

The present condition and the subject of Halal in Japan,  
In comparison with Malaysia

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# The present condition and the subject of Halal in Japan, In comparison with Malaysia

## 1. Introduction

Islamic population is about 1.9 billion people, which is equivalent to 27% of the world in 2011. About one billion people, equivalent to 60% of 1.9 billion people live in Asia. The Halal market is growing more and more with development of the economy, the income expansion of people and the diversification of the eating habits. Especially, Indonesia has the greatest population in Islam. The overall market size is said about US\$3.3 trillion. However Japan greatly falls behind Europe, America, China and Korea in terms of Halal correspondence. The tourists from the Islamic area, such as Malaysia and Indonesia, increased rapidly because the requirement for issuance of the visa was eased last year. Moreover, Tokyo Olympics will be held in 2020 and it is expected that more and more tourists will visit Japan from the Islamic area. Since last year, interest in Halal has been increasing.

Not only International Airports, such as Narita (NRT) ,Kansai International Airport (KIX) but also many universities, such as Kyoto University, Ritsumeikan University, Okayama University, Kanazawa University, the University of Tokyo, Tohoku University, Nagoya University, Hokkaido University, Tokyo Institute of Technology have prepared Halal menu at cafeterias for students.

Muslim correspondence is being hurried in Kansai International Airport. To be more specific, it's the preparations for Halal menu and installation of prayer rooms. The catering company which has Halal kitchen in the factories for the in-flight meals of international airlines provide Halal dishes for group tours. Also some restaurants serve Halal food in Kansai International Airport.

Exporting food and beverage to Southeast Asian countries from Japan is less than 1% of total exports, which extremely small compared with other exporting items. Japan should increase food export from now on. Halal corresponding can't be avoided in order to approach Southeast Asia or the Middle East market which are our promising export destination.

Halal correspondence is an important passport for the business with the Islamic market, where market is expected to expand rapidly. The interest in Halal has been deepened in this situation.

Concern about Halal is increasing in such a background even in Japan. On the other hand, in an Islamic market, The Halal certification system led by Malaysia is spreading. In this paper based on the interview to companies, It explains whether or not a Halal certification system will be introduced and established in Japan,

## 2. The concept of Halal

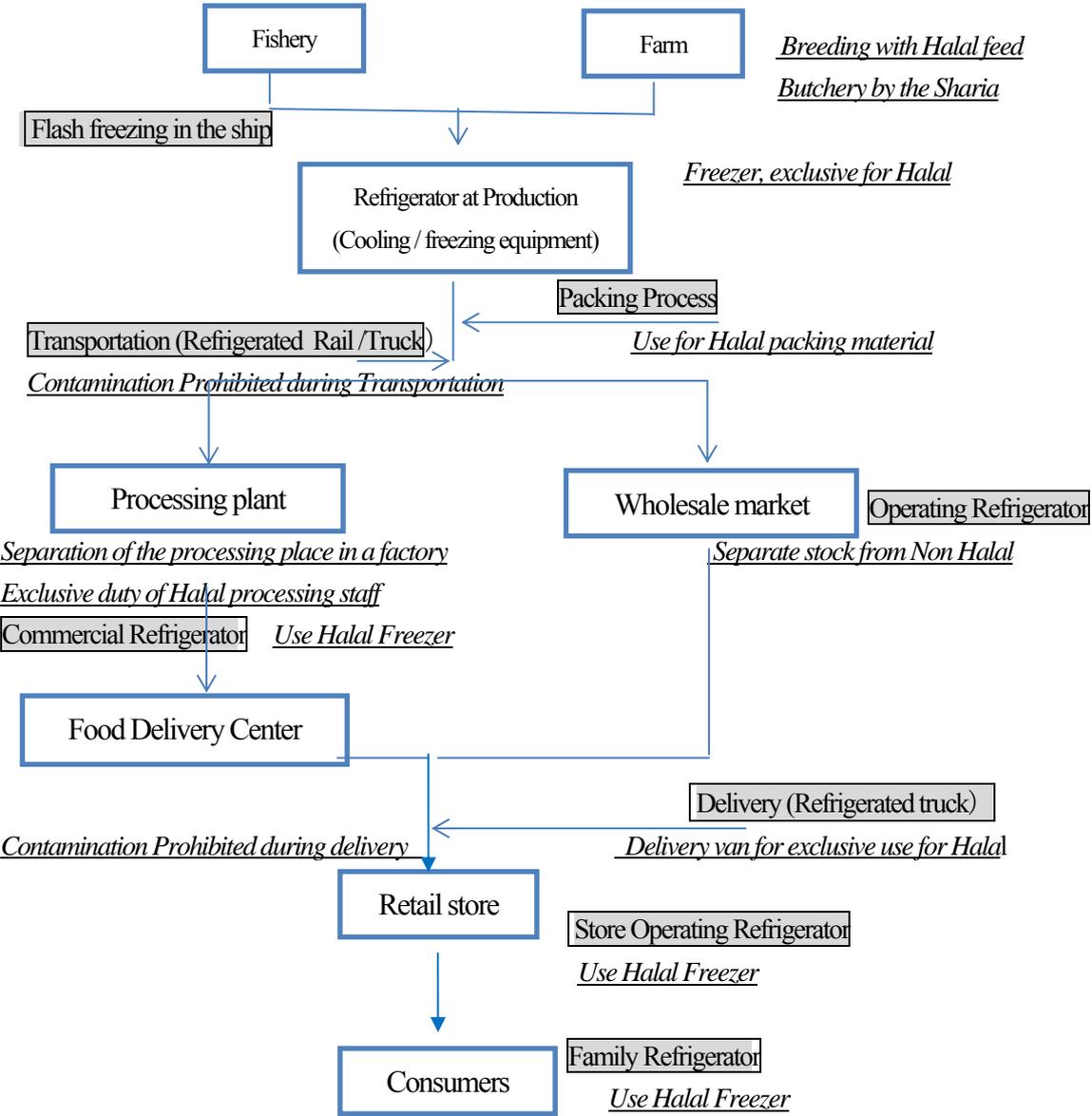
What was treated with the provisions of the law of the Sharia (Shari'ah) is called Halal. The other thing is called Haram or Non-Halal. Halal shows food, cosmetics, etc. which were produced without using pork, alcohol, etc. which Islam forbids. Even beef and chicken should be processed in accordance with the Islamic rule. Moreover, in all of the whole processes of foodstuff, such as production line, storage, transportation, display, and sale, in other word through the whole supply chain, Halal and non-Halal must be physically separated.

