



51st Session/ January 2025
ARSO Monthly Webinar Session
Jointly Co-Organised with IMANOR/MOROCCO
23rd January 2025



2:00 – 4:00 PM (14:00 – 16:00 HRS) EAST AFRICAN/NAIROBI TIME

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Theme: The Halal industry, Trade and Standardisation

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Topic: Halal Standards and Their Contributions to the Growth of Halal Economy and potential for Intra-African Trade under the AfCFTA.

Halal standardisation: Bringing together the realms of "halal" and "standardisation" in promoting the sustainable development of the halal economy in Africa and globally.

Philip Okungu Anyango, Documentation and Information Manager, ARSO.





Representatives at an event an ARSO event on 14th March 1977

1. About ARSO

ARSO is **intergovernmental** organization established in **1977** by OAU (currently AU) and UNECA with **founding Conference** held at the Accra International Centre, Ghana, with 21 founding member States, **in blue.**

“once tested, once certified, accepted everywhere.”



ARSO MISSION

Facilitate intra-African and global trade and Africa’s industrialization.

through **harmonized standards and conformity system to address Technical Barriers to Trade in Africa (TBTs) in Africa**



ECA’S MAN AT THE TOP



“ all member States who have not yet deposited with ECA their instruments of ratification to do so as soon as possible”.- **Prof. Dr. Adedeji Adebayo, 1976, then General Secretary of UNECA.**

Membership : (43): **Algeria, Botswana, Benin, Burundi, Burkina Faso, Cameroon, Cote d’Ivoire, Congo Brazzaville, Chad, Democratic Republic of Congo, Djibouti, Egypt, Ethiopia, Eswatini, Gabon, Ghana, Guinea, Guinea Bissau, Kenya, Liberia, Madagascar, Malawi, Mauritius, Morocco, Namibia, New State of Libya, Niger, Nigeria, Rwanda, Somalia, Senegal, Seychelles, Sierra Leone, Sudan, South Sudan, South Africa, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe, and with Zanzibar as an Observer member.**

AfCFTA Agreement, Article 6 , Cooperation in Standardisation 2. State Parties shall:

- (b) **promote the adoption of standards developed by the ARSO and the AFSEC;**
- (c) where a relevant international standard required to facilitate trade does not exist, request the **ARSO and/or the AFSEC to develop the required standard to facilitate trade between State Parties;**
- (d) designate liaison focal points to ensure that all State Parties are well informed of the standards developed or to be developed by the ARSO and the AFSEC;
- (f) **promote membership, liaison and participation in the work of ISO, IEC, ARSO, AFSEC and similar international and regional standardisation organisation.**

ARSO Membership is made of 43 African governments represented by National Standards Bodies (NSBs)

- (1) Algeria,
- (2) Benin,
- (3) Burkina Faso,
- (4) Burundi,
- (5) Botswana,
- (6) Cameroon,
- (7) Chad
- (8) Congo Brazzaville,
- (9) Cote d'Ivoire,
- (10) Democratic Republic of Congo
- (11) Djibouti
- (12) Egypt,
- (13) Ethiopia,
- (14) Gabon,

- (15) Ghana,
- (16) Guinea,
- (17) Guinea Bissau,
- (18) Kenya,
- (19) Liberia,
- (20) Madagascar,
- (21) Malawi,
- (22) Mauritius,
- (23) Morocco,
- (24) Namibia,
- (25) Niger,
- (26) Nigeria,
- (27) Rwanda,
- (28) Senegal
- (29) Seychelles,

- (30) Sierra Leone,
 - (31) Somalia
 - (32) South Africa,
 - (33) South Sudan,
 - (34) Sudan,
 - (35) State of Libya,
 - (36) Eswatini,
 - (37) Tanzania,
 - (38) Togo,
 - (39) Tunisia,
 - (40) Uganda,
 - (41) Zambia and
 - (42) Zimbabwe;
- Observer Member: (43)
Zanzibar

