



# OCCUPATIONAL FRAMEWORK

## HALAL INDUSTRY

**Jabatan Pembangunan Kemahiran,  
Kementerian Sumber Manusia, Malaysia**  
*Department of Skills Development,  
Ministry of Human Resources, Malaysia*





**OCCUPATIONAL FRAMEWORK  
HALAL INDUSTRY**



**JABATAN PEMBANGUNAN KEMAHIRAN  
KEMENTERIAN SUMBER MANUSIA**

Department of Skills Development  
Ministry of Human Resources, Malaysia



Halal Development  
Corporation

Department of Skills Development  
Ministry of Human Resources, Malaysia

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## ABSTRACT

An Occupational Framework (OF) is the outcome of the analysis conducted in identifying the work scope of the occupational areas in terms of competencies. It is used to analyse skilled manpower competency requirements for the industry. The Halal OF aims to provide an overall view of the Halal Industry's Occupational Structure (OS) and identify skills gaps, critical job titles and Occupational Descriptions (OD) that would assist to further understand the job requirements of the various occupations in the industry. Department of Skills Development (DSD) is the custodian of this document, where this OF has identified the suitable occupational areas which either require development of skills training programmes or the review and enhancement of existing skills training programmes. This document is divided into several chapters, Chapter 1 includes the objectives, scope and justification of the OF development for the Halal Industry. Chapter 2 includes the industry overview highlighting the definition and scope of the industry, stakeholders, legislation, initiatives and market intelligence of the industry. Chapter 3 explains the methodology used in the OF development such as qualitative analysis through Focus Group Discussion (FGD) sessions and quantitative analysis via an industry survey. Chapter 4 discusses the findings from the FGD conducted that have been translated into the Occupational Structure, Occupational Description, Jobs in Demand, Skills in Demand and Emerging Skills. Lastly, Chapter 5 concludes the total number of job area identified and critical job titles to be recommended for National Occupational Skills Standard (NOSS) development based on the jobs in demand identified in this OF and the skills in demand plus emerging skills that should be included in the NOSS and skills training curriculum under DSD. The final outcome of this research is presented in the form of the Halal Industry Occupational Structure, Occupational Descriptions and lists of jobs and competencies in demand. This research has identified via rigorous research techniques, that the Halal Industry is unique in the sense that it cannot be placed under a single MSIC section as it is applicable across a wide range of industry sectors, therefore, the Halal Industry OF resulted as a set of common competencies of Halal personnel as defined by industry practitioners where the Halal OS can be adapted by other industries. The Halal OS is divided into three main sub-sectors which are Regulatory, Manufacturing/Production and Services. There is a total of 23 job titles, with 16 critical job titles.

