

Global Halal Industry Governance and Policy: Regulatory Models, Supply Chain Integrity, and Harmonization Challenges

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Abstract

This article examines governance and policy in the global halal industry by analyzing how halal authority, certification, regulation, supply-chain control, and international harmonization shape market credibility and competitiveness. Using qualitative library research and comparative policy analysis, the study reviews academic literature and policy examples from Indonesia, Malaysia, Singapore, Brunei Darussalam, Thailand, the United Arab Emirates, and Pakistan. The findings show that halal governance is not limited to the issuance of certificates, but forms an integrated regulatory ecosystem involving religious legitimacy, public administration, inspection, laboratory verification, supply-chain assurance, and digital traceability. National halal systems display state-centered, religious-authority-integrated, and mixed regulatory models. These variations strengthen domestic halal assurance, yet they also create fragmentation, certification duplication, compliance costs, and uncertainty in cross-border recognition. The study recommends harmonized standards, credible mutual recognition, digital certification, blockchain-based traceability, stronger human resources, and greater inclusion of micro, small, and medium enterprises in halal value chains.

Keywords: halal governance, halal policy, halal certification, halal supply chain, digital traceability

Abstrak

Artikel ini mengkaji tata kelola dan kebijakan industri halal global dengan menganalisis bagaimana otoritas halal, sertifikasi, regulasi, pengendalian rantai pasok, dan harmonisasi internasional membentuk kredibilitas serta daya saing pasar halal. Penelitian ini menggunakan metode kualitatif berbasis studi kepustakaan dan analisis kebijakan komparatif terhadap literatur akademik serta contoh kebijakan di Indonesia, Malaysia, Singapura, Brunei Darussalam, Thailand, Uni Emirat Arab, dan Pakistan. Hasil kajian menunjukkan bahwa tata kelola halal tidak terbatas pada penerbitan sertifikat, tetapi merupakan ekosistem regulasi terpadu yang mencakup legitimasi keagamaan, administrasi publik, inspeksi, verifikasi laboratorium, jaminan rantai pasok, dan ketertelusuran digital. Sistem halal nasional menunjukkan model yang berpusat pada negara, terintegrasi dengan otoritas keagamaan, serta model campuran. Keragaman ini memperkuat jaminan halal domestik, tetapi juga menimbulkan fragmentasi, duplikasi sertifikasi, biaya kepatuhan, dan ketidakpastian pengakuan lintas negara. Penelitian ini merekomendasikan harmonisasi standar, pengakuan timbal balik yang kredibel, sertifikasi digital, ketertelusuran berbasis blockchain, penguatan sumber daya manusia, dan pelibatan UMKM dalam rantai nilai halal.

Kata kunci: tata kelola halal, kebijakan halal, sertifikasi halal, rantai pasok halal, ketertelusuran digital

Introduction

The global halal industry has experienced a major transformation during the last two decades. Halal is no longer understood merely as a religious requirement related to permissible consumption. It has become an economic, regulatory, and cultural ecosystem that covers food, cosmetics, pharmaceuticals, logistics, tourism, finance, lifestyle services, and digital platforms. This transformation is important because halal in contemporary markets increasingly functions as a sign of quality, safety, cleanliness, process credibility, and ethical assurance. Amid (2024) explains that the expansion of halal meaning has positioned halal as a symbol of quality assurance and as part of a broader lifestyle choice. Similarly, bibliometric studies indicate that halal has become a serious field of research, policy, and business rather than a marginal religious issue (Haleem et al., 2020).

The expansion of the halal market creates significant opportunities, but it also produces governance challenges. The growing Muslim population, the expansion of middle-class consumption in Muslim-majority countries, and the increasing interest of non-Muslim consumers in ethical, safe, and traceable products have made the halal sector one of the most strategic markets in global trade. However, the rapid growth of the market has not been followed by a single and universally recognized halal standard. Azam and Abdullah (2021) show that different halal standards, including those used in Malaysia, Indonesia, Singapore, and SMIIC-related frameworks, have created both unity and diversity in the global halal standardization landscape. This diversity can enrich halal governance, but it can also produce confusion, duplication, and high compliance costs for businesses seeking cross-border market access.