In recent years, Kansai International Airport (KIX), which is concentrating in Halal measure, explains Halal as follows.

"Halal is an Arabic word which means lawful in Sharia, and refers to what a Muslim can eat satisfactorily. In general it is required to carry out the contraindications of pork, alcohol,

and its derivative, and to be processed according to Sharia also about the other foods, and it is also forbidden that Halal food and the other food contact." (Extract from KIX News Release 2013.8.13)

Figure1 Food Halal Chain



Each country has a certification system of Halal. A Halal logo can be used, after obtaining certification. A Halal certification system is similar to the certification system of ISO. ISO guarantees its process in comparison with being the system that JAS (Japanese Agricultural Standard) and JIS (Japanese Industrial Standards) guarantee product itself.

ISO, as a result, can guarantee a product by guaranteeing a process. The process is also important for Halal certification.

Moreover, not only in goods but also in certificating service, management, etc., Halal is close to the way of thinking of ISO

Table1 The main rules to be accepted as Halal

	<ul style="list-style-type: none"> <li>- Materials including feed must be only in Halal.</li> <li>- The derivative of pork cannot be used. <ul style="list-style-type: none"> <li>Lard→ Emulsifier seasonings (dairy products, a milk beverage, etc.)</li> <li>Pig hide→ Gelatin (jelly, yogurt, etc.), Collagen(a supplement, cosmetics, etc.)</li> <li>Internal Organ→Enzyme (use in the food manufacturing process, Medical Supplies, etc.)</li> </ul> </li> </ul>
Processing	- The Muslim who are attested perform meat production.
Transportation	- Use car exclusive for Halal Food (contamination with non-Halal food is impossible).
Cooking	<ul style="list-style-type: none"> <li>- Use Halal kitchen, exclusive use for Halal food only</li> <li>Alcoholic disinfection of cookware etc. is not allowed.</li> </ul>
Sale	<ul style="list-style-type: none"> <li>- Isolate from non-Halal food and sell.</li> <li>- Distinguish a cart from non-Halal food.</li> </ul>

Source: Masayuki Yamauchi, Reiko Okawa, “Islam basic exercise book” Yamato Shobo (2013)

### 3. Halal Market

It is said that there are US\$3,200 billion (about JPY320 trillion) of markets of the whole Halal. There are foods, medical supplies, and cosmetics are US\$ 2,200 billion (about JPY220 trillion) in the whole. The food in which is interested the most is US\$650 billion

(about JPY65 trillion), and cosmetics, a personal care articles, and leather goods are US\$700 billion (about JPY70 trillion). In addition, there are US\$1 trillion (about JPY100 trillion) in service industries in connection with the eating-and-drinking in a hotel or catering, and certification acquisition, such as consulting, finance and circulation. The 63% is a market of Asia.

