東京工業大学「ぐるなび」食の未来創成寄附講座

第二回 食のハラール性に関する 国際シンポジウム

グローバルな視点からみる宗教的規範とフードビジネス

プログラム

"Gurunavi" Endowed Chair in Future Food, Tokyo Tech

The 2nd International Symposium on Food Halalness
—Religious Norm and Food Business: a Global Perspective—

Program

東京工業大学

主催: 東京工業大学 大学院イノベーションマネジメント研究科「ぐるなび」食の未来創成寄附講座

後援: 一般社団法人 食品産業センター

協力: 早稲田大学イスラム地域研究機構
（日本学術振興会拠点形成事業（B型アジア・アフリカ学術基盤形成型））

早稲田大学アジアムスリム研究所

日 時 2014年6月17日(火曜) 10:00～

日 言語 日本語・英語（同時通訳あり）

言 会場 東工大蔵前会館 ぐらまえホール

場

Date: June 17, 2014 (Tuesday), 10:00-

Language: Japanese and English

(Simultaneous interpretation provided)

Venue: Kuramae Hall, Tokyo Tech Front (Kuramae Kaikan)

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プログラム

10:00〜開会の辞  鳥井隆雄  東京工業大学/くるなび
10:05〜挨拶  三島良直  東京工業大学学長
10:15〜挨拶  沢久雄  東京工業大学理事、株式会社くるなび代表取締役会長
10:25〜趣味説明  阿良田麻里子  東京工業大学/くるなび

10:45〜12:25 第一部「グローバルなハラール肉貿易の展開」

10:45〜「南米のハラールチキン認証とグローバルビジネス」
シェイフ・アリー・アシュカル氏
スイスハラール  ハラール認証サービス スペインマドリード支局長
元ラテンアメリカイスラム普及センター宗教的責任者
11:15〜「確実なハラール体制を採用した食肉輸出の方法」
アンクル・ガニ氏
AgResearch研究主幹
ニュージーランド・イスラム組織連盟(FIANZ)会長
11:45〜コメントと質疑応答

12:25〜13:40 飲食休憩 (近隣のレストランについてはランチマップをご参照ください)

13:40〜15:20 第二部「宗教的な食品認証をめぐる動向」

13:40〜「米国におけるハラールビジネスとその認証プロセス」
ミラ・ナディーム・リアズ氏
米国テキサスA&M大学食物タンパク質R&Dセンター所長
14:10〜「ヨーロッパから国におけるムスリム消費者とユダヤ消費者的食行動と認識」
プローランス  ベルゴー・グラマー博士
フランス・エクス＝マルセイユ大学 国立科学研究センター研究員
14:40〜コメントと質疑応答

15:20〜15:50 コーヒーブレイク、ネットワーリング

15:50〜17:40 第三部「宗教的規範をめぐる国際的ハラールビジネスの動き」

15:50〜「文化・消費からグローバルに見るハラールサービス」
ジョナサン・ウィルソン氏
ロンドン・グリニッジ大学上級研究員
ジャーナル・オブ・イスラミック・マーケティング誌編集長
16:20〜「製造業のためのグローバルなハラール基準作成の試み」
ダルヒム・ダリハム氏
チタ・カピタル株式会社GCFO、
国際ハラール総合連盟(IHI Alliance)理事、元CEO
マレーシア国際イスラム大学研究評議会メンバー
16:50〜コメントと質疑応答

18:00〜懇親会／レセプションバーティ（ロイヤルブルーホール）
10:00~ Opening remark by Prof. TAKAI, Rikuo
10:05~ Welcome address by Prof. MISHIMA, Yoshinao
President, Tokyo Institute of Technology
10:15~ Welcome address by Mr. TAI, Hisao
Director, Tokyo Institute of Technology; Chairman and Executive Director, Gurunavi Inc.
10:25~ Purport by Dr. ARATA, Mariko
Associate professor, "Gurunavi" Endowed Chair in Future Food, Tokyo Institute of Technology