In this context, governance becomes a central issue. Halal governance is not merely the administrative process of granting halal certificates. It refers to the arrangement of actors, rules, institutional authority, monitoring systems, decision-making processes, and recognition mechanisms through which halal status is defined, verified, protected, and communicated to consumers. Noor and Noordin (2016) emphasize that the credibility of halal certification depends on a governance structure that clarifies who has authority, who makes decisions, and how decisions are implemented in political, economic, and institutional settings. The issue is therefore broader than the presence of a label; it concerns the legitimacy and reliability of the entire system behind the label.

The global nature of the halal industry also means that halal governance must operate across different social and religious contexts. In Muslim-majority countries, halal is often supported by state authority and embedded in national development strategies. In Muslim-minority contexts, halal governance may rely more heavily on private certification bodies, community-based institutions, and international recognition networks. Kurth and Glasbergen (2017), in their study of halal food governance in the Netherlands, show that halal markets may operate in heterogeneous Muslim communities that do not share a single religious authority. This situation makes transparency, accessibility, impartiality, and stakeholder involvement essential for maintaining public legitimacy.

Another major challenge lies in supply-chain integrity. In modern industrial systems, the halal status of a product cannot be guaranteed only at the final production stage. The

status of a product may be affected by raw materials, processing, storage, transportation, distribution, packaging, and possible cross-contamination along the supply chain. Tieman (2011) argues that halal supply-chain management requires protection from direct contact with haram elements, control of contamination risk, and alignment with Muslim consumer perceptions. Tieman, van der Vorst, and Che Ghazali (2012) further developed the halal supply-chain model by emphasizing halal policy, logistics control, network structure, business processes, resources, and performance metrics. Therefore, halal governance must include logistics, traceability, risk control, and assurance mechanisms from source to consumer.

Standardization is another urgent concern. Many countries and certification bodies use different definitions, procedures, documentation requirements, and recognition criteria. Such differences can become technical barriers to trade, particularly for micro, small, and medium enterprises that lack the resources to handle multiple certification systems. Amid (2024) notes that mutual recognition among certification bodies, compliance costs, competitiveness, and legal issues in complex sectors such as pharmaceuticals remain key challenges in the halal industry. These problems reveal that halal governance is also a matter of international economic coordination.

Recent developments show that digitalization can become an important solution. Digital halal certification, electronic documentation, online monitoring, and blockchain-based traceability are increasingly discussed as tools to strengthen transparency and reduce compliance inefficiencies. Harsanto and Firmansyah (2023) argue that innovation in halal supply-chain management must move beyond regulation and incorporate value, ethics, and organizational innovation. Heikal et al. (2024) add that blockchain-based systems can support halal traceability, halal trust, quality assurance, and multiparty coordination. These arguments suggest that future halal governance must combine religious authority, public regulation, management systems, and digital infrastructure.

Based on these issues, this article examines global halal industry governance and policy through three main questions. First, how should halal governance be conceptualized in the contemporary global industry? Second, how do selected countries design halal policies and regulatory systems? Third, what strategies are needed to strengthen the global halal industry in the future? By answering these questions, the article aims to transform the discussion of halal from a narrow certification issue into a broader governance and policy agenda.

Literature Review

Halal governance as an institutional and regulatory concept

The concept of halal governance emerged from the need to understand halal certification as part of an institutional arrangement rather than a purely technical or religious procedure. Halal governance concerns the allocation of authority, the design of regulatory systems, the role of religious bodies, the participation of industry actors, the credibility of inspection, and the communication of halal assurance to consumers. Noor and Noordin (2016) argue that a halal governance structure is necessary because global certification practices differ depending on whether public bureaucracy controls certification or whether private institutions dominate the certification market.

