Quality Assurance Development of Halal Food Products for Export to Indonesia

C. Ratanamaneichta, S. Rakkarnb

aResearch Center, Kasem Bundit University, Bangkok, 10250, Thailand
bEngineering Management, Graduate School, Kasem Bundit University, Bangkok, 10250, Thailand

Abstract

This paper deals with the vital problems of halal food manufacturers that occur in according to changed requirements and regulations of import/export to Indonesia. It is clearly known that the biggest market of halal food products in Asia is Indonesia, thus the quality assurance in this country has been developed to be a part of Food Security Strategy and Non-Tariff Barriers: NTBs. Thus, the halal requirements and regulations are emphasized on halal manufacturing process. Indonesia Council of Ulama Majelis Ulama Indonesia – MUI, the Indonesian most famous halal certifier, has verified and accepted many organizations of halal certifiers around the world created many confusions in ways to properly follow the quality assurance for manufacturers/exporters. Therefore, this research focuses on exporters of halal products to Indonesia market by using the tools and methods of halal certifier interview, halal market survey and synthetic data of regulations and requirements. Finally, we demonstrate insighted details for manufacturers/exporters about crucial and up-to-date halal regulations. Also we depict the halal export process to Indonesia in practical.

Keywords: Halal Food, Quality Assurance, Halal Regulations, MUI