

INTERNATIONAL INSTITUTE FOR HALĀL RESEARCH AND TRAINING (INHART): PAVING THE WAY TO COMPREHENSIVE HALĀL LIFESTYLE

**Hamzah Mohd. Salleh
Yumi Zuhani Has-Yun Hashim**

Muslims form a single nation (*ummah*) by virtue of their belief and adherence to the religion of Islam. *Halāl* (and *haram*) is an important and integral part of a Muslim's life. *Halāl* is an Arabic word meaning 'permissible or lawful'. *Halāl* when used in relation to food, drugs and other consumer goods, means "permissible for consumption and use by Muslims". The opposite of this term is *haram*, which means forbidden or not allowed. Gray area between what is clearly *halāl* and *harām* is of concern, and Muslims are advised to take precautionary measures and, if necessary, to eschew from dubious

products to safeguard from eventually indulging in the forbidden.

The growing awareness of Muslims around the world concerning their responsibility to consume food, drugs and other consumer goods generates large demand for *halāl* products and services. It is estimated that the *halal* market for products and services in the global industry is worth more than USD3 trillion per annum. The trend of ever-increasing demand for *halāl* products and *sharī'ah* compliant services correlate with the growing of the world Muslim population as well as many millions of others who also

choose to consume *halāl* products because of their quality, variety, hygiene and wholesomeness; *halal* now is not just Muslims' religious obligation, but also a powerful market force that is attracting non-Muslims. Today the global demand for *halāl* products and *sharī'ah* compliant services is fast changing the landscape of *halāl* business and the demand for *halāl* products goes beyond food – cosmetics, health supplements, pharmaceuticals and other consumer products, as well as numerous *sharī'ah* compliant services such as the healthcare, hospitality and tourism, and logistics are important sectors

of the expanding *halal* eco-system; all are directed toward a sustainable *halal* life-style.

Malaysia is propelling herself to be, if not already achieving this status, a key international *halal* hub. Many initiatives at the federal and state levels have been introduced for commercial and industrial development in the *halal* economic sector to realize the short-term and long-term objectives as well as to support and benefits from the *halal* eco-system.

The growth of the *halal* industry in Malaysia, the region and the world over also see the establishment of *halal* institutes and *halal* centers among Malaysian universities possibly due to the willingness of management of these universities to facilitate the government's aspiration to position Malaysia as the global

halal hub and that Malaysia set the benchmark for others to follow when similar *halal* hub initiatives takes-off around the world. With a matrix of scholars, the universities will provide great intellectual ideas, research, development and innovations as well as other supports including human capital development needed to foster the growth of the *halal* industry within and outside Malaysia.

Responding to the aspiration of the Government of Malaysia to position this country as the prominent international *halal* hub, the International Islamic University Malaysia, with its conducive Islamic environment excellent academic and research strength established a *halal* Industry Research Center (HIRCen) in July 2006 following a concept paper prepared, tabled, deliberated and approved by the university Research

Management Board. This is a positive decision by IIUM management to direct and streamline pockets of *halal* related activities that exist in departments and kulliyahs across the university into a platform where researchers are better connected in their pursuit of *halal* research and development for innovative products and services, headed by an appointed Coordinator. After approximately five years into its existence this *halal* nucleus at IIUM is ready to shoulder more challenging and wider roles.

The university Senate, the Majlis and the Ministry of Higher Education, Malaysia, approved and endorsed the establishment of a new center of excellence (CoE) at IIUM called the International Institute for *Halal* Research and Training (INHART) – in March, April and August, 2011

Table 22.1: Objective, Vision and Mission of INHART

OBJECTIVE	VISION	MISSION
To provide a platform for IIUM to assist the government's aspiration to put Malaysia as the global <i>halal</i> hub and to assist <i>halal</i> industry efforts globally.	To become a renowned international <i>halal</i> center of excellence that inspires humanity with <i>halal</i> lifestyle.	To provide world-class education, research, training and consultancy to <i>halal</i> industry to the nation and beyond.

THE INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
The Garden of Knowledge and Virtue

respectively. The uniqueness of INHART compared to other *ḥalāl* institutes in the country and in the region is that it internalised and applied IIUM philosophy, vision and mission in developing its objective, vision, mission and planned activities as well as pursuing excellence in every endeavor (Table 22.1).