Hudaefi and Jaswir (2019) describe halal governance as a structure and process intended to ensure accountability, transparency, responsiveness, and rule enforcement within the halal system. Their view expands the concept of halal governance from label administration to an integrated framework of sharia compliance, regulatory control, and public accountability. From this perspective, halal governance is located at the intersection of religious norms, public policy, quality management, and consumer trust.

Governance also has political, economic, and institutional dimensions. The question of who has the power to define halal is not neutral. In some countries, the state plays a dominant role; in others, religious authorities, private certification agencies, Islamic councils, or semi-public organizations may be more influential. Noor and Noordin (2016) underline that halal governance must address questions of power, decision-making, and institutional legitimacy. Such questions are particularly important in global markets because halal certificates issued in one country may not automatically be accepted in another.

Halal certification, consumer trust, and market legitimacy

Halal certification is one of the most visible instruments of halal governance. It provides consumers with assurance that a product has complied with specific religious and technical standards. However, certification credibility depends on the trustworthiness of the institution, the clarity of procedures, the independence of auditors, and the transparency of monitoring mechanisms. Noordin, Noor, and Samicho (2014) explain that halal certification is a key element in providing halal quality assurance to Muslim consumers and that the efficiency of halal regulatory bodies influences the competitiveness of the halal industry.

In multicultural contexts, the legitimacy of halal certification is more complex. Kurth and Glasbergen (2017) show that halal governance arrangements in the Netherlands developed within a heterogeneous Muslim identity and did not operate under one unified religious authority. Their findings indicate that weak institutional arrangements may create problems of stakeholder involvement, transparency, accessibility, impartiality, and efficiency. Consequently, halal governance should not only be sharia-compliant but also socially legitimate and institutionally credible.

The legitimacy problem also appears in global trade. When standards differ across countries, producers may need to obtain several certificates for the same product. This increases costs and may create market barriers. Azam and Abdullah (2021) show that the absence of a universal halal standard leads to diversity in halal requirements and may affect the ability of businesses to access international markets. Therefore, halal certification must be studied not only as a religious assurance mechanism but also as a governance tool that shapes trade, competitiveness, and consumer confidence.

Supply-chain integrity and halal assurance

Halal integrity cannot be maintained only through certification at the product level. It must be embedded throughout the supply chain. Tieman (2011) emphasizes that halal supply-chain management requires avoiding direct contact with haram materials, controlling contamination, and ensuring that processes are consistent with Muslim consumers' perception of halal. This principle is essential because modern supply chains involve multiple actors, facilities, warehouses, transportation modes, and distribution systems.

Tieman, van der Vorst, and Che Ghazali (2012) further explain that halal supply-chain management requires specific design parameters, including halal policy, logistics control, network structure, business processes, resources, and performance indicators. Tieman and Ghazali (2014) show that halal vulnerability depends on product and market characteristics and can be reduced through halal control activities and assurance activities in transportation, warehousing, and terminals. These studies show that halal governance must be process-oriented rather than merely label-oriented.

More recent literature links supply-chain integrity to traceability and digital technology. Ab Rashid and Bojei (2020) argue that halal traceability system adoption is related to environmental and managerial factors that influence halal food supply-chain integrity. Ali, Tan, and Ismail (2017) propose a supply-chain integrity framework that integrates process visibility, critical-point control, and information consistency among supply-chain actors. This literature provides a basis for understanding digital traceability as a central component of future halal governance.

Digitalization, sustainability, and strategic development

Digitalization is increasingly discussed as a strategy for overcoming the inefficiencies of halal certification and supply-chain monitoring. Harsanto and Firmansyah (2023) argue that innovation in halal supply-chain management must be strengthened because the modern halal industry requires systems that are adaptive, efficient, and data-driven. Heikal et al. (2024) explain that blockchain can strengthen halal traceability, halal trust, quality assurance, and stakeholder coordination because data can be recorded in a transparent and tamper-resistant manner.