10:45~ "Halal Poultry in South America: Certification and Global Business"
Sh. Ali Achcar
Head of the HALAL CERTIFICATION SERVICES/SWISS HALAL, Madrid Spain Office; Former Religious Responsible, Islamic Dissemination Centre for Latin America(CDIAL Halal)
Dr Anwar Ghani
Senior Scientist, AgResearch
President, Federation of Islamic Associations of New Zealand (FIANZ)
11:45~ Comments, Q & A
Commentator: Dr. SAI, Yukari
Research Associate, Organization for Islamic Area Studies, Waseda University

12:25~13:40 Break (Lunch Time)

13:40~ "Halal Business in the United States and its Certification Process"
Prof. Milan Nadeem Riaz
Director, Food Protein R&D Center, Texas A&M University, Texas USA
14:10~ "Eating Behaviour and Recognition among Muslim and Jewish Consumers in European Countries"
Dr. Florence BERGEAUD-BLACKLER, Research fellow at CNRS (National Centre for Scientific Research), Aix Marseille University, France.
14:40~ Comments, Q & A
Commentator: Dr. HOSODA, Kazue
Associate Fellow, Institute of Policy and Cultural Studies, Chuo University

15:20~15:50 Coffee Break, Net-working

15:50~ "A Culture and Consumption-Based Global Perspective on Halal Offerings"
Dr Jonathan A.J. WILSON
Senior Academic at the University of Greenwich, London; Editor-in-chief of the Journal of Islamic Marketing
16:20~ "Developing Global Halal Standards for Industry"
Mr. Darhim Dali Hashim, BSc (Hons), A.C.A.
Group Chief Financial Officer, Citra Kapital Sdn Bhd; Director, International Halal Integrity Alliance (IHI Alliance); Member, Board of Studies at International Islamic University Malaysia
16:50~ Comments, Q & A
Commentator: Prof. TOMIZAWA, Hisao
Professor, School of International Relations, University of Shizuoka, Japan; Duputy Director, Global Center for Asian and Regional Research

17:30 ~ Closing remark Prof. HIDAKA, Kazuyoshi Chair, Management of Technology Major, Graduate School of Innovation Management, Tokyo Institute of Technology

18:00~ Reception Party at Royal Blue Hall, Kuramae Kaitan

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**PROGRAM**

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**11:00**

**Program: The purpose of this symposium is to give Japanese audience a picture of food business related to religious norms from a global perspective.**

Since Tokyo was selected as the venue of 2020 summer Olympic, inbound business actors need to get ready to accommodate people with various religious backgrounds in a hurry. Outbound business actors are also interested in huge Muslim market especially in Southeast Asian countries. Halal certification bodies and halal business consultants have been rapidly increasing in Japan. However, information on food halalness is still quite limited and sometimes biased or one-sided.

This symposium will introduce cases of forerunning non-Islamic areas such as Brazil's halal poultry, Oceania's halal red meat, halal and kosher food in the United States and Europe, and other global food business including issues of integration of halal certification standard.

Dr. ARATA Mariko
Associate Professor, 'Gurunavi' Endowed Chair in Future Food, Tokyo Institute of Technology.

**Ph. D. (Literature) in Cultural Anthropology at the Graduate University for Advanced Studies (Sokan-dai), 2006.**

Main areas of research: Cultural Anthropology, Linguistics, Food Culture, Area Studies (Indonesia).

Dr. Arata has been studying Indonesian food cultures since 1996. She underwent the LPPOM-MUI training on Halal Assurance System (HAS) for internal halal management in 2012 and 2013.

Main publications: "Seikai no shoku bunka 6: Indonesina [Food Cultures in the World 6: Indonesia], Tokyo Noubunkyou, 2008. 'Indonesia ni okeru shoku no halal no genjo (Current Situation of food halalness in Indonesia), 'Shokuokin Kogyo'57(6):30-37 etc.