## ABSTRAK

Kerangka Pekerjaan (Occupational Framework (OF)), merupakan hasil analisis yang dilaksanakan untuk mengenalpasti skop kerja bagi bidang pekerjaan berdasarkan kompetensi. OF berperanan untuk menganalisa keperluan kompetensi pekerja di industri. OF Industri Halal bertujuan memberi gambaran keseluruhan bagi Struktur Pekerjaan (Occupational Structure (OS)) dan mengenalpasti kelompongan dari segi kemahiran, tajuk pekerjaan yang kritikal dan Deskripsi Pekerjaan (Occupational Description (OD)) yang membantu untuk memahami skop kerja pelbagai pekerjaan di industri. Jabatan Pembangunan Kemahiran (JPK) (dalam Bahasa Inggeris dikenali sebagai Department of Skills Development (DSD)) merupakan agensi yang bertanggungjawab keatas dokumen ini. OF ini telah mengenalpasti bidang pekerjaan yang memerlukan pembangunan program latihan kemahiran atau semakan semula serta penambahbaikan program latihan kemahiran sediaada. Dokumen ini terbahagi kepada beberapa bab dimana Bab 1 merangkumi objektif, skop dan justifikasi pembangunan OF bagi Industri Halal. Bab 2 pula menerangkan definisi dan skop industri, butiran pemegang taruh, akta perundangan, inisiatif dan maklumat pasaran semasa. Bab 3 pula menghuraikan metodologi yang digunapakai sepanjang pembangunan OF iaitu sesi Focus Group Discussion (FGD) dan kaji selidik keatas industri. Bab 4 membincangkan keputusan FGD yang telah ditafsir sebagai *Occupational Structure*, *Occupational Description*, *Jobs in Demand*, *Skills in Demand* dan *Emerging Skills*. Akhir sekali, Bab 5 menyimpulkan jumlah bidang pekerjaan, pekerjaan kritikal berdasarkan pekerjaan dan kemahiran yang dikenalpasti mempunyai permintaan yang tinggi serta kemahiran ‘emerging’ yang perlu disertakan dalam National Occupational Skills Standard (NOSS) dan kurikulum latihan kemahiran dibawah JPK. Hasil akhir kajian dibentangkan dalam bentuk struktur pekerjaan (Halal Industry Occupational Structure), Deskripsi Pekerjaan (Occupational Descriptions) dan senarai pekerjaan serta kompetensi yang mempunyai permintaan tinggi. Melalui kaedah kajian yang sistematik, hasil kajian menunjukkan bahawa industri Halal adalah unik kerana ia tidak boleh diletakkan dibawah hanya satu seksyen MSIC kerana merangkumi pelbagai sektor industri. OF Industri Halal telah mengenalpasti kemahiran personel Halal agar ia dapat diadaptasi oleh industri lain. OS Halal dibahagikan kepada tiga sub sektor iaitu *Regulatory*, *Manufacturing/Production* dan *Services*. Terdapat sejumlah 23 tajuk pekerjaan dan 16 tajuk pekerjaan kritikal.

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**LIST OF ABBREVIATIONS**

<b>APEL</b>	Accreditation of Prior Experiential Learning
<b>CBT</b>	Competency Based Training
<b>COL</b>	Critical Occupational List
<b>DESCUM</b>	Development of Standard and Curriculum
<b>DOSH</b>	Department of Occupational Safety and Health
<b>DOSM</b>	Department of Statistics Malaysia
<b>DSD</b>	Department of Skills Development
<b>GMP</b>	Good Manufacturing Practices
<b>HAS</b>	Halal Assurance System
<b>MHMS</b>	Malaysian Halal Management System
<b>MS</b>	Malaysian Standards
<b>SOP</b>	Standard Operating Procedures

## GLOSSARY

<b>3R</b>	3R refers to Reading, wRiting and aRithmetic which is the entry requirement for Certificate level in the Malaysian Qualifications Framework (MQF).
<b>Halal Industry</b>	Subset of the economy encompassing the production of goods and services that are aligned with Shariah principles.
<b>Halal knowledge worker</b>	An individual who embodies strong practical and theoretical exposure within the Halal Industry and is accredited through skills and/or academic certification underpinned by national standards (National Occupational Skills Standards).
<b>Halal Talent</b>	An individual who may have limited experiential exposure to the Halal Industry but holds a basic professional or educational certification from a recognized body (i.e. University, certification body).
<b>Occupational Description (OD)</b>	A broad, general, and written statement of a specific job, based on the findings of a job analysis.
<b>Occupational Framework (OF)</b>	The outcome of an Occupational Analysis identifying the work scope and occupational areas in terms of competencies.

## **CHAPTER 1: INTRODUCTION**

### **1.1 Introduction**

The Halal Industry's key role is to facilitate the development of Halal ecosystem components being employment, investment, trade and businesses that will contribute towards the Islamic economic growth. With the increase in global halal trade, many countries are taking several initiatives to capitalize on the growth potential. Malaysia, as a Muslim country, has all the elements and is well positioned to be the centre for the production, distribution and of promotion halal food, non-food products and other services. (Halal Development Corporation, 2018). Skilled manpower is an essential ecosystem component in ensuring the Halal Industry is robust, scalable and globally competitive. Manpower planning will enable structured analysis of industry demands in terms of manpower requirements, career progression and training required for individuals to achieve the level of competency required. In this context, the development of an Occupational Framework (OF) would facilitate manpower planning for the Halal Industry in the form of Occupational Structures, jobs in demand, skills in demand and occupational descriptions of the identified jobs under the Halal Industry.