Digitalization is also relevant for micro, small, and medium enterprises. Hidayat and Musari (2023) argue that a digitally enabled society can support the development of a global halal MSME hub through institutional arrangements involving government, academia, financial institutions, business associations, regulators, communities, and technology platforms. Sahudin et al. (2023) show that a Halal-Integrated Platform in Malaysia is designed to connect SMEs with markets, finance, certification services, and global partners. These studies indicate that digital infrastructure can reduce certification barriers and expand market access.

At the same time, halal is increasingly linked with sustainability. Qadir, Eleshin, and Adebayo (2025) propose a sustainable value-chain framework for halal opportunities in the green economy. Muhammad and Junejo (2025) argue that environmental practices should be incorporated into future halal industry development because halal's ethical claims may be weakened if the industry ignores ecosystem protection. Ahmed, Bamiro, Salisu, and Zakariya (2025) further connect halal with blue and green economy frameworks. Together, these studies show that the future halal industry should integrate sharia compliance with environmental responsibility, social value, and long-term economic resilience.

Research Method

This study uses a qualitative descriptive approach based on library research and comparative policy analysis. The qualitative approach is appropriate because the research focuses on conceptual interpretation, institutional comparison, and policy analysis rather than statistical measurement. The main object of analysis is the governance and policy

architecture of the global halal industry, especially the way in which halal authority, certification, standardization, supply-chain assurance, and international recognition are structured.

The data were obtained from academic literature, book chapters, journal articles, and policy-oriented sources discussing halal governance, halal certification, halal supply-chain management, digital traceability, and national halal regulation. The analysis focuses on selected countries that represent different halal governance models: Indonesia, Malaysia, Singapore, Brunei Darussalam, Thailand, the United Arab Emirates, and Pakistan. These countries are selected because they illustrate major patterns in the global halal ecosystem, including state-centered regulation, religious-authority-based regulation, and trade-oriented halal policy.

The analysis was carried out in three stages. First, the literature was reviewed to formulate a conceptual framework for halal governance. This stage identified key concepts such as regulatory authority, certification credibility, public legitimacy, supply-chain integrity, digital traceability, and harmonization. Second, regulatory and institutional models across selected countries were compared based on the main authority, legal or policy basis, policy character, and key features. Third, the findings were synthesized into strategic agendas for strengthening the global halal industry, including sustainability integration, digitalization, MSME empowerment, human resource development, diversification of halal sectors, and international harmonization.

The limitation of this method is that it does not conduct field interviews with regulators, certification bodies, or businesses. Nevertheless, the library-based and comparative approach allows the article to develop a broad policy-oriented synthesis that is useful for understanding the global halal governance landscape. Future studies may expand this research by using interviews, case studies, or quantitative measurement of certification efficiency and trade outcomes.

Results and Discussion

Halal governance as an integrated regulatory ecosystem

The findings show that halal governance should be understood as an integrated regulatory ecosystem. This ecosystem consists of religious norms, public regulation, certification procedures, management controls, inspection, laboratory testing, supply-chain assurance, consumer communication, and market recognition. In this sense, halal governance is broader than certification. Certification is only one output of a larger system that determines whether halal integrity can be maintained and trusted.

A national halal control system must include several components. Ahmad et al. (2018) explain that an effective halal food control system requires halal legislation, halal management control, inspection, laboratory support, and education, communication, and training. These components indicate that halal status cannot be secured through fatwa or document verification alone. It requires regulatory architecture, audit procedures, scientific support, and continuous capacity building. Therefore, halal governance must combine legal authority, technical competence, religious legitimacy, and management capacity.