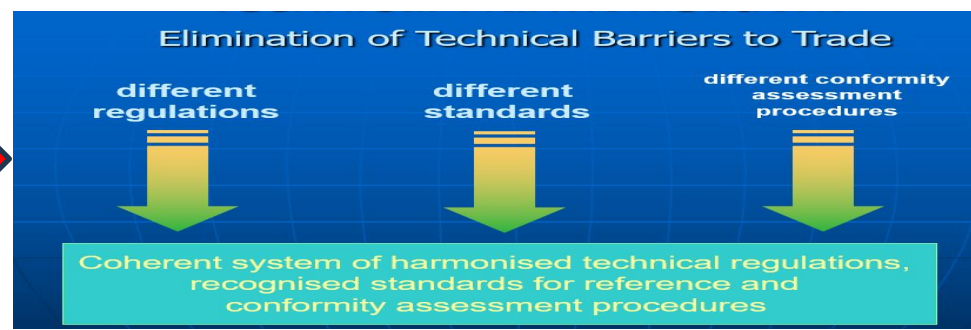
The Mandate of ARSO includes the following:

- i. Harmonise national and/or sub-regional standards as African Standards and issue necessary recommendations to member bodies for this purpose;
- ii. initiate and co-ordinate the development of African Standards (ARS) with references to products which are of peculiar interest to Africa;
- iii. encourage and facilitate adoption of international standards by member bodies;
- iv. promote and facilitate exchange of experts, information and co-operation in training of personnel in standardization activities;
- v. co-ordinate the views of its members at ISO, IEC, OIML, Codex and other international organisations concerned with standardisation activities; and
- vi. create appropriate bodies in addition to the organs of the organisation for the purposes of fulfilling its objectives.

AfCFTA Agreement Ratification.
Aug. 2023, 47 out of 54 signatories (85.2%) and 35 are ARSO Members

Enhancing Common Regulatory Framework : regional certification marking scheme (Lagos Plan of Action) Treaty) , a common policy (AQP) in standardization and quality assurance (Abuja Treaty) , Cooperating in standardisation (AfCFTA,

ARSO Programmes : Elimination of TBTs



94 ARSO TCs under 15 sectors

- 565 Products (Goods) standards
- 135 Services
- 495 Tests, analysis, sampling
- 113 Codes, glossaries, units
- 2071 standards. 4185 AfCFTA Tariff lines

ARSO CACO

- 12 African Conformity Assessment Programme documents
- **12 Technical Guides**

E-Learning and physical

- PAQI E-Learning Platform
- African Continental VSS Platform
- Various training for various sector with various partners

ARSO DISNET

- ARSONet, NSBs NEPS, ATWP
- SharePoint
- Web meeting platforms
- Social media platforms
- Webinars and Awareness Creation
- **Essay Competitions**

ARSO COCO

- 9 Working Groups with 65 proposals of Consumer standards that need to be harmonized

Policy support

- Africa Quality Policy
- Made in Africa
- A4IRSS
- TBT Stocktaking document
- SPS Stocktaking document
- A strategy for the African automotive sector
- Gender and Standards in Education policy.