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**趣旨説明**

阿良田麻里子

本シンポジウムの目的は、宗教的な規範と邁進したフードビジネスについて、グローバルな視点から概観することである。

東京が2020年夏期オリンピック会場に選ばれ、インターナショナルビジネス業界は多様な宗教的背景をもつ人々を受け入れる準備を整えることが急がれている。アウトバウンドビジネスの業界も、東南アジアをはじめとする巨大なスリム市場に興味を示している。日本では、ハラール認証団体やハラールビジネスのコンサルタントが急速に増加している。しかし、食品のハラール性に関わる情報はいまだ非常に限られており、しばしば偏っている。

本シンポジウムでは、ブラジルのハラールチキンや、オセアニアのハラール肉、米国やヨーロッパのハラール食品やコーマー食品など、先進的なイスラム圏の事例を紹介するとともに、その他のグローバルなフードビジネスや、ハラール認証基準の統一化の問題などを取り上げる。

阿良田 麻里子

東京工業大学「くるなび」食の未来創成講座教授 農食経済学

博士（文学）、総合研究大学院大学、専攻・文化人類学、食文化、地域研究イノビューション）
1986年よりインドネシアの食文化について研究をはじめ、2012年12月および2013年10月にLPPOM-MUI主催による企業内監査人のためのハラール保証システム研修会に参加。

著作として「全集世界の食文化2 インドネシア」（農文協2008）、「インドネシアにおける食のハラールの現状」（食品工業157(6):30-37など。

Moderator: Prof. Jonathan A.J. WILSON (For his profile, see p. 11)
Commentator: Dr. SAI Yukari

Dr. Yukari Sai
Research Associate, Organization for Islamic Area Studies, Waseda University, Tokyo.
Ph.D. (literature) in cultural anthropology at Waseda University, 2007.
Her main research focuses on social interaction through the food and eating practices, with particular focus on Halal in Asia, especially in China, Taiwan, and in southeast Asia.
Her recent publications include 'Shokutaku-kara-nozoku-chuka-sekai-to-Islam: Fukkien-no-fieldnote-kara [Chinese food culture and Islam: From the fieldwork on eating of Muslim Chinese in Fujian province, China]' (Mekong, 2013) and 'Shoke-no-halal [Halal Food in Various Cultural Context]' (Waseda University Institute for Asian Muslim Studies, 2014).

Sheikh Ali Achcar

Head of the Halal Certification Services/Swiss Halal, Madrid Office;
Former Religious Responsible, Islamic Dissemination Centre for Latin America (CDIAL Halal – Centro de Divulgacu do Islam America Latina)

Ali Achcar, born and raised in Santos, Brazil from Christian Lebanese origins. Reverted to Islam in 1989. Studied Islam in Brazil in several mosques going to Madinah Al Munawarah in Saudi Arabia in 1992 graduating from The Islamic University of Madinah Al Munawarah after 9 years, where I was attending local mosques for a more traditional way to acquire knowledge. In 1992 goes to Sweden teaching Islamic Studies in two local mosques in Umeå, northern Sweden and in Umeå Universitet (University).

1993 back to Brazil to work along the Islamic Dissemination Centre for Latin America and the Caribbean (CDIAL) to become 1994 the religious responsible for HALAL issues in the same organization. December 2013 invited to present Islamic programs in Cordoba Internacional, Madrid Spain, and in April 2014 starts working as a Shariah Advisor and auditor at Halal Certification Offices in Switzerland, heading the Madrid, Spain office.

Also one of the seven members of the Shariah Council in the World Halal Food Council, based in Indonesia an organization encompassing more than 70 halal certification bodies.

"Halal Poultry in South America: Certification and Global Business"
「南米のハラールチキン:認証とグローバルビジネス」

Brazil is a land of contrasts. One country with different cultures, peoples, ethnicities, religions, dialects. We can say that Brazil is unique in our blue planet. We have all types of soil, all types of climates and therefore, massive production numbers. In one year, Brazil slaughtered more than 200 million chicken, cattle slaughterhouses slaughtering 1400, 1500 heads a day is quite common. The largest coffee producer in the world, the larger sugar cane producer in the world… Brazil is a huge, I mean huge producing country.