The integrated character of halal governance also explains why the system must be adaptive. Aziz, Ramli, and Abdul Raof (2016) show that in Malaysia, halal authority is

connected to government-recognized institutions such as JAKIM and state Islamic authorities. Ismail al-Qudsy, Abdul Khalek, and Zainuddin (2025) indicate that halal governance in Malaysia has developed through continuous innovation to respond to consumer interests and satisfaction. This shows that halal governance is not static. It must adapt to changing consumer expectations, industrial technologies, trade requirements, and global competition.

The integrated governance perspective is also important for addressing fragmentation. Global halal markets do not operate under a single institutional design. Differences in legal systems, state-religion relations, market structures, and consumer communities produce different governance models. A state-centered approach may provide strong legal authority but may also face bureaucratic complexity. A private or community-based approach may be flexible but may face legitimacy problems. A mixed model may promote market responsiveness but requires strong coordination to avoid confusion. Therefore, the most realistic global agenda is not necessarily to impose one uniform model, but to develop minimum harmonized principles and credible recognition mechanisms across systems.

Comparative regulatory and policy models

Halal policies across countries show that the global halal industry does not grow under one legal model. Instead, it develops through the interaction of state regulation, religious authority, technical standards, and international trade needs. Policy functions include consumer protection, legal certainty for businesses, and export competitiveness. Rahman, Yunanda, Tareq, and Islam (2025) explain that halal industry growth encourages countries to build legal frameworks that not only regulate certification but also support consumer protection and national industry development.

Three broad regulatory models can be identified. The first is the state-centered model, in which the state appoints official institutions as the main authority for certification, supervision, and recognition. This model is visible in Indonesia, Malaysia, Brunei Darussalam, the United Arab Emirates, and Pakistan. The second is the religious-authority-integrated model, in which halal regulation is managed by a formal religious body that has legal recognition from the state. Singapore and Thailand illustrate this approach. The third is a mixed or market-mediated model, in which private certification bodies have greater space but still operate under general legal or recognition frameworks. Faiqoh and Fatwa (2024) show that Indonesia and Malaysia tend to operate under stronger government frameworks, while Muslim-minority contexts may rely more on private agencies.

Table 1 summarizes the major regulatory and policy features of selected halal governance systems.

Table 1
Halal Policy and Regulatory Models in Selected Countries

Country	Main authority	Regulatory or policy basis	Policy character	Key features
Indonesia	BPJPH, LPH, MUI	Law No. 33/2014; Government Regulation No. 42/2024	Gradually mandatory and state-centered	The state controls the halal product assurance framework; MUI remains involved in halal fatwa; implementation continues to expand across sectors, including logistics.
Malaysia	JAKIM/JAIN-	Manual Procedure for	State-centered and	Certification is managed by official

Country	Main authority	Regulatory or policy basis	Policy character	Key features
	MAIN	Malaysia Halal Certification; MHMS 2020; National Halal Policy 2025-2035	highly standardized	authorities; recognition of foreign halal bodies and internal halal management systems are relatively strong.
Singapore	MUIS	Administration of Muslim Law Act; Halal Certification Conditions	Legal-religious and administrative	MUIS acts as the central regulator; certification schemes, HalMQ, and recognition of foreign halal certification bodies support trade and service efficiency.
Brunei Darussalam	MORA/BKMH/MUIB	Halal Certificate and Halal Label (Amendment) Order 2017	Mandatory for selected food and beverage businesses	Strong emphasis on certification, halal label, hygiene, Islamic identity, and MSME compliance.
Thailand	CICOT and provincial Islamic committees	Regulation of the Central Islamic Council of Thailand on the Management of Halal Affairs B.E. 2558	Religious authority with formal institutional basis	CICOT sets standards, conducts audits, issues certificates, supervises logo use, and coordinates central-provincial mechanisms.
United Arab Emirates	MOIAT and registered certification bodies	Cabinet Decree No. 10/2014; UAE Halal National Mark	National standardization with global trade orientation	The system emphasizes conformity assessment, registration of certification bodies, and facilitation of halal product flows in domestic and international markets.
Pakistan	Pakistan Halal Authority	Pakistan Halal Authority Act, 2016	State-centered and trade-oriented	The national authority develops standards, halal logo, accreditation, inspection, and halal export promotion strategies.