1 Standards Harmonisation and adoption activities

2 Conformity Assessment and regulatory guidelines

3 Capacity building and awareness creation activities

4 Information, technology and Communication and Awareness creation

5 Consumer involvement

6 Emerging policy development



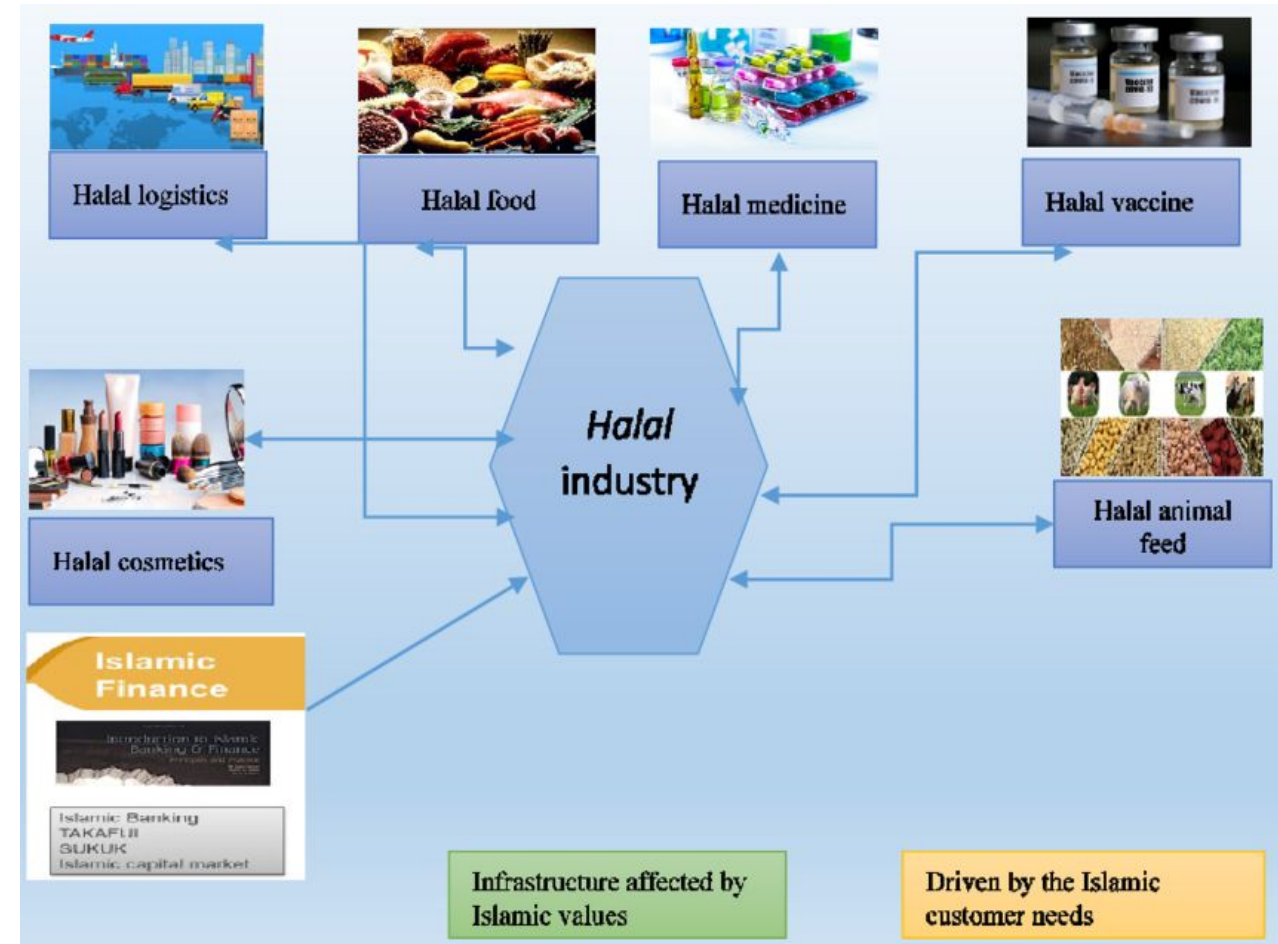
The Halal Economy

The word 'Halal' comes from Arabic which means "allowed" or "permissible" according to Islamic law.

Halal means **what is lawful** in accordance with Shariah law. Complying with its rules which are based on Islamic religious texts is required.

Studies also indicate that the halal economy is a **growing market that involves producers, consumers and certifying authorities**, which is extending beyond the Muslim population (Haniff Ahamat et al., 2017).

- There is therefore the need to ensure that **consumables and non-consumables are safe, secure, and ethical**, with the entire production and handling process of products from start (ingredients) to finish certified as per the Hala regulations (Zakaria, 2008), **including packaging, marketing, manufacturing, logistics, supply, maintaining premises, slaughtering** (JAKIM, 2015)..