### **1.2 Background of Research**

The Halal Industry has been defined in recent research by HDC to be a “subset of the economy encompassing the production of goods and services that are aligned with Syariah principles” (HDC, 20219). Initially research was performed on the Halal Industry's occupational framework in the year 2009 which was the Halal Industry Occupational Analysis. In addition, it was noted that various Occupational Analysis and Occupational Framework research on industries related to the Halal Industry were conducted by the Department of Skills Development (DSD) comprising of the following; Distributive Trade Industry (2008), Manufacturing Sector – Oil Palm Based Industry (2008), Production Industry (2008), Food Processing Industry (2009), Agriculture and Agro Industry (2009), Hospitality and Tourism Industry (2009), Biotechnology Industry (2011), Insurance and Banking

Industry (2013), Freight Logistics Industry (2017), and Pharmaceuticals Manufacturing Industry (2018).

The most recent development was the Halal OF developed by HDC in the year 2017 (published in 2018). This OF identified 5 OS sub-sectors for 3 different MSIC sections, comprising of the following:

- Halal Food Manufacturing Sub-sector under MSIC Section C: Manufacturing, Division 10: Manufacture of Food Products
- Halal Meat Processing Sub-sector under MSIC Section C: Manufacturing, Division 10: Manufacture of Food Products
- Halal Livestock Production Sub-sector under MSIC Section A: Agriculture, Forestry and Fishing
- Halal Logistics Sub-sector under MSIC Section H: Transportation and Storage
- Halal Industry Management Services under MSIC Section M, Division 74: Professional, Scientific and Technical Activities

Based on the details of the OS sub-sectors and MSIC sections above, the 2017 Halal OF could not fit the Halal OF under one MSIC section as required by DSD to be in line with other industry OFs and NOSS, thus focusing on a certain part of the whole Halal Industry. There has not been any prior research on the Occupational Structure of the Halal industry using the Malaysian Standard Industry Classification (MSIC) definition of the industry. Another aspect of the 2017 Halal OF was that the coverage of the OS did not cover certain areas under manufacturing such as Pharmaceuticals, Household Products, Leather Goods and etc., nor did it cover areas under services (i.e., hotels, Food & Beverage outlets, financial services, retail etc.). In reality, consumers are currently becoming more aware of Halal compliance in a range of products and services (Refer the Survey Findings in Chapter 4 of this report regarding User preference), therefore Halal compliance will eventually be highlighted by consumers in most industries.

The MSIC is the standard classification of productive economic activities of establishments/companies. Its main purpose is to provide a set of activity categories that can be utilised for the collection and presentation of statistics according to such

activities. MSIC aims to present these set of activity categories in such a way that entities can be classified according to the economic activity that they carry out. For purposes of international comparability, the MSIC 2008 Version 1.0 conforms closely to the International Standard Industrial Classification of All Economic Activities (ISIC) Revision 4, published by the United Nations Statistics Division, with some modifications to suit national requirements. The objective of an industrial classification system is to classify data related to the economy according to categories of activities and the characteristics of which will be similar. The MSIC is a classification of all types of economic activities and is not a classification of goods & services nor is it a classification of occupations.<sup>1</sup>

Starting in the year 2018, the Occupational Frameworks that are developed under DSD should refer and be developed according in accordance to a particular MSIC section, division and group as stated in the MSIC 2008 (DOSM,2008) to avoid overlapping of any given MSIC division and its corresponding MSIC groups. The Halal market covers the entire supply chain from the manufacturing/production process, to logistics and to retail; or more aptly put as “From Farm to Fork”. Therefore, this industry covers the MSIC sections relevant to the halal industry such as below:

- Section A: Agriculture, Forestry And Fishing
- Section C: Manufacturing
- Section G: Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles
- Section H: Transportation And Storage
- Section I: Accommodation And Food Service Activities
- Section K: Financial And Insurance/Takaful Activities
- Section M: Professional, Scientific And Technical Activities
- Section N: Administrative And Support Service Activities

Research initiated by HDC in June 2019, has resulted in the following main findings; proposal of a standard OF for Halal Industry personnel and a flowchart to guide the inclusion of the aforesaid Halal Industry OF in other industries’ OF. The