Mixing Brazil's capacity of production and Its social diversity we came to be the largest halal producer in the world, even though the Muslim population of Brazil is no more than 800 thousand faithful according to some sources. Official numbers are 23,000 thousand, but my personal experience says around 500,000, if that. There are no official Islamic statistic on the matter, for the Muslims in Brazil are not an organized group. They have no political voice, no social influence and they are sometimes very far from their own religious faith, their own religious values.

In this heterodoxal scenario, some work was organized, with the influence and demand from some Arab countries through their embassies and a prototype of a certification body was created in São Paulo, in the early eighties. This certification body was to become a huge certification body in the Brazil, in halal export volumes. The CDIAL HALAL was created first to attend Saudi Arabian demands on poultry slaughter and is today the biggest certification body in the world.

Still, the greatest Christian country in the world is able, through an important minority, to give the Islamic world a big slice of its source of sustenance according to its own standards in parameters. Improbable but possible, improbable but real.
Dr Anwar Ghani MNZM JP
Senior Scientist, AgResearch, Ruakura Research Centre, Hamilton New Zealand
President of Federation of Islamic Associations of New Zealand (FIANZ)
Chairman of Halal Advisory Council, New Zealand, Director Food Protein R&D Center

B.Sc. (Honours) Agriculture and Animal Husbandry- Major in Agriculture Chemistry,
M.Sc (Honours) Microbiology and Soil Science, University of Waikato, New Zealand
Ph.D (Soil Chemistry), University of Canterbury, New Zealand

Dr. Anwar Ghani is the current President of FIANZ, an umbrella national organization of Muslims in New Zealand. FIANZ was established in 1979 to provide strong and cohesive support and advocacy for Muslims in New Zealand. It is also one of the premier certifiers of Halal foods in New Zealand. Currently, FIANZ is the sole certifier of the Halal meat exported from New Zealand to Kingdom of Saudi Arabia, United Arab Emirates (UAE) and Kuwait.

Dr. Ghani has been involved with the New Zealand Halal products industry for over 25 years and is regarded as one of the experts on Halal standards. He works as a Senior Environmental Scientist at AgResearch, Ruakura Research Centre, which is one of the largest research institutes in the country. He has written over 75 scientific publications on a range of topics and holds two patents. He was appointed as the inaugural Chairman of the Halal Standards Advisory Council which has been set up by the Government of New Zealand in 2010 for providing advice and setting up standards on all matters dealing with Halal food through Ministry for Primary Industries. He was conferred a title of Justice of Peace in 1996 by the Government of New Zealand and was awarded with the national title of Member of New Zealand Order of Merit in 2004 by the Government of New Zealand for his services to Muslims and interfaith communities.

"New Zealand Meat for Muslim Markets: A robust system for ensuring Halal compliance" [ムスリム市場向けのニュージーランド肉ハラールコンプライアンスを保証する確実なハラール体制]

New Zealand is well known globally for its high quality meat and dairy products. As the United Kingdom imposed a quota system in mid-seventies for maximum allowable tonnage for the New Zealand meat, therefore alternative markets were needed where some of the surplus meat could be sold. Muslim markets were then seen as a good segment of the market and export to Muslim markets started in 1977-78. Iran remained the major Muslim market for New Zealand sheep meat for a period between 1980 and 1985. Then markets in GCC region, Malaysia, and Indonesia opened up and at present Halal meat from New Zealand is exported to over 45 different countries.

Historically, Halal slaughtering of bovine and ovine in New Zealand was the result of diversification forced upon the industry and currently approximately 10% of the total meat is export as halal. This is a significant market that is highly regarded by meat industry and the Government of New Zealand. For this reason, the New Zealand Food Safety Authority (NZFSA) instituted a law under 'Halal notice’ in 2010 to ensure that meat plants exporting to Islamic markets meet the requirement in a consistent manner across the industry.