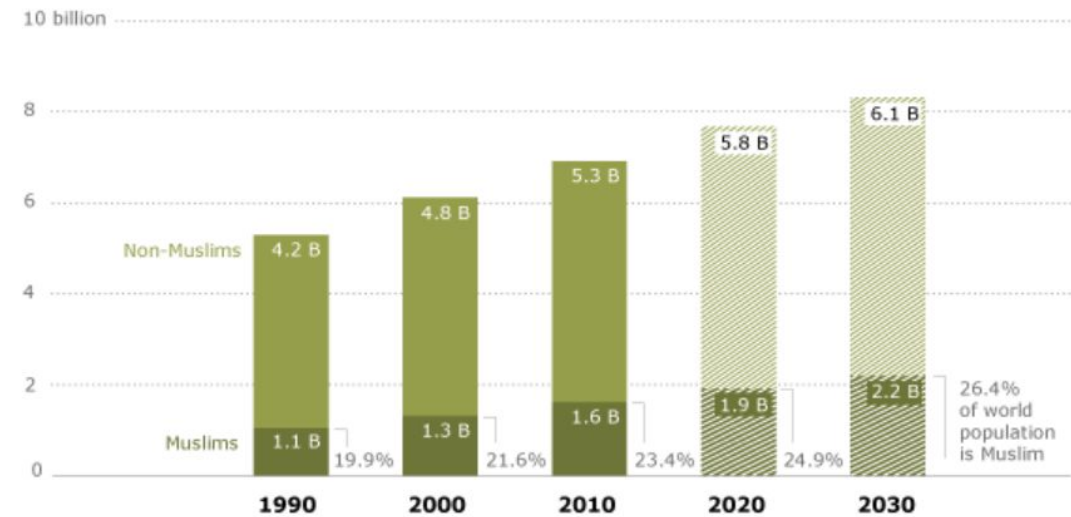
Global Market and Demands

As the global landscape of trade continues to evolve, a global market based on the needs and preferences of the estimated 1.8 (/2.2) billion Muslims worldwide, has emerged as a powerful commercial arena.

According to the State of the Global Islamic Economy Report 2022 (<https://afrief.org/halal-economy-initiative-2/>), an annual industry report produced by Thomson Reuters, the burgeoning Halal economy is growing at nearly double the global rate. The report states that the total value of the Global Halal economy in 2021 is USD\$4.831 trillion, and it is forecasted to reach USD6.854 trillion by the year 2025.

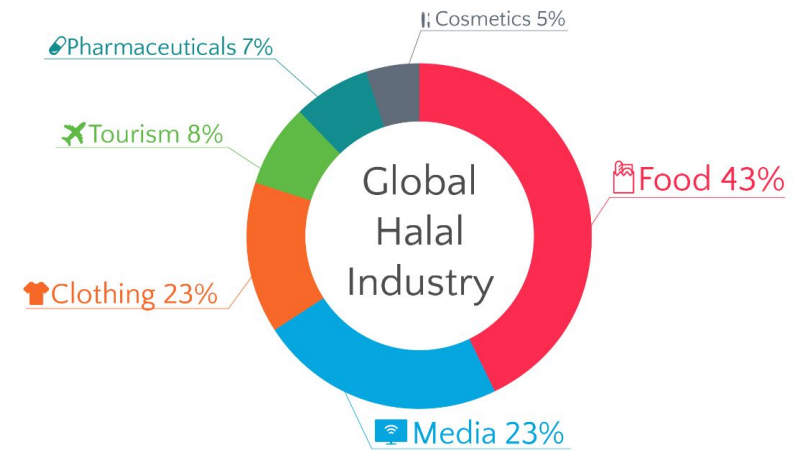
- With this growth, there is an estimated 80% gap between demand and production, Globally.