Source: Processed by authors based on literature and policy synthesis, 2026.

Indonesia illustrates a shift from an older model centered on religious authority to a state-based halal product assurance regime. Law No. 33 of 2014 established halal product assurance as a legal guarantee of product halalness, while Government Regulation No. 42 of 2024 further details the organization of the halal product assurance field. Hudaefi and Jaswir (2019) argue that Indonesia has moved toward a more formal halal governance system with a division of functions among regulation, inspection, fatwa, and supervision. However, this institutional expansion also creates coordination challenges because BPJPH, halal inspection bodies, and MUI must work in one decision chain.

Malaysia is often positioned as one of the most mature and influential halal governance models. JAKIM's central role, combined with state Islamic authorities, produces a governance system that has both administrative and religious legitimacy. Ahmad et al. (2018) show that Malaysia's halal control system includes legislation, management control, inspection, laboratories, and education. Malaysia's strength lies in its high standardization, international recognition, foreign halal body recognition, and integration between certification and internal halal management systems.

Singapore and Brunei Darussalam demonstrate two different but strong regulatory orientations. Singapore places MUIS as the main authority that provides certification services, certification schemes, competency assessment, and foreign halal certification body recognition. Although Singapore is a Muslim-minority country, its institutional efficiency makes its halal system widely recognized. Brunei, by contrast, links halal regulation more closely with Islamic national identity and economic diversification. Kifli (2023) explains that Brunei's halal certification regime emphasizes halal labels, business compliance, and bureaucratic integration in everyday economic life.

Thailand, the United Arab Emirates, and Pakistan reveal how halal policy is also shaped by export needs and geopolitical positioning. Thailand relies on the Central Islamic Council of Thailand and provincial Islamic committees, creating a religiously

grounded but technocratic certification model compatible with food-export industries. The UAE uses halal standardization to support international trade, conformity assessment, and market facilitation. Pakistan established the Pakistan Halal Authority to develop standards, logos, accreditation, inspection, and export promotion. These examples show that halal regulation is not only a matter of religious law but also a strategic instrument for trade diplomacy and national competitiveness.

The comparative analysis demonstrates that no single model is dominant in all contexts. Each system has strengths and weaknesses. Indonesia offers a broad legal basis but faces implementation and coordination challenges. Malaysia offers strong standardization and global recognition. Singapore offers administrative efficiency. Brunei integrates halal with Islamic national identity. Thailand demonstrates how religious institutions can support modern audit systems. The UAE and Pakistan demonstrate the close relationship between halal policy and international trade strategy. The main global challenge is therefore how to create interoperability among different governance systems without erasing national institutional diversity.

Supply-chain integrity, traceability, and digital governance

The second major finding is that halal governance must be extended from certification to supply-chain integrity. A product may be certified halal at the production stage, but its halal integrity can be compromised during storage, transportation, warehousing, packaging, or distribution if there is contamination or loss of process control. Therefore, halal assurance must cover the entire value chain. Tieman (2011) emphasizes that halal supply-chain management protects products from contact with haram elements and contamination risk. This means that logistics is not a neutral technical activity but a critical point of halal governance.

The halal supply-chain model proposed by Tieman, van der Vorst, and Che Ghazali (2012) provides an important framework because it identifies specific requirements for halal logistics, business processes, network structure, resources, and performance metrics. Tieman and Ghazali (2014) further explain that vulnerability in halal logistics can be reduced through halal control activities and assurance activities. This approach changes the logic of halal governance from final-product verification to continuous process assurance.

Digital technology can significantly strengthen this process. Blockchain-based systems can record transactions, movements, and certifications in a way that is more transparent and difficult to alter. Heikal et al. (2024) explain that blockchain has the potential to enhance halal traceability, halal trust, halal quality assurance, and halal commitments among multiple stakeholders. This is important because global halal value chains involve many parties located in different jurisdictions. Digital traceability can create a shared information layer that reduces information asymmetry and strengthens consumer trust.