One of the leading organization that certifies meat and other processed food items as Halal is the national Muslim umbrella organization called FIANZ which has a robust Halal auditing system which is supported by an Ulma Board, highly experienced and well qualified technical experts, and well trained and experienced supervisors and qualified practicing Muslim slaughtermen. FIANZ as an independent Halal certifying authority is recognized by the New Zealand primary industries and the government of New Zealand. It conducts a thorough regular inspection of Halal premises to ensure that all aspects are fully compliant. FIANZ does this by being involved in the careful selection of Muslim slaughtermen, providing them adequate training, and through the regular inspection of all aspects of Halal meat production from pre-slaughter stunning, through to the fabrication of carcasses and storage of the end products.

The aim of this paper is to give a brief history of Halal meat export from New Zealand to global markets and provide an insight into the development of Halal certification system, including standards and quality assurance and to highlight the importance of working closely with authorities from importing countries to ensure full Halal compliance of all products.
Dr. Florence BERGEAUD-BLACKLER

Anthropologist PhD; Research fellow at CNRS (National Centre for Scientific Research), Aix Marseille University
Contact: florence.blackler@gmail.com

Florence Bergeaud-Blackler holds a PhD in Anthropology. She is research fellow at CNRS, research associate at the Institute for Research on the Muslim and Arab World (IREMAM) CNRS-Aix-Marseille University. She was previously Marie Curie fellow at the ULB (Belgium), research associate at the University of Manchester, Research Associate at the Maison Française d’Oxford and invited at the St Cross College, Oxford University (UK).

Her most recent research focuses on several areas, including sociology and anthropology of food and food practices. She examines in particular the study of social and legal conditions of production of “sharia compatible” food in the European industrial context. Her numerous publications have focused on the social determinants and institutional conditions for the production of trust, on the production regulation and consumption of so-called “ritual” (halal and kosher) food in a context of globalization. She has led several research projects in France and Europe, and participated in expertise cooperation with policy makers, economic actors and NGO for better inclusion of animal welfare in the public policies. Geographic area: Europe, Maghreb.

"Halal Business in the United States and its Certification Process"

"Eating Behaviour and Recognition among Muslim and Jewish Consumers in European Countries"

I will expose some of the main results of a survey which was organized in the frame of the DIALREL European project.

This survey addressed consumer concerns, knowledge, and information relating to religious slaughter process and halal and kosher products, by gathering information and carrying out consumer studies in EU countries (Belgium, France, Germany, United Kingdom, Netherlands) and associate countries (Israel, Turkey) using the method of focus group.

In particular, the following issues have been addressed: consumer opinion on religious slaughter methods and animal welfare issues; consumer knowledge and acceptance of pre and post-slaughter stunning methods; consumer attitude to certification; labeling and mislabeling.
Dr. Jonathan A.J. Wilson
Marketing Faculty, Business School, University of Greenwich, London
Editor-in-chief, Journal of Islamic Marketing

Dr. Jonathan A.J. Wilson is an academic, consultant, speaker, and journalist with industry experience spanning 20 years. His varied experiences, which include being a chemistry and life sciences graduate, alongside a career in advertising, have taken him throughout Europe, the Muslim world, and Asia.

Jon is Editor-in-Chief of the Journal of Islamic Marketing; blogs for the Huffington Post; writes for Zawya Thomson Reuters, and Aquila Style magazine (Singapore); and is an Associate Member of the UK All Party Parliamentary Group (APPG) on Islamic Finance and Diversity in Financial Markets.

Over the last 5 years, Jon has spoken at conferences on over 85 occasions to academics and practitioners internationally; and has published over 140 pieces of work. He has received media coverage from amongst others: AlMadin TV, Astro Awani, BBC, The Guardian (UK), Republika, Sky News Arabia, Thomson Reuters, and The Times (UK).

Jon also practises Iaido and Kendo under Fujii Okimitsu Sensei; and has written and spoken widely about the common ground between Muslim and Japanese culture and the potential opportunities available to harmonise cultural and business practices.