Muslims as a Share of World Population, 1990-2030



Halal In Figures

- Food:** The annual value of the Halal Food sector alone totalled about US\$1.27 trillion in 2021, representing 17% of the total global food market, and projected to grow by 7.0 in 2022 to reach US\$1.67 trillion by 2025 at a 4-year CAGR of 7.1;
- Islamic banking and finance assets** totalled US\$3.6 trillion in 2021 and are expected to grow by 8.0% in 2022 and reach US\$4.9 trillion in 2025 at a 4-year CAGR of 7.9%, representing 1.27 of the total global market;
- Travel and Tourism** was valued at US\$102 billion in 2021, representing 11% of the total global market and is expected to grow by 50.0% in 2022 to US\$ US\$154 billion and reach US\$ U189 billion in 2025 at a 4-year CAGR of 16.5%;
- Modest Fashion** was valued at US\$295 billion in 2021, representing 11% of the global market and projected to grow by 6.0% in 2022 to US\$313 billion and reach US\$ 375 billion in 2025 at a 4-year CAGR of 6.1;
- Media and Recreation** was valued at US\$231 billion in 2021, representing 6% of global market and it is projected to grow by 7.5% in 2022 to US\$ 249 billion, and reach US\$308 in 2025 at a 4-year CAGR of 7.5%.
- Halal Pharmaceuticals** was valued US\$100 billion in 2021, representing 7% of global market and was projected to grow by 6.7% in 2022 to US\$106 billion and reach US\$129billion in 2025 at a 4-year CAGR of 6.7%.
- Cosmetics** was valued US\$70 billion, representing 7% of Global market and it is projected to grow by a further 7.2 in 2022 to reach US\$75 billion and reach US\$ 93 billion in 2025 at a 4-year CAGR of 7.4%... *Global Islamic Economy Report 2022*



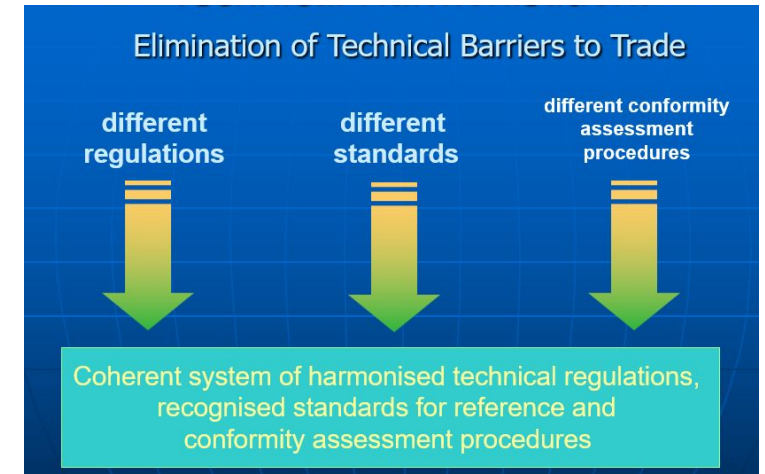
The global Islamic economy comprises seven sectors — Islamic finance, Halal food, modest fashion, media and recreation, Muslim-friendly travel, pharmaceutical, and cosmetics. **The industry has expanded beyond the food sector to include pharmaceuticals, cosmetics, health products, toiletries, and medical devices, as well as service sector components such as logistics, marketing, print and electronic media, packaging, branding, and financing.**

Recent years have seen a surge in global awareness of sustainability, ethical consumption, green growth, and digitization, enabling the Halal industry to flourish worldwide.

Factors Driving the Global Halal Industry and the need for standardisation !

Several factors are driving the global Halal industry.

- 1. Increasing Muslim population:** The Muslim population is rapidly expanding, now consisting of **2.2 billion people** — almost **28.7% of the global populace!** As such, there has been an increased demand for Halal products worldwide.
- 2. Rising Demand for Certified Halal Products:** Customers are increasingly seeking out products that meet their standards and expectations. As the demand for certified Halal products has grown, manufacturers have taken steps to ensure that their products meet the required standards. **This has led to the emergence of many certification bodies and Halal product labels..**
- 3. Growing Awareness of Health and Wellness:** Consumer preference towards health and wellness is also driving the Halal industry. **This has led to a rise in demand for certified Halal products free from harmful substances and chemicals.**
- 4. The Upsurge of Muslim-Friendly Tourism:** Muslim travellers is driving up the opportunities for **Halal-friendly hotels** and resorts from the Middle East to Japan, Thailand, South Korea and other countries and regions. These establishments offer special amenities and services tailored for Muslim travellers, such as **Halal food options, push shower in toilets, and prayer facilities.**



Benefits of Halal Certification?

