



The Halal Food Sector in Singapore

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Industry Overview

The global Halal food market is becoming one of the fastest growing market segments. Halal food refers to items that are permissible for consumption in accordance to Sharia law. In 2012, the global Halal food was valued at US\$697,52 billion. It is expected to reach US\$829,74 billion by 2016¹ (Source: www.apfoodonline.com). The world Muslim population is estimated at 1,6 billion Muslims. This makes Islam the world's second-largest religious tradition after Christianity, according to the Global Religious Landscape report in 2012 from the Pew Research Center's Forum on Religion & Public Life.² Based on the Pew Research analysis, nearly 62% of the Muslims live in the Asia Pacific region. In other words, the Asia Pacific region has a huge market potential for Halal food due to the size of the Muslim population followed by the Middle East region and Europe.

Singapore is a multiracial and multicultural country with a majority population of Chinese (74% of the resident population) followed by Malay (13%) and Indian minorities (9.1%). Hence, the Malay population is the second largest population in Singapore. Singapore's Halal industry is on the rise with the number of premises rising five-fold for the past decade to 2.650³. It is expected to go up to 5.000 by 2015. Singapore is one of the countries in the world with a Muslim population with the highest purchasing power (Source: *Economist Intelligence Unit, AT Kearney*). Thus, Singapore has a high potential market for Halal food, after Malaysia and Indonesia in the region.

In the past, the consumption of Halal food was focused in regions that had a predominant Muslim population. However, this has significantly changed in recent years. Halal food has been extended to non-Muslim economies, where Halal food has become the new benchmark as a safe and hygienic form of food. Countries such as Malaysia, Thailand, Singapore, the Philippines, Brunei, China and India have been at the forefront of tapping into the global Halal market. In view of this, Singapore has taken steps towards becoming a Halal hub.

The halal-certifying body in Singapore is *Majlis Ugama Islam Singapore*, MUIS (www.muis.gov.sg). The Singapore Halal certification is globally recognized and trusted. This has led to strong interest amongst Singapore companies and foreign companies based in Singapore to adopt on the MUIS' Halal Certification scheme.

Warees Halal, a division of MUIS' subsidiary Warees Investments Pte Ltd, has been given the task of helping companies to attain certification and carries out audits for MUIS. Warees Halal leverages on the existing Muis eHalal System to manage all aspects of the Halal Certification Process.

The types of halal food products that can be found in retail supermarkets are:

- Halal meat products (beef, mutton and poultry that comes in fresh/chilled/frozen form)
- Halal convenience food (frozen/chilled ready meals and snack food)
- Halal confectionery & dairy products (chocolates, cheese, ice cream and desserts)
- Halal sauces, seasoning and condiments

¹ Drivers Of The Dynamic Halal Market - <http://www.apfoodonline.com/index.php/features/item/334-drivers-of-the-dynamic-halal-market>

² World's Muslim population more widespread than you might think, June 2013 by Drew Desilver - <http://www.pewresearch.org/fact-tank/2013/06/07/worlds-muslim-population-more-widespread-than-you-might-think/>

³ MUIS to build up Halal Brand - The Straits Times, October 8, 2011
<http://www.spring.gov.sg/NewsEvents/ITN/2011/Pages/Muis-to-build-up-halal-brand-20111008.aspx>

The most important segment for halal food products in Singapore is meat products, especially chilled & frozen chicken (whole and parts) and chilled & frozen beef. The majority of Halal meat products are imported from Australia, Argentina, Brazil, Malaysia, New Zealand, the United States and Uruguay. The Halal meat products are imported for retail distribution, foodservice or further processing into processed meat products. Apart from catering to the domestic market, the increase in demand for Halal food products has created opportunities for export to Muslim countries. Halal processed meat products such as sausages and cold cuts is a growing industry in Singapore. This industry is mainly dominated by local meat processing establishments that are certified halal by MUIS.