The institute's objective is to be fulfilled by relevant academic programmes and specialised training modules as well as *ḥalāl*-related products and services. Whereas to realize the institute's vision, INHART is focusing on human capital development, intensive *ḥalāl* products and services research, and promoting *sharī'ah* compliant services. In order to achieve the vision and objective of its establishment, INHART carries a noble and great mission to:

- prepare students and professionals for lifelong learning and career in the *ḥalāl* industry,
- promote research leading to innovative *ḥalāl* products and *sharī'ah* compliant services,
- collaborate and/or form partnerships with industry, and
- collaborate with other similar centers of excellence, connecting both locally and globally, and

- pursuing excellence in every endeavor in line with IIUM philosophy, vision and mission.

With wider and more challenging roles, INHART is spearheaded by a Dean and assisted by two Deputy Deans and a number of Heads of Units, plus researchers from various backgrounds and Kulliyahs as well as a handful of support staff to fulfill the objective, mission and vision of INHART.

CURRENT ACTIVITIES

There are numerous activities planned for INHART since its inception. They are *ḥalāl*-related research leading to innovative products, processes and services; postgraduate programs relevant to the *ḥalāl* industry; short courses and training; consultancy and networking as well as collaboration with local and international entities.

Halal-related Research

Ḥalāl-related research has been pursued at IIUM even before the establishment of HIRCen in 2006 and INHART in 2011. Over the years, IIUM researchers pursuing *ḥalāl*-

related researches have secured many research grants nationally and internationally and completed many research projects with outstanding research outputs. A good number of these research outputs have been selected by the university to be presented in exhibitions and scientific competitions at the national and global arena. Thanks to the continuous support from the university and the Research Management Centre in particular, the hard work and dedication of IIUM *ḥalāl*-related academic staff and students have received numerous accolades at various prestigious occasions including Malaysia Technology Exposition (MTE), BioMalaysia Exhibition, International Conference and Exposition on Inventions by Institutions of Higher Learning (PECIPTA), International Invention, Innovation and Technology Exhibition (ITEX), World *Ḥalāl* Research Summit, Islamic Innovation Expo, International Trade Fair for "Ideas–Inventions–New Products" (iENA) Nuremberg, British Invention Show (BIS), Taipei International Invention Show and Technomart, Seoul International Invention Fair, International Exhibition of Inventions, New Techniques and Products of Geneva.

In addition to the "regular" awards, a number of INHART researchers have earned special recognitions at these events and elsewhere; these include Best Halal Science Award at the World Halal Research Summit, Asia Pacific Young Scientists Award by Prosper.Net-SCOPUS, Halal Science Research Award at Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) International Halal Symposium, Habibie Award, Young Woman Scientist Award by Venus International Foundation, and Emerging Innovation Award by MOSTI-Malaysia. In 2018, Professor Dr. Irwandir Jaswir of INHART, received King Faisal Prize (Service to Islam) for significant contribution to Halal Science by King Faisal Foundation (Figure 22.1).



Figure 22.1: Prof. Irwandir Jaswir receiving King Faisal award from the ruler of the Kingdom of Saudi Arabia. Data from the Office of the Dean, INHART, IIUM.

A number of these *halāl*-related research outputs have attracted attention and interest from the relevant industries and there are companies that are taking them to pre-commercialization development stage – a step away from commercialization – such as LAD-pen (lard and alcohol detection pen), *halāl* microcarriers for application in tissue engineering and biopharmaceuticals production, Bromme cream cheese: a rennet free product, fucoxanthin for *halāl* health and beauty products, pre-filled syringe (PFS) nano-size emulsified doxycycline antibiotic with black seed oil and eugenol, and the innovative Muslim Friendly Hotel Rating System (Pic.22.2). In addition, there have been efforts to increase the literature on *halāl* and *halāl* eco-system in the form for book chapters and



Figure 22.2: A mock cheque for an Emerging Innovation Award during Malaysia Commercialization Year 2017. Data from the Office of the Dean, INHART, IIUM.