- Halal certification can deliver many benefits to an organization are:
 - Compliance to Sharia requirements (relating to Halal)
 - Improved access to export markets in Muslim countries
 - Potential business growth; Halal certification demonstrates food safety for both Muslims and non-Muslims
 - No loss of non-Muslim markets/consumers
 - Differentiation from your competitors
 - Food safety assurance
 - Customer satisfaction



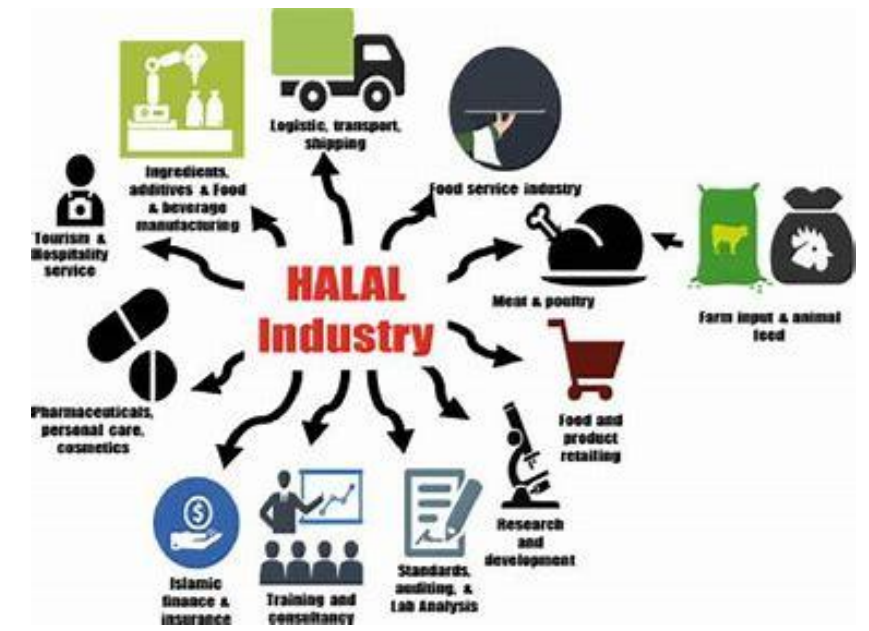
Factors Driving the Global Halal Industry!

5. Diversification Of the Global Halal Supply Chain: The global Halal industry also benefits from expanding the global Halal supply chain. Companies are now more capable of sourcing Halal certified ingredients and materials from international markets.

6. The Domination of Food-Tech Within the Halal Industry: The Halal industry has undergone significant transformations due to the emergence of digital technology, with AI and automation radically altering various aspects. This shift has enabled companies to innovate faster, develop products more efficiently, and scale their businesses more quickly.

7. Rise of Transparency and Sustainability: Customers are becoming more aware of the environmental impact of their purchases. They are increasingly demanding ethically produced products with a minimal environmental footprint. As a result, businesses have been investing in transparent supply chains to ensure the traceability of their products, from farm to fork..

8. Food Safety Concerns Are Fuelling the Growth of the Halal Industry: Food safety concerns are further fuelling the consumer demand for more transparency in the Halal food chain. Companies are looking for ways to address this concern, and blockchain technology is a promising solution. Halal certification is an important part of global trade. Blockchain technology also known as distributed ledger technology (DLT) is now seen as a promising solution for Halal food traceability and sustainability by Halal industry players.



Halal in Africa and opportunities:

Given the dominant place of Islam in Africa's demographic makeup, and due to its increasing growth potential, there are expectations that the 'Islamic economy' should be playing an important role in the economic trajectory of the continent.