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<sup>1</sup> MSIC 2008, Department of Statistics Malaysia.

research was conducted via qualitative methods such as Focus Group Discussions, Open ended surveys and document analysis with sample experts from various areas and occupational positions in the Halal Industry. The research initially concluded that the most suitable MSIC section for the Halal Industry is Section M: Professional, Scientific and Technical Services due to the nature of work conducted by Halal personnel in ensuring halal compliance and meeting halal audit based on regulatory requirements. After presenting the findings to the Department of Statistics Malaysia (The custodian of MSIC), the proposal to classify the Halal Industry under section M was not approved. This was because MSIC is classified according to the establishment or company's main business activities as compared to other activities, such as Halal Compliance etc. Thus reclassifying the establishment/company's main business activities under Section M would create impact towards the basis of country statistics aggregate report. The statistics which were originally classified under the company's main business activities such as food manufacturing, hospitality services etc. would change drastically and this would lead to a misrepresentation of the economic statistics for that particular MSIC section. Another reason was that in order to add a new item to the existing list of items in MSIC would require a concerted effort from all the countries involved in defining the MSIC as per United Nations Statistics Division.

### **1.3 Problem Statement**

In order to overcome the issues in previous OF developed for the Halal Industry, for example the 2017 Halal OF, which had various MSIC sections for one OF instead of just one MSIC Section, and did not have a wider coverage of industries relevant to Halal compliance, the proposed Halal Industry Occupational Framework (2020) consists of the common core competencies required by personnel in the Halal Industry that enables grouping of homogenous (similar) jobs based on job scope. This in turn will simplify the identification of OS pillars related to Halal in various industries under other MSIC sections. In simpler terms, common core Halal competencies will enable other industries to identify which occupational pillar in their respective industry is related to Halal.

Due to the issues regarding the development of the Halal Industry OF, this 2020 Halal OF proposes a standard occupational pillar for the Halal Industry personnel in the form of an Occupational Structure (OS) and Occupational Area Structure (OAS) to reflect the job titles and job scopes of the industry. It must be highlighted that the MSIC section is not stated in the Halal Industry OS and OAS due to prior deliberation between HDC and DOSM that the Halal Industry cannot be put under a single MSIC section as it spreads across various industries. This is so that the standard Halal Industry OS and OAS can be included as a sub-set of the OS and OAS for other related industries, thus falling under the MSIC section of each respective industry's MSIC section. This particular OF is unique in comparison to other industries because it's OS provides a reference for Halal job positions that is not limited to the Halal OS but allows for customisation according to industry. Therefore for any industry, the jobs can start at any level according to the particular industry's entry level requirements and operational level job scope. The Halal Industry OF provides reference at which level and job pillar the common Halal competencies are to be applied by industry practitioners.

The Halal common competency clusters have been further examined together with Focus Group Discussion (FGD) members and industry practitioners in an industry survey of over 100 respondents to establish the suitability for the overall halal industry. The Halal Industry Occupational Framework job titles correspond with the different levels of competency as stated in the Malaysian Occupational Skills Qualification Framework (MOSQF) to ensure uniformity of job levelling.

This research aims to establish an Occupational Framework for the Halal Industry in Malaysia that is common for all its sub-sectors which include Manufacturing/production, Services and Regulatory.

## 1.4 Objective of Study

In general, the main objective of this study is to propose the OS, OD, skills in demand and critical jobs of the Halal Industry. Specifically, the objectives of the study are as follows:

- a) To produce a standard Occupational Structure (OS) for the Halal Industry that can be referred to by other industries when including the job scope of Halal personnel in their OF;
- b) To investigate the competency in demand in the Halal Industry;
- c) To identify critical jobs in the Halal Industry;
- d) To identify job titles related to Industry 4.0 in the Halal Industry; and
- e) To establish Occupational Descriptions (OD) for each job title based on the Halal Industry OS.

## 1.5 Research Questions

Research questions are generated early in the research in order to guide the research to achieve the objectives of the study. The research questions are as follows:

- a) What is the common Occupational Structure (OS) for the Halal Industry that is applied in other industries that employ Halal personnel in their organisations?
- b) What are the competencies in demand in the Halal Industry?
- c) What are the critical jobs in the Halal Industry?
- d) Which Halal OF job titles are related to Industry 4.0?
- e) What are the Occupational Descriptions (OD) for each job title based on the Halal Industry OS?