The **major local halal meat processing establishments** in Singapore, certified halal by MUIS, are:

- C S Tay Pte Ltd (www.cstay.com)
- Ellaziq Pte Ltd (www.ellaziq.com)
- Ha Li Fa Pte Ltd (www.halifa-bobo.com)
- Lim Traders Pte Ltd (www.limtraders.com)
- Mohamad Armiya Food Industry Pte Ltd (www.halalmeatball.com.sg)
- Ng Ai Muslim Poultry Industries Pte Ltd
- Zac Meat & Poultry Pte Ltd (www.zacmeat.com.sg)

Distribution Channels

The **three key players** in the retail food and beverage environment are **NTUC Fairprice, Cold Storage/Marketplace owned by Dairy Farm Group and Sheng Siong supermarket**. NTUC Fairprice supermarkets is targeted at both low-income and upper-middle income class with 3 different store concepts – Fairprice supermarkets, Fairprice Xtra and Fairprice Finest. Cold Storage/Marketplace supermarkets are targeted at upper-middle income class and expatriates living in Singapore. Sheng Siong supermarkets are targeted at consumers who prefer cheaper products predominantly imported from Malaysia. There are several other independently managed supermarket chain such as Isetan supermarket (www.isetan.com.sg), Meidi-Ya supermarket (www.meidi-ya.com.sg), Mustafa (www.mustafa.com.sg) and Prime supermarket (www.primesupermarket.com). Isetan and Meidi-Ya targets at the Japanese community and upper-middle income group whereas Prime supermarket's target market are low-income households.

List of major supermarkets and hypermarkets in Singapore:

- **Cold Storage Singapore (1983) Pte Ltd owned by Dairy Farm Group (Total outlets: 48)**
(Also owns 7 MarketPlace stores including Jasons Market, Naturally MarketPlace & ThreeSixty MarketPlace)
21 Tampines North Drive 2 #03-01
Singapore 528765
Tel: (65) 6891 8000 Fax: (65) 6784 5109
Website: www.coldstorage.com.sg
Email: pcshum@coldstorage.com.sg
Contact: Ms. Shum Poh Choo
Designation: Merchandising Director
- **NTUC Fairprice Cooperative Limited (Total outlets: 270)**

(Owns Fairprice Supermarkets – 95 outlets, Fairprice Finest – 15 outlets, Fairprice Xtra – 6 outlets, Fairprice Xpress and Cheers convenience stores)

229 Mountbatten Road

#03-01 to #03-23 Mountbatten Square

Singapore 398007

Tel: (65) 6592 1300 Fax: (65) 6452 2241

Website: www.fairprice.com.sg

Email: karen.won@fairprice.com.sg

Contact: Ms. Karen Won

Designation: Deputy Group Category Manager

- **Giant Hypermarket owned by Dairy Farm Group (Total outlets: 7)**

(Also owns Giant Express – 22 outlets, Giant Super – 38 outlets)

21 Tampines North Drive 2 #03-21

Singapore 528765

Tel: (65) 6564 3811 Fax: (65) 6565 5431

Website: www.gianthypermarket.com.sg

Email: bchia@coldstorage.com.sg

Contact: Mr. Bernard Chia

Designation: Merchandising Director

- **Sheng Siong Supermarket Pte Ltd (Total outlets: 33)**

6 Mandai Link

Singapore 728652

Tel: (65) 6895 1888 Fax: (65) 6269 8265

Website: www.shengsiong.com.sg

Email: management@shengsiong.com.sg

Contact Person: Mr. Lim Hock Chee

Designation: Managing Director

Cold Storage is the first supermarket in Singapore to receive MUIS certification for a designated Halal certified service corner in its supermarket operation in Causeway Point. In 1998, for the first time in Singapore's history, a supermarket retailer was able to provide Muslims the assurance of Halal purchases over its Halal corner.

FairPrice supermarket chain offers over 4,000 Halal certified items including 180 Halal FairPrice housebrand products. These products are sourced from countries such as Australia, Brazil, Indonesia, Malaysia, Thailand, Turkey and United States. Brunei Halal products were sold in Singapore in 2010 through the exclusive distributorship of NTUC Fairprice. In order to meet the demand of its Muslim customers, FairPrice also has MUIS certified Halal Corners in its stores islandwide.