- In 2013 alone, Sub-Saharan African consumers spent an estimated US\$114 billion on halal food (halal meats, halal franchises, and prepared meals, canned, frozen, and instant foods).

Currently Africa remains world's largest untapped growth market for "Islamic" commerce, which is still largely informal,

There is need, therefore, to position Africa as Halal Products Export Hub, with Halal focused export missions and effective regulatory Framework, to help the SMEs and Traders to tap the opportunities, within the AfCFTA - spanning across the Halal Sectors (including halal-certified food, beverages, spices and sauces), tourism, Islamic banking, modest fashion, film and media promotion, investment and trade opportunities.

This is attracting the attention of Trade Experts, Policy Makers, Leaders, Standardisation stakeholders, Regulatory Authorities, the Private Sector and Consumers.



Africa's Halal industry must aspire (by formulating Strategic Policy and Monitoring; Certification Enhancement and Enforcement; Standard Development and Traceability; Industry Development and Entrepreneurial Culture) to move into higher-value sectors .

The support with a robust standard, accreditation and certification services to ensure the integrity of the Halal supply chain, in addition to ensuring global trust in Africa's accreditation and compatibility with Halal emerging markets, remains a key strategy.

Countries such as Morocco, Sudan, Egypt, Somalia, Togo, Nigeria, and many others are already at forefront of developing ecosystems that will support this area of the economy (The Economist, Dubai Chamber, 2015).

The Standardisation Initiatives and Partnership

The repositioning Africa to Harness the Halal Economy to Boost Intra African Trade within the AfCFTA Agreement with the Role of Common Regulatory Framework (Standards, Technical Regulations, Conformity Assessment and Accreditation) addressed, remains a key Strategy for the continent with a need to focus on strengthening and internationalising Halal ecosystem/Quality Infrastructure.

The Halal standardisation and certification is required as a condition for importation and trade in Halal Goods and services, hence the need for effective Quality Infrastructure to govern the whole production chain, in terms of Inception, Production, processing and Trading (ITC 2015)

Of interest therefore, to ARSO and the National Bureau of Standards in Africa is addressing the challenges associated with the Regulatory Framework to ensure that the variant standards and technical regulations don't stand on the way for Africa to gain from this Halal Economy Trade potentials.

This requires a more coordinated approach and collaboration among ARSO member States as well as with Countries and international Organisations which already have advanced Halal Regulatory Systems like the Standards and Metrology Institute for Islamic Countries (SMIIC) and the Gulf Cooperation Council Standardization Organization (GSO), for which ARSO has already established cooperation, through signed MoUs.

1/23/2025



ISO, ARSO and AfCFTA SGs – AfCFTA Business Forum, April 2023, S. Africa.

Partnership initiatives for better Automotive Industry

- 1. During the 61st ARSO Council Meeting Workshop held in Lusaka, Zambia on 21st November 2019, Dr. Abdulla Abderqader Al Maeeni, the ESMA Director General, in his presentation on “Halal Trade industry and its impact in developing countries: Halal industry Challenges and Opportunities” highlighted the Halal Trade Opportunities for Africa and the various regulatory systems (standardisation, Conformity Assessments, Accreditation and Mutual Recognition Arrangements).**
 - There was a recommendation on the need to build the capacity of the African Halal Economy SMEs to diversify and gain a competitive edge in the international and regional supply chains existing in the halal sector.*
- 2. During the 71st ARSO Council held on 4th – 7th November 2024, in Casablanca Morocco, hosted by the Kingdom of Morocco Government, through the IMANOR, Mr. Abderrahim TAIBI, Director General of IMANOR made a presentation on the Hala Economy, the opportunities and the Regulatory Challenges and the initiatives being undertaken by member States.**

61st ARSO Council Meeting



Dr. Abdulla Abderqader Al Maeeni, ESMA, Director General, making a presentation on the HALAL Economy and the potentials for African Trade in the AfCFTA, under the theme Repositioning ARSO within the AfCFTA" during the ARSO Council Workshop/Forum on the 2nd Day , 21st November 2019, of the 61st ARSO Council in Lusaka, Zambia on 20th November 2019.