Table2 Halal Market Size

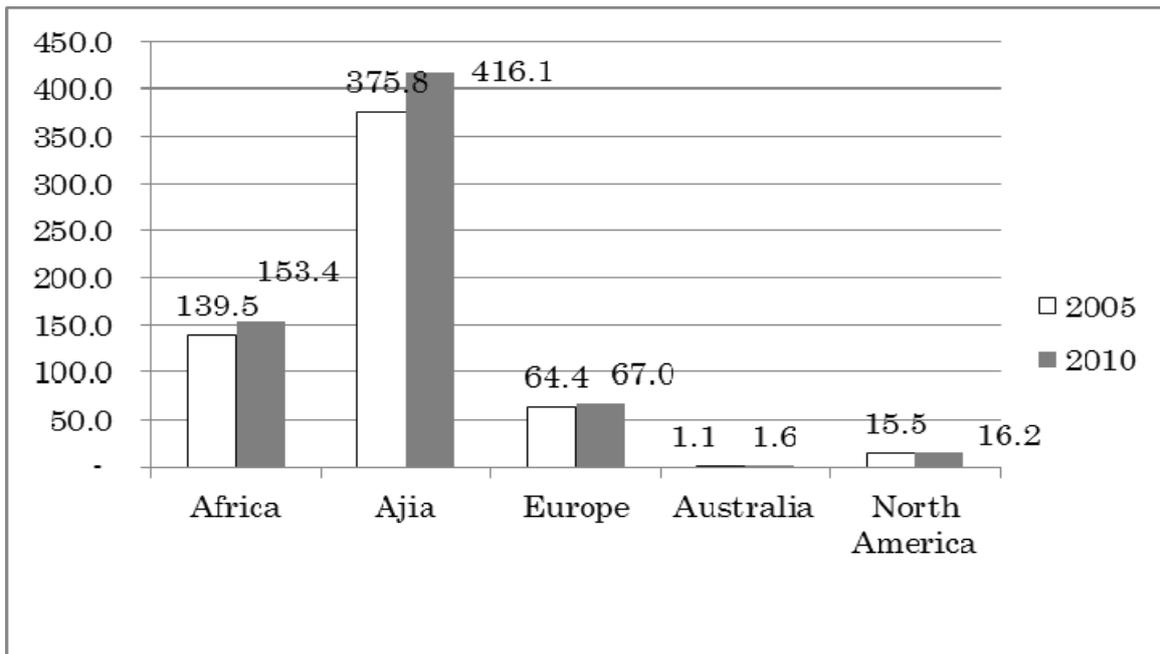
	Industrial	Market Size
Product (US\$2.2 trillion )	Foods	US\$650 billion
	Medical supplies	US\$850 billion
	Other Products (Cosmetic, Personal care article, Leather goods, etc.)	US\$700 billion
Service (US\$1 trillion )	Food (hotel catering), Certification, Consulting and training, Finance, Media, Logistics, Sightseeing	US\$1 trillion

Source: Data created by Japan Halal Association, "Halal administrator Session" etc.

The percentage of food in the export to ASEAN countries from Japan in all the export items is less than 1%. Also in the countries in which Japanese companies including Malaysia and Indonesia, have an overwhelming share, export of food is almost nothing. For the background, it is certain that Halal is one of the major factors.

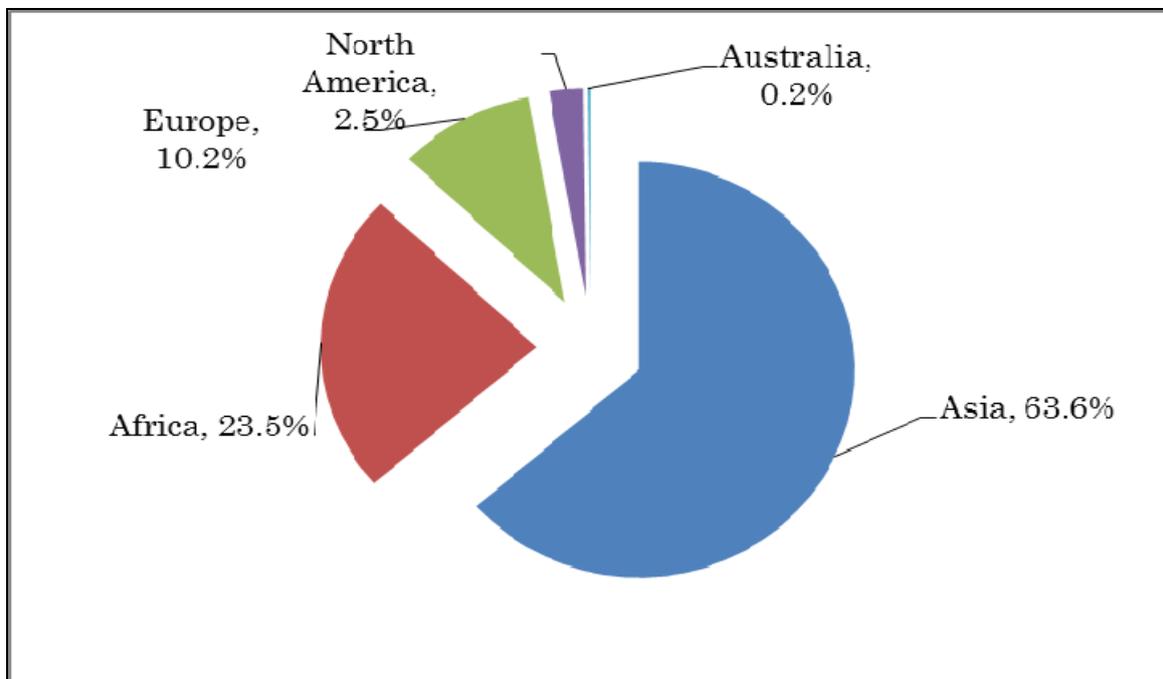
The food market in Japan is US\$342,600 million (JPY34,260 billion) in1991 and US\$340,700 million (JPY34,070 billion) in 2012, and has been in a stagnant situation for 20 years or more. The Islamic food market is already US\$6,500-7,000 billion (JPY65-70 trillion). This is twice as many scales as the food market in Japan. For Japan's food industry, an Islamic market is the area which has a big possibility. For the food and the drink export expansion to these areas, Halal correspondence is indispensable.