Apart from retail, the foodservice market is an important segment for halal food products. The foodservice segment includes restaurants, cafes, hotels, airline catering and institutional catering such as university, school and hospital cafeterias, prisons and the military. In Singapore, there are approximately **3.000 halal-certified food & beverage establishments** comprising of foodservice industry, catering and food & beverage manufacturers. Food service industry accounts for 60 percent to 70 percent of the halal-certified establishments (*Source: MUIS*).

Halal meat products is a very important market segment in Singapore. The supplies of fresh/chilled/processed meat products are mainly distributed to retail supermarkets and foodservice industry through local meat processing establishments and distributors of meat products that are halal-certified by MUIS in Singapore.

The **major halal fresh/chilled and frozen meat distributors** in Singapore certified halal by MUIS are:

- Adam Halal Pte Ltd (www.adamhalal.sg)
- Hanifaa Frozen Food Pte Ltd (www.hanifaafrozenfood.com)
- Hua Kun Food Industry Pte Ltd (www.huakunfood.com.sg)
- KSB Distribution Pte Ltd (www.ksbdist.com)
- MW Impex Pte Ltd (www.mwimpex.com)
- Zac Meat & Poultry Pte Ltd (www.zacmeat.com.sg)

Challenges

The challenges faced by halal food products are:

- Product transparency & quality
- Brand positioning
- Halal certification
- Retail placement

The Global Halal Food Market report 2012-2016 states that the major challenge in the Halal food market is the certification of authentication bodies. Halal product certification is the most important prerequisite for entering the Halal market in Singapore and globally. A halal certificate is a document issued by an Islamic organization certifying that the products listed on it meet the Islamic dietary guidelines defined by the certifying agency. It is therefore very important to seek certification from a recognized Islamic agency that is known by consumers in the local market.

Another challenge for halal food products in Singapore is the appropriate retail placement. The Muslim communities in Singapore purchase halal food products from supermarkets, especially meat and processed food products. However, some of the Muslim community still prefer to buy halal food products from halal-only butcheries.

Trends & Opportunities

Many global brands are jumping onto the bandwagon to get their products certified halal. Some examples of international brands with local presence are Barry Callebaut, Givaudan, McDonalds, Kentucky Fried Chicken (KFC), Monin and Nestle S.A.

A Japanese firm that makes flavours and fragrances for food and other products officially opened a \$60 million facility here as part of moves to expand into the Muslim market. More than 90 per cent of its flavour output is certified halal by either the Islamic Religious Council of Singapore (MUIS) or Majelis Ulama Indonesia (MUI). Halal flavours are food additives prepared in accordance with Islamic dietary laws, so no alcohol, pork or pork-related substances are used. The flavours go into foods such as potato chips, cookies and instant noodles.⁴

Being the tourist hub of this region, Singapore has a very large food service industry with many hotels, restaurants, airline caterers, ship handlers, hospitals, and clubs. The top visitor-generating

⁴ \$60m halal flavours facility opened - The Straits Times, March 15, 2014
<http://business.asiaone.com/news/60m-halal-flavours-facility-opened>

markets for Singapore include Indonesia and Malaysia where Muslims dominate the population in these countries. This eventually creates opportunity in trade of halal food products and supplies.

Apart from Halal certification, the young and more affluent Muslim consumers who tends to be more health-conscious would consider the nutritional value of the food products as part of the purchasing factors. Due to the increasing awareness of corporate social responsibility, the demand for Halal food has been increasing among non-Muslim consumers as well.

Types of halal food products that has market potential in Singapore are:

- Halal processed cheese
- Halal chocolates
- Halal baking ingredients
- Halal convenience food
- Halal meat products (such as chicken, beef & mutton)

Halal Certification in Singapore

There is no global standard certification for halal and certification requirements vary by country. The halal-certifying body in Singapore is Majlis Ugama Islam Singapore, MUIS (www.muis.gov.sg). MUIS is also known as the Islamic Religious Council of Singapore, and is a statutory board in Singapore. Its role is to look after the interests of Singapore's Muslim community. Its primary statutory role is to advise the President of Singapore on all Islamic matters as well as the religious interests and issues faced by the Muslim Community in Singapore. The MUIS Halal services started in 1978 and MUIS set up its Halal Certification Strategic Unit to regulate the Halal industry. Muis Halal certification mark is widely recognised in key Halal markets such as Brunei, Indonesia, Malaysia and the Gulf Cooperation Council (GCC) countries through Mabims and GCC-Singapore Free Trade Agreements.

