



The Global HALAL ECONOMY

Abdulgani M. Macatoman



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C & E Publishing, Inc.
2022



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established in 1993, and is a
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NBDB, and PEPA.*

The Global Halal Economy
Published in 2022 by C & E Publishing, Inc.
839 EDSA, South Triangle, Quezon City
Tel. No.: (02) 8929-5088
E-mail: info@cebookshop.com

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Cataloguing-in-Publication Data

BP173 Macatoman, Abdulgani M., author.
.75
.M119 The global halal economy/Abdulgani M. Macatoman. — Quezon
2022 City, Philippines: C & E Publishing, Inc., c2022.
xxv, 346 pages : illustrations ; 8 in x 10.25 in
Includes bibliographical references.
ISBN: 978-971-98-1879-3
EISBN: 978-971-98-1880-9
1. Islam – Economic aspects. 2. Economics – Religious Aspects
– Islam. 3. Business – Religious aspects – Islam. 4. Halal food
industry. 5. Muslims – Dietary laws. I. Title.

Book Design: Gerald I. De Guzman

Cover Design: Ruth Anne D. Ellorin

CONTENTS

Foreword	xii
Preface	xiv
Office of the Secretary's Message	xvi
Message from Ambassador Benedicto V. Yujuico	xvii
Message from Sergio R. Ortiz-Luis Jr	xviii
Message from Dean Amado D. Valdez	xix
Excerpts from Abdulgani Macatoman's Speeches on his Halal Advocacy 2018 and 2019	xx
List of Abbreviations	xxiv
List of Arabic Words	xxv
Chapter 1: The World Halal Market.	1
The Halal Economy.	2
The Global Halal Ecosystem	4
Halal Product Consumption	7
The Core Halal Market	9
Muslim Population Distribution	14
Halal Market Performance.	19
Halal Industry Development	23
The Prospects of the Global Halal Market.	25
Chapter 2: The Halal Food Sector.	31
Halal Food Integrity	32
The Halal (F&B) Market	33
The Halal Food Ecosystem	38
Halal Food Opportunities and Challenges.	46

Chapter 3: Halal Lifestyle Sectors	58
Halal Pharmaceuticals	59
Halal Cosmetics	62
Halal Travel and Tourism	64
Modest Fashion	73
Halal Media and Recreation	77
Halal E-commerce	81
Islamic Finance	83
Chapter 4: Islamic Banking: Its Prospects and Experiences	87
The Revival of Islamic Banking	88
Mandates for Social, Ethical, and Interest-Free Banking	92
Islamic Banking and Shari'ah Law	94
Contemporary Islamic Banking	100
The Future of Islamic Banking	101
Revisiting the Philippine Islamic Bank	105
Chapter 5: Islamic Banking: Its Products, Services, and Mechanics	113
Real Exchange and Islamic Banking Contracts	114
Exchange-Based Banking Products	117
Mudaraba Partnership	125
Musharaka Partnership	128
Wakala Agency Agreement	130
Chapter 6: Halal Standard, Integrity, and Certification	134
Halal Certification Concept	135
Halal Integrity in Food Processing	139
Halal Integrity in Meat and Poultry	142
Halal Integrity in Fish and Seafood	144
Halal Integrity in Milk and Eggs	145
Halal Integrity in Plants	148

Structure of Halal Certification	151
Accreditation of Halal Certifying Organizations and the Halal Certification Process	159
Chapter 7: Philippine Halal Certification Initiatives	166
Development of the Philippine Halal Industry	167
DTI Halal Industry Promotions	175
Prospects of the Philippine Halal Industry	184
Analysis of the Philippine Halal Industry	186
Chapter 8: Essentials of Muslim Dietary Rules	188
Significance of a Halal Diet	189
Qur'anic Injunctions on Halal Food	191
Principles of Halal Reasoning	193
Specific Haram Foods	197
Country Halal Compliance	201
Chapter 9: Halal Slaughter in Perspective	203
Obligatory Halal Slaughter	204
The Complete Halal Slaughter	207
Mentioning the Name of Allah	211
Religion of the Slaughterer	217
Chapter 10: Halal Industrial Animal Slaughter	223
Chicken Industrial Slaughter	224
Slaughter of Large Animals	236
Modern Halal Slaughter	242
The Political Economy of Halal Slaughters	251
Appendices	255
References	343
The Author	

The Book

The Global HALAL ECONOMY aims to contribute to the local and global halal industry development. The book provides a comprehensive halal orientation for the Muslims and the Muslim community that strengthens their zeal in complying with religious obligations. For non-Muslims, it presents them with an alternative option in pursuing ethical consumption. For business people, the book provides a clear perspective of the complexities of religious compliance in the halal industry and the market they serve, whose compliance with eating halal is mandatory.

The book also serves as a workable kit to understand halal products' quality, safety, and healthy characteristics and their suitability for advocates of universal ethical consumption and clean lifestyle regardless of religious affiliation.



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Published by:
C & E Publishing, Inc.
839 EDSA, South Triangle
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E-mail: info@cebookshop.com
Website: www.cepublishing.com



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ISBN 978-971-98-1879-3



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21-288-920-1

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