However, technology is not a complete solution by itself. Digital governance requires clear data standards, institutional responsibility, certification authority, privacy protection, and interoperability among platforms. Without governance, digital tools may create new fragmentation. Therefore, a digital halal system should be designed as part of an integrated governance architecture rather than as an isolated administrative application. The future challenge is not only to digitize existing procedures but also to redesign halal

governance so that data, audit, certification, logistics, and consumer communication are connected.

Opportunities and strategies for strengthening the global halal industry

The global halal industry has significant opportunities for future development. These opportunities arise from the convergence of market growth, ethical consumption, sustainability concerns, and technological innovation. The industry can no longer rely only on religious identity as its market foundation. It must move toward a value-based economy that emphasizes quality, safety, ethics, sustainability, and credibility. This strategic shift can expand halal's appeal not only among Muslim consumers but also among non-Muslim consumers who value traceable and ethical products.

The first strategic agenda is the integration of halal with sustainability. Qadir et al. (2025) argue that a sustainable value-chain framework for halal opportunities should combine halal principles with global sustainability goals, particularly responsible production, industrial innovation, and environmental conservation. Muhammad and Junejo (2025) emphasize that environmental practices should become an important consideration in the future halal industry because halal growth without ecosystem protection would weaken its ethical claims. Therefore, halal industries should be connected with environmental, social, and governance agendas, circular economy principles, and responsible consumption.

The second agenda is digitalization of halal certification and supply-chain monitoring. Digital certification services can reduce administrative delays, increase accessibility for businesses, and improve transparency. Syahr et al. (2023) argue that digital halal certification services can support economic, social, and environmental dimensions of sustainable development. Digital platforms can also help MSMEs access certification, markets, finance, training, and partnerships. Sahudin et al. (2023) show that Malaysia's Halal-Integrated Platform is designed to support SMEs as a halal digital economy hub. This indicates that digitalization should be treated as a primary infrastructure of halal governance.

The third agenda is the strengthening of halal MSMEs. Many Muslim-majority countries have large MSME sectors, but these businesses are not always connected to international halal standards, digital platforms, or export networks. Hidayat and Musari (2023) argue that the development of a global halal MSME hub requires institutional collaboration among government, universities, Islamic financial institutions, business associations, regulators, communities, and technology platforms. Strategies for MSMEs should include simplified certification procedures, fee subsidies, integrated halal and digital training, shared services, and export-readiness support.

The fourth agenda is human resource development and halal education. Idris (2025) highlights that halal industry growth increases the need for skilled workers, halal executives, auditors, trainers, and professionals who understand sharia, regulation, production, logistics, and international standards. Harun and Abdullah (2022) also emphasize the role of governments and higher education institutions in developing halal education. A strong halal ecosystem requires structured education pathways, vocational training, professional certification, university-based research centers, and continuous capacity development for regulators and businesses.

The fifth agenda is sectoral diversification. The halal industry is no longer concentrated only in food. It has expanded into pharmaceuticals, cosmetics, logistics, tourism, and digital services. Rejeb et al. (2021) argue that future halal supply-chain research should expand from integrity issues to sustainability measures and performance measurement. Rini and Nasution (2023) show that halal travel and tourism have major potential but require strategic initiatives and stakeholder coordination. In pharmaceuticals, traceability is essential because raw materials and production processes are highly sensitive. Diversification requires sector-specific standards, scientific testing, and specialized professional capacity.

The sixth agenda is international harmonization and mutual recognition. Harmonization does not necessarily mean eliminating national differences. Rather, it means developing minimum common principles, shared terminology, interoperable data systems, and credible recognition mechanisms among halal authorities. Idris et al. (2025) emphasize that the future of the halal industry depends on standardizing certification processes, strengthening collaboration among halal bodies, and building knowledge-based economic capacity. Without harmonization, halal market opportunities may remain fragmented by repeated audits, incompatible requirements, and high transaction costs.