According to MUIS, Kosher certification is not equivalent to Halal certification. It is also important to note that MUIS will intervene to certify whenever halal products are imported for repacking or reprocessing in local facility. This procedure will have to be completed by local importer/manufacturer.

High-risk products that require halal certification are:

- Products containing gelatin
- Flavors & ingredients for food processing
- Meat products

Types of Halal Certification Schemes in Singapore:

- a. Eating Establishment Scheme
- b. Endorsement Scheme
- c. Food Preparation Area Scheme
- d. Poultry Abattoir Scheme
- e. Product Scheme

f. Storage Facility Scheme

g. Whole Plant Scheme

Majlis Ugama Islam Singapura (MUIS)

Singapore Islamic Hub
273 Braddell Road
Singapore 579702
Tel: +65 6359 1199 Fax: +65 6253 7572
Website: www.muis.gov.sg

List of MUIS recognized Halal Certifying Agencies/Bodies in Belgium:

EuroHalal – Office of Control and Halal Certification

Boulevard Barthelemy 20
1000 Brussels
BELGIUM
Tel: +32 487 433 661
Fax: +32 2 416 209
Website: www.eurohalal.be
Email: info@eurohalal.be
Contact Person: Pr. Karim Geirnaert
Designation: Administrator/Chairman

Halal Food Council of Europe (HFCE)

4 Rue De La Presse
1000 Brussels
BELGIUM
Tel: +32 222 711 14
Fax: +32 221 831 41
Website: www.hfce.eu
Email: zeshan@hfce.eu
Contact Person: Mr. Zeshan Mohamed Sadek
Designation: Director

Import Regulations

Singapore is considered a free port. There are no import duties imposed on food products. However, there is a **7% Goods and Services Tax (GST)** which is levied on all imported goods.

The Agri-Food Veterinary Authority of Singapore (AVA) is responsible for ensuring food safety from production to just before retail for both primary and processed food. All products are subject to inspection and sampling by this agency to ensure that the supply of meat, fish, fruits and vegetables is safe for human consumption.

AGRI-FOOD & VETERINARY AUTHORITY (AVA)

Website: www.ava.gov.sg

The Agri-Food and Veterinary Authority (AVA) ensures that processed food available in Singapore, both imported and locally manufactured, is safe for consumption. Processed food products refer to all food products and supplements of food nature except meat products and fish products, fresh fruits and fresh vegetables. Fruits and vegetables which have undergone some processing such as cutting, peeling, canning and freezing are regulated as processed food.

All imports of processed food and food appliances have to comply with prevailing requirements laid down under the Sale of Food Act and the Food Regulations. The Singapore Food Regulations require all prepacked food products for sale in Singapore to be labelled according to the requirements specified.

A list of AVA regulations can be found on their website at <http://www.ava.gov.sg/Legislation/ListOfLegislation/>.

The guideline for labelling and advertising requirements can be found on their website at <http://www.ava.gov.sg/FoodSector/FoodLabelingAdvertisement/>.

Meat may be imported in chilled, frozen, processed or canned form including halal meat products. Meat products may only be imported from approved sources. For the list of countries and establishments which are approved to export meat to Singapore, please refer to AVA's website.

An import permit issued by AVA is required for every consignment of meat product. Each consignment must be accompanied by a Health Certificate issued by a veterinary authority of the exporting country, certifying that Singapore's animal health and food safety requirements have been complied with. Meat products must be shipped direct from the country of export.

Procedure for application of accreditation to export to Singapore by Flemish meat establishments:

The Flemish meat establishment/slaughterhouse has to submit the Application Form for foreign meat processing establishment seeking accreditation to export to Singapore through FAVV for verification. FAVV has to write in to the Agri-Food & Veterinary Authority Singapore (AVA) with the completed application form for approval through the Royal Embassy of Belgium in Singapore.