Figure2 Halal food market in the world unit: Billion US\$



Source: Executive Review of World Halal Forum Europe 2009

Figure3 Halal Food Market area-wise share (%)



Source: Executive Review of World Halal Forum Europe 2009

Table3 Export of Food/Drink to ASEAN from Japan (2012) Unit: : million US\$

	Food/Drink		Whole Items
	Export	Share in whole items	Export
Thailand	216	0.62%	34,905
Singapore	133	0.72%	18,603
Malaysia	43	0.31%	14,129
Philippines	34	0.36%	9,458
Indonesia	31	0.20%	16,191
5 countries Total	459	0.49%	93,288

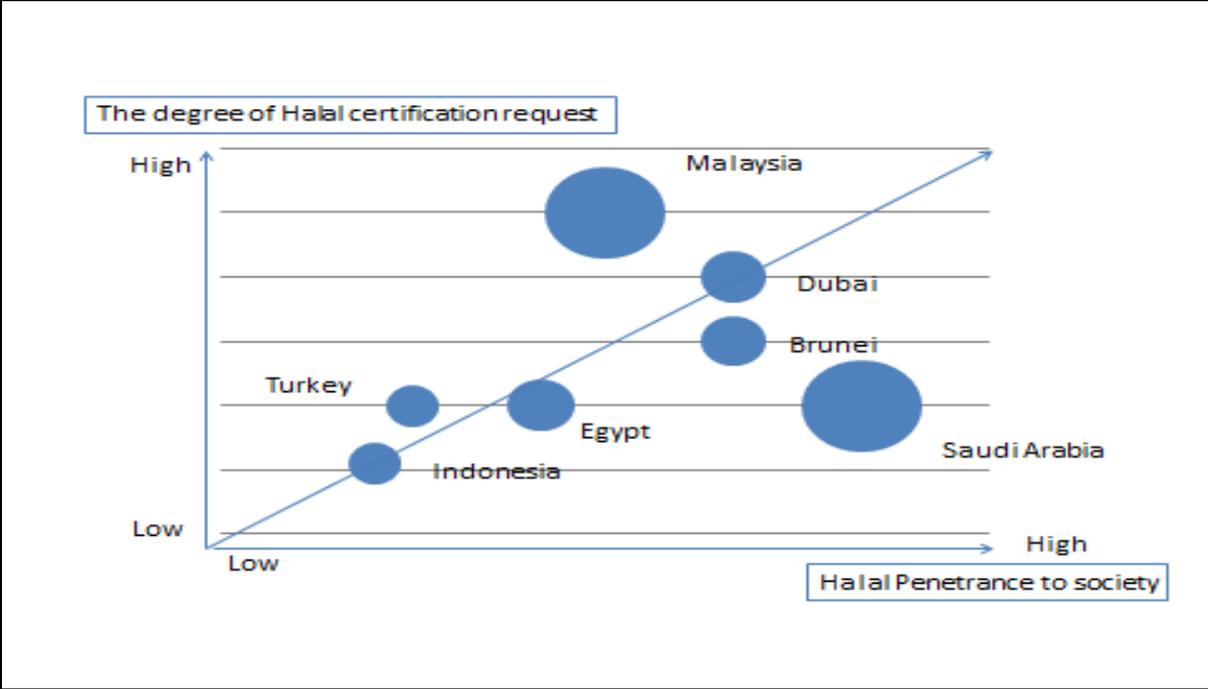
Source : Ryoichi Namikawa, "Introduction to Halal Food Market" Japan Food Journal (2013)

#### 4. Halal Certification System

The Halal certification system is expanding which is led by Malaysia. JAKIM which bears Halal certification of Malaysia has tied up with 33 nations and 57 organizations. It seems that global standardization of Malaysia Halal is successful. The certification of JAKIM is stricter than that of other countries. Therefore, JAKIM is trusted from Islamic countries. Saudi Arabia is the severest country to Halal. It is said that all the imported meat is inspected strictly by the national organization. However, Halal is not stipulated as a system. That is, in Saudi Arabia, all people are Muslims and people's life is led by the premise that all the things in the country are Halal. On the other hand, Population of Muslim is about 60% in Malaysia. There are also people of non- Muslim and the things of Halal and Non- Halal are mixed in the country. Therefore, the system where Halal food can be recognized easily is required. It has such a background that a Halal certification system is being established in the country of Asia, such as not countries in the Middle East

but Malaysia and Indonesia. The strictness of Halal does not necessarily accord with the introduction and establishment of a Halal certification system. The processed food is increasing and they are imported from all the countries and areas in the world today. It serves as a backdrop to the move towards a Halal certification system that it is hard to attach distinction of Halal or Non-Halal only by glancing.