Toward a global halal governance framework

Based on the findings, a global halal governance framework should include five interrelated pillars. The first pillar is institutional credibility. Halal authorities must be transparent, accountable, competent, and independent enough to maintain public trust. The second pillar is regulatory interoperability. National systems should be able to communicate and recognize one another through clear criteria, even when institutional models differ. The third pillar is supply-chain assurance. Halal integrity must be protected across production, logistics, warehousing, transportation, and distribution.

The fourth pillar is digital traceability. Digital records, certification databases, blockchain applications, and consumer information systems should support transparency and reduce information asymmetry. The fifth pillar is inclusive development. MSMEs, workers, auditors, universities, and local communities must be included in halal industry development so that halal growth does not benefit only large corporations. These pillars show that global halal governance is not simply about the number of certificates issued. It is about building a reliable ecosystem that can connect religious compliance, market efficiency, consumer trust, and international competitiveness.

The policy implication is clear. Governments should strengthen halal governance through legal clarity, institutional coordination, and capacity building. Certification bodies should improve audit quality, transparency, and mutual recognition. Industry actors should integrate halal management into quality management, supply-chain operations, and digital data systems. Universities should develop halal education and research. Technology providers should design interoperable and inclusive platforms. International organizations and regional halal bodies should support harmonization and knowledge exchange. Only through this ecosystem approach can the global halal industry move from fragmented certification toward integrated governance.

Conclusion

This article concludes that global halal industry governance and policy cannot be understood merely as a matter of religious compliance in consumption. Halal has become a complex economic, regulatory, and institutional system. The growth of global halal markets has pushed many countries to build more formal governance through certification, standardization, supervision, and supply-chain control. In this context, halal governance functions as the foundation for maintaining halal integrity, consumer trust, business certainty, and market competitiveness.

The discussion shows that halal governance is multi-actor and multilevel. States, certification bodies, religious authorities, laboratories, businesses, logistics providers, distributors, universities, and consumers all play important roles in maintaining halal integrity. Halal is therefore not merely an end-product label but the result of a control system that includes legislation, audit, inspection, logistics, education, digital traceability, and public communication. The strength of the halal industry depends on governance that is accountable, transparent, adaptive, efficient, and socially legitimate.

Comparative analysis demonstrates that halal policies in different countries reflect diverse governance models. Indonesia shows a strong state-based halal product assurance framework but still faces implementation and coordination challenges. Malaysia is recognized for standardization and international recognition. Singapore is strong in administrative efficiency and foreign certification recognition. Brunei links halal policy with Islamic identity and economic diversification. Thailand demonstrates how religious institutions can support modern audit systems. The UAE and Pakistan show that halal regulation can become an instrument of trade strategy and global market positioning. This diversity is productive, but it also creates regulatory fragmentation, different standards, and high compliance costs.

The future of the global halal industry depends on five strategic agendas: integrating halal with sustainability, accelerating digital certification and supply-chain traceability, empowering halal MSMEs, developing professional human resources and halal education, and strengthening harmonization and mutual recognition across countries. Halal industries should move beyond identity-based markets toward value-based ecosystems that emphasize quality, ethics, safety, transparency, and sustainability. The key challenge is not simply to increase the number of halal-certified products but to build a global halal system that is credible, inclusive, digitally connected, and capable of meeting the demands of international trade.

This study is limited by its library-based method. It does not measure the empirical performance of specific certification systems or include interviews with policymakers and businesses. Future research can expand this work by conducting case studies of halal certification efficiency, measuring the trade impact of mutual recognition, comparing digital halal platforms, and analyzing consumer trust in different governance models. Nevertheless, this article provides a conceptual and policy-oriented foundation for understanding the global halal industry as an integrated governance ecosystem.

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