"A Culture and Consumption-based Global perspective on Halal Offerings"
‘文化および消費からグローバルに見るハラールサービス’

Dr. Wilson aims to share his thoughts and findings concerning the global impact of certifying and branding commodities as Halal, and the growing usage of Halal branding beyond food and finance (meat and money). His work draws from continuing iterative in-depth interviews with industry practitioners, certification bodies, and thought leaders over the past five years.

At its most basic level Halal is an Arabic word which means permission of actions and consumption, as outlined by Islam. The majority view is that Halal is the norm and Haram (impermissible actions and consumption), or non-Halal, is the exception.

While scholars concur with this construct as a general principle, Dr. Wilson argues that the recent phenomenon of creating Halal logos and branding strategies have created both opportunities and challenges, which are changing classical interpretations and understanding of what Halal is – where norms and exceptions are being reversed increasingly in consumers. So much so, that Halal branding is now also practiced in countries with almost exclusive Muslim majorities.

A focus of Dr. Wilson’s talks is to encourage new conceptual arguments of relevance and practical use when creating Halal branded commodities, with additional consideration given to the Japanese experience.
Darhim Dali Hashim BSc.(Honours)

Group Chief Financial Officer of Cita Kapital Sdn Bhd.
Director, Former CEO, Board of Directors of International Halal Integrity Alliance Ltd.
Member, Board of Studies at International Islamic University Malaysia

Darhim Dali Hashim is currently the Group Chief Financial Officer of Cita Kapital Sdn Bhd, responsible for overseeing a portfolio of companies in various sectors. He also serves on the Board of Directors of International Halal Integrity Alliance Ltd (IHI Alliance), where he was previously the Chief Executive Officer. IHI Alliance is an international non-governmental organisation created to uphold the integrity of the Halal market concept in global trade through recognition, collaboration and membership.

Darhim brought the Halal agenda to the global stage as CEO of IHI Alliance. Through a strategic collaboration with the Islamic Chamber of Commerce & Industry, he secured a mandate to develop an international Halal standard and regulatory framework under the auspices of the Organisation of Islamic Cooperation (OIC). He has been invited to share his knowledge and experience on various media and was also interviewed for leading publications namely Time, Forbes and The New York Times. Darhim has been a regular speaker at numerous Halal-related conferences and events covering 23 countries. He also sits on the Board of Studies for the Institute of Halal Research and Training at International Islamic University Malaysia (IIUM).

Darhim graduated with a BSc(Honours) degree from the University of Bristol, United Kingdom and subsequently qualified as a member of the Institute of Chartered Accountants in England and Wales.

Developing Global Halal Standards for Industry
「製造業のためのグローバルなハラール基準作成の試み」

The global Halal food industry is estimated to be worth over USD600 billion annually. Producers of consumer goods and food services all over the world are eager to serve this huge market of 1.6 billion Muslims worldwide. The main challenge for these businesses is knowing how to comply with the requirements for a product to be Halal.

This is where the role of Halal standards comes in. During the inaugural World Halal Forum in 2006, the first multi-stakeholder event on Halal, the overall outcome was a desire for a Global Halal Standard. This led to the formation of the International Halal Integrity Alliance ("IHI") which was tasked with developing such a standard.

Industry players serving the Halal sector faced difficulties due to multiple standards and requirements/import protocols, which varied from country to country. Similarly, Muslim consumers were also confused by the many different halal logos on product labels.

Whilst a global standard would be an ideal solution, the actual situation and challenges are much more complex. The rules on Halal food in particular are typically regulated in the importing countries (being Muslim majority countries) whereas they are not regulated in the exporting countries (which are typically non-Muslim majority e.g. Brazil, Australia and Canada). This disparity has led to misunderstanding and even a breakdown in trade.

Although there is no immediate solution in sight, there are real efforts underway to work towards it. What is crucial for its success is transparency and clear communication to all stakeholders involved.