Figure3 Height of demand of Halal attestation of main Islamic nations



Note: It is based on an author’s feeling. In the graph, bubble shows only a position, The size is not related.

Brunei was made for meat imports to impose a duty of Halal certification upon all from April, 2014. Thus, the motion which strengthens Halal certification acquisition in Islamic countries has come out. Figure2 expresses the relation between the height of the degree of demand to a Halal certification system, and the penetrance to the society of Halal according to a country. The figure shows that the high penetrance to the society of the Halal and the high demand degree of the Halal certification do not necessarily accord. Malaysia extracts a group and that of the demand in Halal certification is high. However, Muslim population is 60% of the whole country, and Halal has not necessarily permeated as a society as a

whole. On the other hand, although Saudi Arabia is said Halal as the severest country in Halal, The Halal certification system hasn't been codified yet, and the action hasn't advanced so far.

Table4 Halal certificate authority/Organization

Country	Certificate Authority/Organization
Malyasia	Jabatan Kemajuan Islam Malaysia (JAKIM)
Singapore	The Majlis Ugama Islam Singapura (MUIS)
Indonesia	Majelis Ulama Indonesia (MUI)
Thailand	CICOT (The Central Islamic Committee of Thailand )
USA	IFANCA (The Islamic Food and Nutrition Council of America )

Figure5 Halal Logo



Malaysia (JAKIM)



Thailand (CICOT)

## 5. Halal in Malaysia

### 5-1 Global Halal Hub Policy

It is a Global Halal Hub policy to make the frame of the action to Malaysian Halal. This policy was proposed in the third Malaysian industrialization master plan (2006-2020) and the third nation agro-politics. This policy consists of four as follows.

- ① Preferential taxation for the halal company (Capital spending Subtraction, tax exemption, Import tax exemption from import of raw material and production machine, exemption of Halal certification acquisition expense.
- ② Construction of Industrial area for exclusive use of the halal industry (Halal Park)  
(under operation 9, under construction 8, planning 2)
- ③ Halal Training Program
- ④ Holding Malaysia International Halal Showcase (MIHAS) every year.  
To bring up Malaysia into the food export base to the Middle East with the above mentioned four and activating Malaysia economy. Scheming it seems to proceeding smoothly for the moment.

## **5-2 Halal Certification system and Halal Industrial Park**

Halal certification system promotes a Global Halal hub policy specifically and is going to make Malaysian certification system the global standard. Under this policy, Malaysia develops Halal Industrial Park and invites Halal manufacturers. It is JAKIM (Jabatan Kemajuan Islam Malaysia) and HDC (Halal Industry Development Corporation) that promotes the policy. The Malaysian government founded JAKIM and added "a Halal article" to the food circulation law ahead of the world and made a system to authenticate that food should be halal. Malaysian government published certification guidelines, and the manufacturers are requested to be based on the guidelines. In 1982 Malaysian government declared all meat imported to Malaysia must acquire the Halal certification. Furthermore, as for not only products such as the food but non-product such as a hotel, restaurant, and management, including the warehouse, Halal certification is extended. In addition, Malaysian government aims Malaysian Halal standard as global standards by cooperating with an overseas certification group and makes Malaysia export base of Halal food to the Muslim countries. In this way Malaysian government wants to activate Malaysian

industries. Malaysia government is developing “Halal Industrial Park”. It is public corporation, HDC established by the government to deal with the development, Halal Industrial Park is for the companies which acquired the Halal certification or going to acquire the certification.

There are 17 parks now in Malaysia including ones under development.

A port town "Selangor Halal Hub” which is located to the distance of 40km from capital Kuala Lumpur is the largest Halal Industrial Park. Selangor Halal Hub is next to Port Klang which is the largest trade port. The expressway is near, too. So this town is ideal for export and domestic transport. It has an area of 400 hectares which is equivalent to 86 Tokyo Domes. The government supports companies from abroad including Japan, for the purpose of considering tax benefits, giving kind treatment of procurement and the securing of manpower in order to invite foreign companies which are going into Halal Industrial Park. "Melaka Halal Hub” among the Halal Industrial Park has a Malaysian factory of the “Kewpie”. The Kewpie factory acquired the Halal certification and started production in 2010. The factory supplies to Malaysia domestic and overseas market.

