlands), Dinar Standard (USA-UAE), Cadbury-Burton’s Biscuit Company (UK), Huijbregts Groep (The Netherlands), Isla Délice (France), Gallinis, Hofkip, De Laet Van Haver, Oostvogels, Dierendonck, BCF-lifesciences (France), TNS Foods, ...

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