## **1.6 Scope of Study**

The scope of this study will be to focus on the variables of the study which are the Occupational Structure (OS), Occupational Area Structure (OAS), skills in demand, jobs in demand and Occupational Descriptions. The independent variable of this research is the OS, whereas the OAS, skills in demand, jobs in demand and OD are dependent variables depending on the OS. The outcome will comprise; the OS and OAS matrices, list of skills in demand, list of critical jobs, and the OD for all job titles in the OS.

This research will apply the Sequential Exploratory taxonomy development mixed methods variant. This approach will consist of sequential phases which begin with qualitative data collection from document analysis and Focus Group Discussion (GFD) panel to identify the initial taxonomy required in the OS, OAS, and OD; subsequently the findings of thematic and content analysis done on the qualitative data collection will be reflected in the quantitative instrument development that will be used in an industry wide survey. The population of this research will be Halal certified practitioners in Malaysia from various sub-sectors that currently possess Halal certification. Furthermore, the segmentation of Halal certified practitioners will not be equal between each of the sub-sectors; hence, stratified random sampling will be applied in order to ensure generalised findings for the population.

## **1.7 Structure of Chapters**

This chapter concludes with a brief overview of the entire study, which includes:

- a) In chapter 1, this chapter introduces the research; which consist of introduction, problem statement, research objective, and research scope.
- b) In chapter 2, this chapter provides a literature review regarding the Halal industry in order to provide further understanding.
- c) In chapter 3, this chapter explains about the overall approach of the study and method deployed to achieve objective of the study.

- d) In chapter 4, this chapter shows the results and findings of the research based on the approach and method deployed in this chapter.
- e) In chapter 5, this chapter explains about the discussion, summary and conclusion on the research done.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 Introduction**

This chapter elaborates document analysis findings on the Halal industry which include; Halal industry stakeholders, relevant legislations, development plans, available training, relevant MSIC sections, existing National Occupational Skills Standards (NOSS) and issues and challenges faced by the industry. It must be noted that this chapter is not a critical review of the available literature but is more to a presentation of facts which serves as a general introduction to the Halal Industry for a wide range of readers of this report.

#### **2.1.1 National Skills Development Act 2006 (Act 652)**

The National Skills Development Act 2006 (Act 652) came into effect on 1st September 2006 after it was officially gazetted on 29th June 2006, with the mandate of promoting, through skills training, the development and improvement of a person's abilities, which are needed for vocation, and to provide for other matters connected therewith. The Act 652 is significant because for the first time in the history of skills training in Malaysia, a national legislation has been enacted solely and exclusively for skills training and development. In addition, the meaning and scope of skills training has been clarified and given a statutory interpretation that can be used to distinguish it from other components of the country's national education and training system. Act 652 also provides for the implementation of a Malaysian Skills Certification System, leading to the award of five (5) levels of national skills qualification, namely Malaysian Skills Certificate Level 1, 2 and 3; Malaysian Skills Diploma; and Malaysian Skills Advanced Diploma.

### 2.1.2 Malaysian Qualification Framework (MQF)

The Malaysia Qualification Framework (MQF) refers to the policy framework that satisfies both the national and international recognized qualifications. It comprises titles and guidelines, together with principles and protocols covering articulation and issuance of qualifications and statements of attainment. Element of qualification framework indicates the achievement for each qualification title. It will also provide progression routes for all the graduates in the respective occupational fields.

The MQF 2<sup>nd</sup> Edition<sup>2</sup> has eight levels of qualification in three sectors and supported by lifelong education pathways as shown in the Table 2.1. DSD governs the skills sector, in which there are five (5) levels of skills qualification. The definition for each level of skills qualification is specified in Malaysian Occupational Skills Qualification Framework (MOSQF) and can be referred in Annex 1. MOSQF describes the skills qualifications awarded by the Malaysian Skills Certification System. A trainee equipped with required competencies as prescribed in the Standards will be entitled to obtain qualifications as stated in the MOSQF.