Table 4 Halal Park in Malaysia

Name (Main constituent)	Location	Area (ha)	Area Price	Rental factory fee
Selangor Halal Hub (State)	Selangor State Pulau Indah	400	24.00RM/ft <sup>2</sup>	-
Port Klang Free Zone, Flagship Halal Zone (Federation)	Selangor State	400	1.80RM/ft <sup>2</sup> With lease	18.00RM/ft <sup>2</sup> / year
Melaka Halal Hub, Serkam (State)	Melaka State Serkam	54	24.00RM/ft <sup>2</sup>	450RM/month 900RM/month
techpark@enstek, Nilai (Private)	Negeri Sembilan State, Nilai	192	17.00RM/ft <sup>2</sup>	-
Tanjung Manis Halal Hub (State)	Sarawak State (Borneo Island)	77 千	2.50RM/ft <sup>2</sup>	-
POIC(Palm Oil	Sabah State	117	12.00RM/ft <sup>2</sup>	-

Industrial Cluster Halal Park (State)	(Borneo Island) Lahad Datu			
Pedas Halal Park (Malaysia Development Bank)	Negeri Sembilan State	40	12.00RM/ft <sup>2</sup>	-
Penang Industrial Halal Park (State)	Penang State Bukit Minyak	40	18.00RM/ft <sup>2</sup>	-
Kelantan Halal Food Park (State)	Kelantan State Pengkalan Chepa	1	- Uncertain	-
« Halal Park Under Developing » * Perlis Halal Park, Padang Besar (Perlis State) * Kelantan Halal Park, Pasir Mas (Kelantan State) * Kedah Halal Park, Sungai Petani (Kedah State) * Pahang Halal Park, Gambang (Pahang State) * Sg Kapar Halal Park, * Labuan Halal Distribution Hub (Labuan Island) * Prima Agri Halal Food Park (Pahang State) * Terengganu Halal Park (Terengganu State) « Under Planning » * Sabah Halal Park (Sabah State) * Johor Halal Park (Johor State)				

Source: Ruoichi Kawanami, "The guide of a Halal food market", Nihon Food Journal (2013)

### 5-3 Action example to the Halal by the Malaysian companies

Here are two companies, Kontena Nasional (KN) and Concorde Hotel as an action example to Halal in service and the transportation in Malaysia, KN is a Malaysian major logistics company of the government capital. KN acquired the Halal certification each section in a warehouse, trucking and forwarding in 2009. Now, all the handling freight of KN is halal. They do not treat freight other than a Halal product. In the warehouse, a Halal product is for exclusive use, and all the truck drivers are Muslims.

Concorde Hotel acquired the Halal certification at three restaurants in the hotel. Japanese restaurant and the bar in the hotel have not received the certification because alcoholic drinks are treated at the bar. The kitchen is completely separated in Halal and Non-Halal.

The kitchen of three restaurants is for exclusive use. In Japanese restaurant and the bar ingredient, tableware, and employees in charge must be completely isolated from three restaurants which acquired certification. It is said that the flow line data of alcoholic drinks in the hotels should be decided in detail. There is an example of the hotel which acquired Halal certification overall the hotel. In that case, nobody can drink in the hotel. Like these companies, there are many companies working on Halal positively

Photo1 Logistics Halal Certification by JAKIM (KN)



Photo by Author

Photo2 Halal Certification by JAKIM (at Kitchen of Concorde Hotel)



Photo by Author

#### **5-4 Action example to Halal in Malaysia of the foreign company**

It is Nestle that an action to Halal advances the most. Nestle pushes forward Halal correspondence in Malaysia for the expansion of the Islam market led by Nestle Malaysia since 1980s, and Nestle Malaysia plays the role of main factory for Islam market. Nestle acquires the Halal certification in 85 factories among 443 factories in the world. The sales amount of the Halal food section is over approximately 475 billion yen (approximately 108 billion yen in Malaysia). This occupies 5% of overall sales. Importing raw materials from approximately 85 countries and acquires the Halal certification in all the countries. Nestle Malaysia export to 50 countries from Malaysia, and the sum is 18,700 million yen (2009). .Most of instant coffee prepared in the guest room of hotels in Malaysia and Thailand are Nestle products, and a Halal logo is on the package. Other than Nestle, companies such as, Unilever, Danone, Kellogg, work on Halal eagerly. Kellogg is going to operate a new factory in Malaysia in 2015, and to produce potato chips for Halal. In addition, Hersey which is famous for American chocolate builds a new factory in Malaysia and has a plan to export the chocolate produced here mainly to Asia.

As for Japanese companies, such as Ajinomoto, Kewpie, Taisho Pharmaceutical, Kao, Yakult, and Cappricciosa have already acquired the certification of JAKIM in Malaysia. Ajinomoto Malaysia exported to Singapore, Brunei, Sri Lanka, the Middle East, and the sales amount of 2011 was 8,500 million yen. Yakult sells 1.62 million pieces of products a day in Malaysia. They import the fragrance as raw material from Japan. As supplier, Japanese fragrance manufacturer acquired the certification of the Halal by request of Yakult Malaysia. Taisho Pharmaceutical acquired Halal certification in 2004 and exports refreshing drinks to the Middle East,

In this way, most of Halal foods produced in Malaysia are exported to the Islam countries such as the Middle East. This is just what the Malaysian government planned as Global Halal Hub.