A verbal note endorsed by the Ambassador will be sent to AVA together with the FAVV cover letter and necessary documents.

FAVV should address the letter to the following AVA personnel:

Dr Tan Hock Seng
Foreign Establishments Accreditation Branch
Agri-Food & Veterinary Authority of Singapore
5 Maxwell Road #02-00/03-00
Tower Blk MND Complex
Singapore 069110

For detailed information on the application procedure and evaluation process, companies can check on AVA's website at:

www.ava.gov.sg/FoodSector/ImportExportTransOfFood/AccredOfOverseasMeatEgg/

For enquiries:

Import and Export Division

Agri-Food & Veterinary Authority
5 Maxwell Road
#02-03 Tower Block, MND Complex
Singapore 069110
Tel: +65-6-325.7313
Fax: +65-6-325.7648

Approved foreign meat and egg processing establishments

Ms Chua Lay Har
Tel: (65) 6325 7313

Email: chua_lay_har@ava.gov.sg
Mr Lai Fah Choong
Tel: (65) 6325 7624
Email: lai_fah_choong@ava.gov.sg

Accreditation procedure

Mr Ronel Jabonero
Tel: (65) 6325 7639
Email: ronel_jabonero@ava.gov.sg
Mr Choy Chye Hock
Tel: (65) 6325 7343
Email: choy_chye_hock@ava.gov.sg

Food and Beverage Associations in Singapore

SINGAPORE HALAL CULINARY FEDERATION (SHCF)

The Singapore Halal Culinary Federation (SHCF) consist of culinary and service professionals with a purpose to educate the public on the dynamism of Halal food and to teach and involve Food Service Providers on service quality and best practices.

Singapore Halal Culinary Federation (SHCF)
Website: www.halalculinary.org
Contact Person: Mdm Kurshiah A Rahman
Email: kurshiah@halalculinary.org

SINGAPORE CHEFS ASSOCIATION (SCA)

SCA represents chefs working in Singapore in various engagements with the local community, government and fellow food and beverage associations. SCA also establishes and mentors the National Culinary Team for international competitions locally and overseas.

Singapore Chefs Association
Website: www.singaporechefs.com
P.O Box 926 Raffles City
Singapore 911731
Contact Person: Mr. Edmund Toh – President
Email: Singaporechefs@gmail.com

SINGAPORE FOOD MANUFACTURERS ASSOCIATION (SFMA)

The Singapore Food Manufacturers' Association is a professional and active trade association formed in 1967 by a small group of like-minded local food manufacturers with the purpose of developing and promoting the local food manufacturing industry. Members comprise small family concerns, small-and-medium enterprises, public listed companies, traders and various supplier companies related to food industry.

Singapore Food Manufacturers Association
7, Teo Hong Road
Singapore 088324
Tel: +65 6221 2438

Fax: +65 6223 7235
Website: <http://www.sfma.org.sg/>

Contact Person: Mr. Thomas Pek – President
Email: enquiries@sfma.org.sg

Food and Beverage Trade Events in Singapore

FOOD AND HOTEL ASIA

Date : 12 – 15 April 2016
Venue : Singapore Expo
Website: www.foodnhotelasia.com

A biennial exhibition for the food & beverage industry and hotel and hospitality industry, featuring seven specialized events – FoodAsia, Wine&SpiritsAsia, HotelAsia, BakeryAsia, ServiceTechAsia, HospitalityStyleAsia and FHA Culinary Challenge.

Organiser: **Singapore Exhibition Services Pte Ltd**
1 Jalan Kilang Timor, #09-02 Pacific Tech Centre
Singapore 159303
Tel: 65-6-233.6638 Fax: 65-6-233.6633
Website: www.sesallworld.com
Email: tsm@sesallworld.com
Contact: Ms. Tng Siew Mui

Attachments

- List of Halal Meat Importers in Singapore
- List of Local Halal Meat Processing Establishment
- List of Food Importers (Retail & Foodservice)
- List of Supermarket & Hypermarket in Singapore
- List of MUIS Halal-certified Food & Beverage Establishment
- List of MUIS Halal-certified Caterers & Central Kitchen