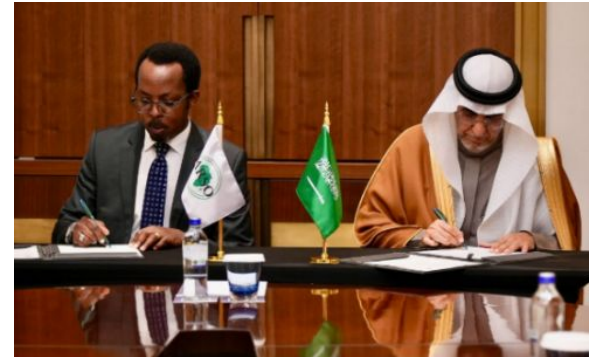
ARSO Partnership Initiatives to promote the Halal Industry

To facilitate a structured development and harmonisation of a common Regulatory Framework for Africa for the Halal Economy, a request for a New Work Item for Standards harmonisation for the Hala Industry was made to ARSO the Kingdom of Morocco/IMANOR, which was approved by the 71st ARSO Council in November 2024.



The Scope is to facilitate, by the African Experts, the development and harmonisation of African Standards, Conformity Assessment, Capacity Building and Awareness creation for the Halal Industry (Products and Services). This includes issues of mutual recognition of Halal certificate and accreditation to enable and increase exchange of the Halal products within the continent, under AfCFTA.

Further on the need to address the regulatory value Chain bottlenecks, ARSO on 13th November 2024, signed and ARSO - Saudi Standards, Metrology and Quality Organization (SASO) MoU for collaboration in capacity building, standardisation & implementation of standards especially in areas of environmental sustainability and halal industry on the sidelines of the 19th SMIIC GA, held on 11-14 November 2024 in İstanbul, Republic of Türkiye.



13th November 2024. Dr. Nsengimana with Governor Saad Alkasabi of SASO, signing the ARSO - Saudi Standards, Metrology and Quality Organization (SASO) MoU on the sidelines of the 19th SMIIC GA, held on 11-14 November 2024 in İstanbul, Republic of Türkiye.

At the Regional level, SMIIC in its contributions, has successfully introduced OIC/SMIIC Halal Standards for the first time in May 17th, 2011, making the May 17th to be considered the World Halal Day to promote the implementation of the OIC)/SMIIC Standards, and for which the first three standards on halal food, certification and accreditation, followed by standards addressing industry needs in areas such as tourism, pharmaceuticals, logistics and cosmetics paving the way for the establishment of the **OIC Global Hala Quality Infrastructure.**



13th November 2024. Dr Nsengimana addressing delegates at the 19th SMIIC General Assembly held on 11-14 November 2024 in İstanbul, Republic of Türkiye

Organisation of Islamic Cooperation, established in 1969, currently with 57 members, with headquarters in Jedah.

Recommendations, going forward

With an estimated 80% gap between demand and production of global Halal products, Globally, the Halal industry is potential strong promoter of socioeconomic growth and therefore efforts to improve governance, capacity building programmes, and promotion of the industry needs to be intensified, through:.

- Development and harmonisation of standards and Conformity Assessment for the Halal Industry, in the context of the AfCFTA TBT Annex 6 and 7.
- Capacity building and Awareness creation (targeting SMEs, Policy makers, regulators) on the potentials of the Halal Economy for Africa and the need for effective Halal regulatory ecosystem/Quality Infrastructure.
- Engagement with Policy Makers for support and the development of Regulations and policies that encourage the development of the Halal Economy.
- Increased Mutual Recognition Arrangements among the countries for the halal products, within the framework of the AfCFTA.
- Increased partnerships, benchmarking and collaborations in the context of African Quality Policy and the African Continental Technical Regulatory Framework (ACTReF).
- Promotion of Halal certification systems through out the value chains, also taking into consideration the sustainability programmes such as Eco Mark Africa.

Thank you
Merci

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For more information
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www.arso.org