Nippon Express gives application of the certification acquisition in JAKIM in Malaysia, and it's said that Nippon Express is expected to acquire the certification.

Nippon Express case shows that Most of foreign companies including the Japanese company of the Halal certification acquisition were manufacturing industry, but there are signs that halal escalates from manufacturing industry to logistics and service industry.

## 6. The present condition of the action to Halal in Japan

Until now, the number of Japanese companies corresponding to Halal was very limited. The major companies, such as a Kewpie, Ajinomoto, Taisho Pharmaceutical, POKKA, and Kao were in the mainstream. However recently, we often have opportunities to see reports of the Halal certification acquisition led by a Japanese food market increased. The point which should be noted here is that concern of small and medium-sized enterprises are increasing.

Major manufacturers start factories in Islamic countries such as Malaysia and Indonesia, etc., and export to an Islamic market from there. On the other hand, small and medium-sized enterprises are trying to export directly to Islamic area. In this case it is necessary for them to acquire the Halal certification.

Hikari Miso developed the bean paste without using alcohol. Global Field is aiming at the export of native chickens "Aomori Syamorock" of the Aomori brand, etc. Moreover, Nishio flour Milling and Shiono Koryo are mentioned as companies which acquired Halal certification at the request from an importer also in the company which is already exporting. Nishio Milling is exporting wheat to Singapore. Nishio Milling was asked for Halal certification acquisition by Importer for the market expansion to Malaysia etc. Shiono Koryo supplies spice materials to the joint corporation in Taiwan. It is exported to the Islamic area via Singapore from Taiwan. Therefore, an importer asked for Halal certification to Shiono Koryo which is a vendor of materials.

By improvement of the income in Islamic countries, such as Malaysia, the demand of Japanese products, such as spice and high-quality wheat, is increasing, and the business opportunity has swollen for the Japanese food-related company. The cases where Halal certification acquisition is requested from a market by expanding from an import side are increasing. Furthermore, it is easy to predict that more pressure will be imposed on not only the product but also on the logistics companies, such as transportation and storage in the future.

Although there is also an example that Nippon Express, a major Japanese logistics company, is beginning to take an action towards Halal certification acquisition, but it is still exceptional.

Although it does not appear in concrete action, interest is shown in Halal, and there are few logistics companies of having begun research. Halal certification cannot be bypassed in business with Islamic countries. And it is the problems of all the companies in connection with the whole supply chain including not only Manufacturing industry but a logistics company.

Table6 Samples of companies who got Halal certification in Japan

Name of company (Place)	Certified organization (Certified year)	Remarks
Hikari Bean paste (Nagano)	Japan Halal Association (2012)	The bean paste which has no Alcohol is developed. The first attestation acquisition in the bean paste industry. It exports to Southeast Asia.
Nansatsu Shokuchō (Kagoshima)	Japan Asia Halal Association (2011)	Export of the chicken for Islamic markets.
Kato Confectionery (Aichi)	Japan Asia Halal Association (2013)	.Certified Confectionery is sold at Takashimaya department store in Singapore
Nishio Milling (Aichi)	Japan Halal Association (2012)	Flour is exported to Singapore, and exporting to Malaysia via Singapore.
Shiono Spice (Osaka)	Japan Halal Association (2013)	Spice materials are exported to Singapore through the joint corporation in Taiwan.
Global Field (Aomori)	Sendai Islam Culture Center (2010) , Japan Islam Culture Center (2013)	Certification 2010, chicken. 2013 meat and vegetable dumplings, cheesecake, peach, gizzard, and smoked chicken. For domestic Muslims in Japan, export is also put into a view.
Inoue Spice Kogyo (saitama)	Japan Asia Halal Association	Sale of the curry roux corresponding to Halal.
Ninomiya(Tokyo)	Japan Muslim Association	Halal special food trading company. Import of the foods from ASEAN countries. Manufacture of the bread corresponding to the halal in a captive factory. Processing of frozen meat. Halal lunch, the catering service for parties, etc.
Osama Seika(Tokyo)	Japan Asia Halal Association	Hail Confectionery(Red pepper, dried seaweed)
Zenkai Meat (Kumamoto)	MUI(2011)	Exporting beef to Indonesia

Source: Data created based on the various report and web site etc.

As can be seen in the Bank of Tokyo - Mitsubishi UFJ, The financial institution also shows the posture which supports companies which has acquired a Halal certification (Nikkei newspaper 2014.2.24). “Halal Fund” has been born exclusively for the companies which are engaged in the products and services that meet the Islamic law (Shari’ah). (Nikkei Newspaper 2014.4.11).

High level of interest and the degree of commitment to Halal in Japan differ significantly by business. In the manufacturing industries, such as food, their interest is the highest of all. One of the features of the companies which actually acquired Halal certification has a case of the request from importers like Nishio Milling or Shiono Koryo. Service industry, such as an airport, a hotel, and a restaurant, has relatively high interest. It is because more tourists from the Islamic area will be expected. The logistics industry including trucking is the least interested.