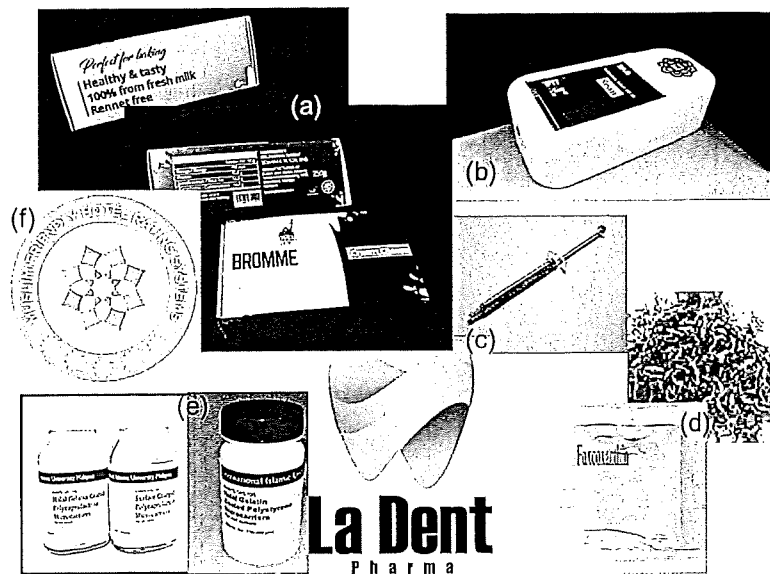


Fig. 22.3: (a) Bromelain-cheese, a rennet free product; (b) LAD-pen, lard and alcohol detection pen device; (c) La Dent, pre-filled syringe nano-emulsion antibiotic for periodontitis; (d) Fucoxanthin, a Malaysian brown seaweed pigment Malaysian as a new popular *halal* material for health and beauty products; (e) gelatin coated microcarriers, for biopharmaceuticals production and tissue engineering application; (f) MFHRS, an innovative Muslim Friendly Hotel Rating Systems. Data from the Office of the Dean, INHART, IIUM.



Fig. 22.4: Samples of books for the interest of the *halal* industry players (left) and for parents to educate their young concerning *halal* (right). Data from the Office of the Dean, INHART, IIUM.

books by INHART researchers (Pic. 22. 3). These publications serve as a guide and an interesting read for individuals, business owners and organizations exploring the *halāl* sector.

Long-Term Education and Short-Term Courses

One of the important factors for the development, expansion and sustainability of the *halāl* industry is to have long-term education programs and short-term courses that can produce knowledgeable *halāl* workforce including *halāl* professionals, as well as eliminate and/or reduce fraud and non-compliance among manufacturers and the stakeholders in the products supply chain.

As a center of excellence, INHART postgraduate students are engaged in research within the *halāl* eco-system that will lead to masters and doctorate degrees qualification. INHART has been receiving an increasing number of postgraduate students enrolled into its three postgraduate programs: (a) Masters in *Halāl* Industry Management, (b) Master of Science in *Halāl* Industry Science, and (c) PhD in *Halāl* Industry. These programs are aimed to offer

graduates of different background an opportunity to acquire knowledge and experience in the broad field of research and innovation in the *halāl* industry. All the programs are conducted by research mode with minimum courses to fulfil graduation requirements, and there is no residency requirement for graduation. The university management and INHART management plan to have

up to 50-70 new student enrollments yearly and reaching 550 post-graduate students by 2025 (Fig. 22:1). Fifty percent of the students are projected to pursue research interest in various science and technology related fields relevant for the *halal* industry.

To cater for the need of the *halal* industry stake-holders globally, INHART offers various standard

STUDENTS AND STAFF

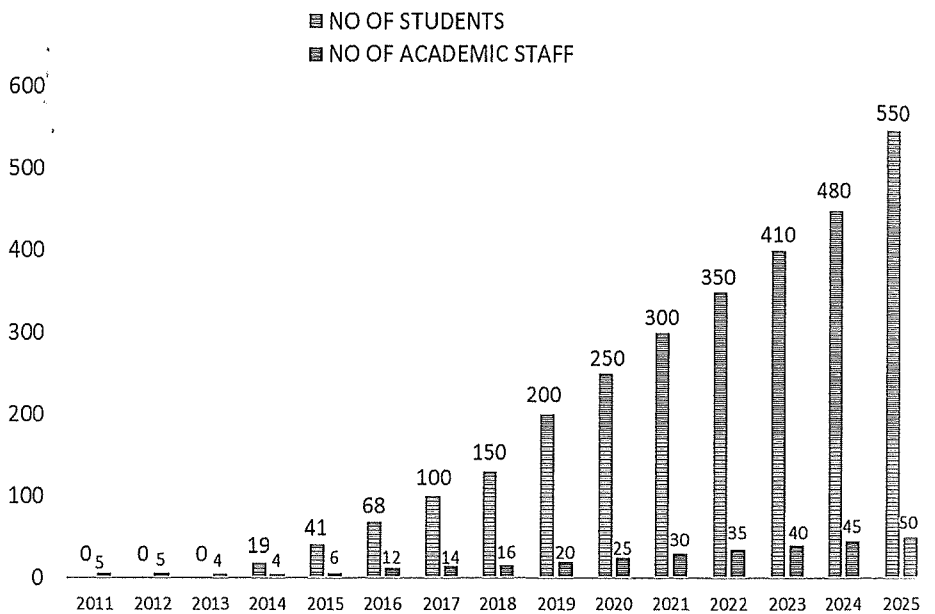


Fig. 22.1: INHART Students and Staff Projection. Data from the Office of the Dean, INHART, IIUM.