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<sup>2</sup> Malaysian Qualification Agency. 2018. Malaysian Qualification Framework 2<sup>nd</sup> Edition.

Table 2.1: Malaysian Qualification Framework (MQF) Chart  
(Source: Malaysian Qualification Framework 2<sup>nd</sup> Edition)

MQF Level	Minimum Graduating Credit	Academic Sector	TVET Sector	Lifelong Learning/APEL Criteria for APEL(A)
8	No credit rating	PhD by Research		Admission criteria:  35 years old Bachelor's degree in relevant field/equivalent 5 years of work experience Passed APEL assessment
	80	Doctoral Degree by Mixed Mode & Coursework		
7	No credit rating	Master's by Research		Admission criteria:  30 years old STPM/Diploma/equivalent Relevant work experience Passed APEL assessment
	40	Master's by Mixed Mode & Coursework		
	30	Postgraduate Diploma		
	20	Postgraduate Certificate		
6	120	Bachelor's degree		Admission criteria:  21 years old Relevant work experience Passed APEL assessment
	66	Graduate Diploma		
	36	Graduate Certificate		
5	40	Advanced Diploma	5	
4	90	Diploma	4	Admission criteria:  20 years old Relevant work experience Passed APEL assessment
3	60	Certificate	3	Admission criteria:  19 years old Relevant work experience Passed APEL assessment
2	30	Certificate	2	3R (Reading, wRiting, aRithmetic)
1	15	Certificate	1	3R (Reading, wRiting, aRithmetic)

### **2.1.3 Occupational Framework (OF)**

The Occupational Framework (OF) is described as the outcome of the occupational analysis process to identify the occupational structure of an industry. The OF which was previously known as Occupational Analysis (OA) consists of Occupational Structure (OS), Occupation Description (OD) and Skills in Demand.

The development of the OF is a preliminary process in developing relevant NOSS. Once developed, the NOSS can be used as the basis to conduct skills training and skills certification of competent personnel.

### **2.1.4 National Occupational Skills Standard (NOSS)**

National Occupational Skills Standard (NOSS) is defined as a specification of the competencies expected of a skilled worker who is gainfully employed in Malaysia for an occupational area, level and pathway to achieve the competencies and is gazetted in Part IV of National Skills Development Act 652. NOSS is developed by the industry experts based on the needs of the industry and is utilized as the main tool in the implementation of Malaysian Skills Certification System in which the performance of existing industry workers and trainees are assessed based on NOSS for awarding of Malaysian Skills Certificate. Certification is given through accredited by centre of accreditation, dual national training schemes and recognition of past achievements.

### **2.1.5 Competency Based Training (CBT)**

Competency Based Training (CBT) is an approach to vocational training that emphasises what a person can actually do in the workplace as a result of education and training<sup>3</sup>. CBT is based on performance standards which are set by the industry with main focus on measuring the performance while considering knowledge and attitude rather than the duration taken to complete the course. CBT is a learner-centric;

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<sup>3</sup> Barry Porter, Developing Competency Based Curriculum Modules: A Guidebook for TAFE Teachers and Curriculum Writers (Sydney, NSW TAFE Commission, 1993), iii.

outcome-based approach to training which allows each individual to develop skills at their own pace for a similar outcome, thus meaning training practices can be customised for each individual to achieve a similar outcome. CBT concept is the basis of Malaysian Skills Certification system which is coordinated by DSD.

### **2.1.6 Malaysia Standard Industrial Classification 2008 (MSIC 2008)**

The MSIC 2008 is a standard classification of productive economic activities. Its main purpose is to provide a set of activity categories that can be utilised for the collection and presentation of statistics according to such activities. Therefore, MSIC 2008 aims to present these set of activity categories in such a way that entities can be classified according to the economic activity that they carry out. For purposes of international comparability, the MSIC 2008 Version 1.0 conforms closely to the International Standard Industrial Classification of All Economic Activities (ISIC) Revision 4, published by the United Nations Statistics Division, with some modifications to suit national requirements. The objective of an industrial classification system is to classify data in respect of the economy according to categories of activities and the characteristics of which will be similar. The MSIC 2008 is a classification of all types of economic activities and is not a classification of goods & services. It is also not a classification of occupations<sup>4</sup>.