The result of interviews for Managers of over ten logistics companies shows that half of them are not interested in Halal and the rest of them had no knowledge of it. Even those who know about Halal don’t want to make any actions. The major reason is that it will cost too much.

In the logistics industry in Japan, the only company that has specific initiative is Nippon Express. The overseas subsidiary in Malaysia is in the process of application of the Halal certification to JAKIM, and Nippon Express is said to be certified soon. It seems that Nippon Express has acquired Halal certification in the air cargo at Narita Airport. However, according to Japan Halal Association, which has tied up with JAKIM, at a present stage, environment is not ready so that the Halal certification acquisition in Japan in a transportation section is difficult. Although NYK logistics has no plan, it is said that NYK Logistics started research about the Halal certification system. Currently, logistics in Japan hasn’t acquired even one Halal certification.

Table7 Difference in Halal certification between JAKIM and Japan

	Certification organization	Standard	Merit	De-merit
JAKIM	Government official Halal certification organization Jabatan Kemajuan Islam Malaysia(JAKIM) =Malaysia Islam Development Department established in 1968. There are 2 groups, Japan Halal Association and Japan Muslim Associations which Approved organization by JAKIM, t	JAKIM keep the Halal of the world standard faithfully. JAKIM official recognized certification organization 49 countries, 75 groups accredited. (ref. note)	To get a passport when entering the Islam market. Which is said to have population of 1.6 ~ 1.9 billion people. It's expected to have a fair competition.	It is hard to clear a certification standard. It takes time until getting the certification. Investment is costly.
Japan	The certification organization which carries out the Halal certification; Japan Halal Association, Japan Muslim Association, Japan Asia Halal Association and a large number of organizations and religious groups certify.	Criteria have been localized in consideration of the food culture of Japan.	Cost is lower than an overseas certification organization, and a procedure is simple.	Because standards in Japan are not unified. There is a lack of reliability.

Source: Halal Market Challenge Project, "Understanding Halal Market" Sogo Horei Shuppan (2013)

Note; As for the partner country and organization of JAKIM, it is 33 countries and 57 organizations, according to the data of Japan Halal Association. (as of July 13, 2013)

Photo 3 The Muslim employee who works at a GLOBAL FIELD processing plant



Photo by Author

Photo 4 Raw material storage location in the factory, SHIONO KORYO



Photo by Author

## 7. Possibilities of Halal introduction into Japan and problems

Four issues related to Halal.

The first, Halal is religion, so it is not forced, but should eventually be left to an individual, and there is a difference by country. Ko Nakata, Islamic scholar, said, "I think as for Halal certification, to force things, is mortal sin and it's almost the same as the snatch of prerogative of God." (Uchida/ Nakata, "Monotheism and a state", Shuueisha, 2014). For example, drinking Alcohol is common in Turkey.

The Second, the degree of demand of Halal has a big difference by a country. JAKIM of Malaysia is in charge of certification, its standard is very severe when requires the certification. Through all the process including transportation and storage, it is demanding complete separation with Non-Halal, etc. In Japan which has only about 100,000. Muslim people now, the correspondence like Malaysia must be difficult. In fact, when gives such talks to the manager of a transporting like truck company, it is sure he will reply immediately "Impossible". Corresponding realistically is important

The Third, Many organizations have issued certification, and the screening criterion is not unified, so it is ambiguous in Japan. If a screening criterion is too severe, it is not realistic, but if it's too loose, there is a risk that trust is lost internationally. In overseas, in addition to the case that the countries like Malaysia, state institutions authenticate and many public institutions such as NPO oversee the authentication

For instance, one organization generalizes certification like JAKLIM in Malaysia, MUIS in Singapore, and MUI in Indonesia. In Japan, if an organization which generalizes a certificate authority is not made, this problem can't be solved. For that purpose, Japanese government should play the role of adjust. However, our government, at the moment, has just a little interest and we can't see any movement about Halal in the government.

The fourth, there is a peculiar problem that Muslim population is small. The Muslims who live in Japan now are about 100,000. Even if it includes tourists, the demand to Halal is very limited, and cost will take too much.

## 8. Conclusion

Halal products, such as food, and cosmetics, etc. to Islamic countries, are expected to increase. The Halal certification system currently promoted by Malaysia is becoming common in the Islamic area, and is becoming the global standard. Against the background of such a situation, it is thought that the movement toward Halal certification acquisition is accelerated in Japan. There were much opposition, when the ISO system was introduced. However, the certification of the ISO is now a matter of course. It is thought that a Halal certification system will also become indispensable in the future.

But, for the moment, as for the movement toward Halal certification, the manufacturing industries such as food, but a hotel and a restaurant whose customers are tourists are only showing some interests. Movement of the logistics field is almost no at present. In this way, Halal certification system in Japan has just begun, and the range is within a limited area of some service industries such as restaurant and so on.

As for the possibility of commitment to Halal to expand rapidly in the logistics field in Japan, it will be the case when importers give the manufacturers pressure and strong demand for logistics from shippers.

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