2018 TRAINING PRODUCTS

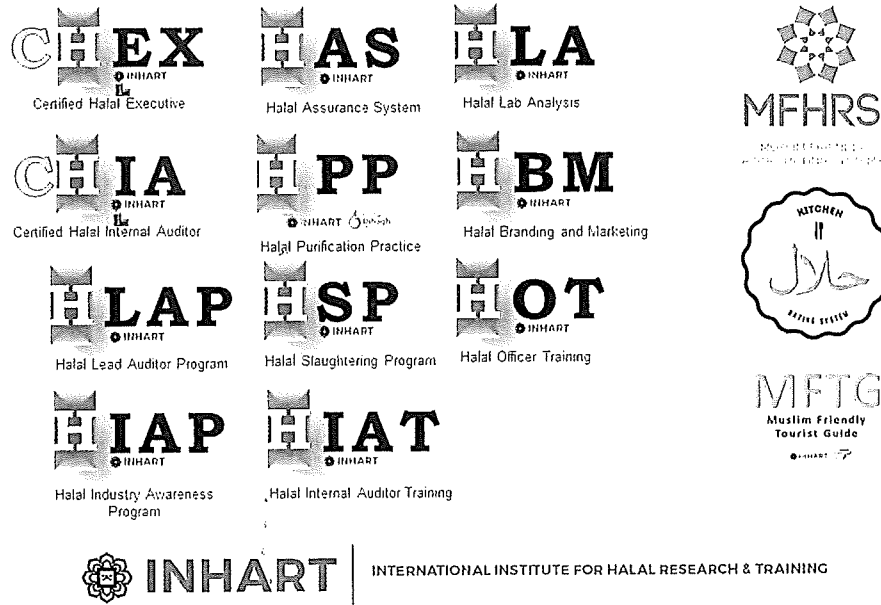


Figure 22.2: 2018 Training Products. Source: Data from the Office of the Dean, INHART, IIUM.

ḥalāl training at the awareness (AL modules), intermediate (IL modules) and competency (CL modules) levels which run from 1 day to several weeks. In addition, INHART also entertains requests for customized in-house training based on the clients' need.

Consultancy

With a pool of expertise and vast experience dealing with *ḥalāl*-related

matters INHART's Consultancy Unit is responsible to assist the *ḥalāl* industry both in Malaysia and at the international level to implement any *ḥalāl* initiatives and requirements. INHART has also introduced a number of innovative products (services and product based), which are currently has been commercialized or on the verge of commercialization then

being commercialized in Malaysia and abroad, such as the Muslim Friendly Hotel Rating Systems (MFHRS), Muslim Friendly Tourist Guide (MFTG), Salam (Internet) Browser, *Ḥalāl* Kitchen Rating Systems, *Ḥalāl* Hub Masterplan and others. Besides that, the Consultancy Unit at INHART is also offering consultancies in the areas of *Ḥalāl* Media, *Halal* Image Banks, and *Ḥalāl* Branding and Marketing.

THE INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

The Garden of Knowledge and Virtue

Edited by
Abdul Rashid Moten



الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُونَيْتِيسْتِي اِسْلَامْ اِنْتَار اِنجِنِيَا مَلَيْسِيَا

First Print, 2019
© IIUM Press, IIUM

IIUM Press is a member of Majlis Penerbitan Ilmiah Malaysia – MAPIM (Malaysian Scholarly Publishing Council)
(Malaysian Book Publishers Association) - MAPOBA
Membership No. 201905

All rights reserved. No Part of this publication may be reproduced, stored in retrieval system,
or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise,
without any prior written permission of the publisher.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Abdul Rashid Moten

IIUM : The Garden Of Knowledge and Virtua / Abdul Rashid Moten.

ISBN 978-967-491-044-0

ISBN 978-967-491-035-8 (pbk)

1. Universiti Islam Antarabangsa Malaysia.
2. Education, Higher--Malaysia.
3. Education and state--Malaysia.
4. Universities and colleges--Malaysia.
5. Government publications--Malaysia.

I. Title.

378.595

Published by

IIUM Press

International Islamic University Malaysia
P.O. Box 10, 50728 Kuala Lumpur, Malaysia

Printed by

Reka Cetak Sdn Bhd

No. 12 & 14, Jalan Jemuju Empat 16/13D
Seksyen 16, 40200 Shah Alam
Selangor Darul Ehsan
Tel : +603-5510 4254/ 4758; Fax: +603-5510 4059
www.rekacetak.com