### **2.1.7 Definition of Halal and the Halal Industry**

The Codex General Guidelines for the Use of the Term “Halal” were adopted by the Codex Alimentarius Commission at its 22nd Session, 1997.<sup>5</sup> It has been sent to all Member Nations and Associate Members of FAO and WHO as an advisory text, and it is for individual governments to decide what use they wish to make of the Guidelines. According to the Codex Alimentarius Commission’s general guidelines for use of the term “halal”, halal food is defined as food permitted under the Islamic Law and does not consist of, or contain anything which is considered to be unlawful according to Islamic

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<sup>4</sup> Department of Statistics Malaysia. (2008). Malaysia Standard Industrial Classification 2008 Ver. 1.0.

<sup>5</sup> General Guidelines for Use of the Term “Halal”. [www.fao.org/3/Y2770e/Y2770e08.Htm](http://www.fao.org/3/Y2770e/Y2770e08.Htm). Date Accessed: 26th June 2019

Law. It has not been prepared, processed, transported or stored using any appliance or facility that was not free from anything unlawful according to Islamic Law; and has not in the course of preparation, processing, transportation or storage been in direct contact with any food that fails to halal requirements.<sup>6</sup>

According to Malaysian Standards MS 1500:2019<sup>7</sup>, Halal is defined as “Matters that are lawful and permitted in Islam based on Shariah laws and fatwa.” Shariah law is the order of Allah which relate to the action of the people who are being accountable (mukallaf) by obligation, option or al wadh'u<sup>8</sup>. Shariah law defined by Malaysia law means the laws of Islam in the Mazhab of Shafie or the laws of Islam in any of the other Mazhabs of Maliki, Hambali and Hanafi which are approved by the Yang di-Pertuan Agong to be in force in the Federal Territory or the Ruler of any State to be in force in the state or fatwa approved by the Islamic Authority.

Fatwa issues give understanding as to whether a product is halal and concurrently whether the processes are acceptable by Shariah standards (Halal Industry Development Corporation (HDC), 2019). A Fatwa is a scholarly opinion on a matter based on Islamic law. Fatwas are guidelines on understanding how subtleties of Islamic law should be interpreted or applied. Naturally, fatwa decisions are essential to the halal industry. In Malaysia, the responsibility lies in the hands of the Jawatankuasa Fatwa Majlis Kebangsaan Bagi Hal Ehwal Islam, supported by Malaysian Islamic organizations such as the Jabatan Mufti and the Department of Islamic Development Malaysia (JAKIM). Each defined fatwa is subsequently reviewed and approved by the State or National ruler. Continuous research of international fatwas is held by the World Fatwa Management and Research Institute (INFAD). This association maintains a repository of Halal-industry related fatwas from across the globe, enabling halal industry perspectives to be analysed beyond local decisions.

According to the definition identified during the preliminary research conducted prior to the OF development, the research defined via a technical working group that the

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<sup>6</sup> Codex Alimentarius Commission at its 22<sup>nd</sup> Session, 1997

<sup>7</sup> Department Of Standards Malaysia. (2019). Malaysian Standard MS 1500:2019 Halal Food – General Requirements (Third Revision). Page 1.

<sup>8</sup> Department Of Standards Malaysia. 2009. Malaysian Standard MS 1500:2009 Halal Food - Production, Preparation, Handling and Storage - General Guidelines (Second Revision). Page 1.

definition of the Halal Industry is “Subset of the economy encompassing the production of goods and services that are aligned with Syariah principles” (HDC, 2019). This definition implies that the scope of the Halal Industry may cover any area of production or services that adhere to Syariah principles.

## 2.2 Key Stakeholders

The key stakeholders for the Halal industry in Malaysia form a community comprising of ministries and its implementing agencies at federal, state and local authorities, regulatory bodies at federal and state levels, developmental agencies, non-profit and professional bodies that have an interest in the Halal Industry and are affected by all activities and situation of the Halal Industry.

### 2.2.1 Government Agencies and Regulatory Bodies

The relevant Halal Industry government regulatory and statutory bodies are listed in the following Table 2.2.

Table 2.2: List of Government Agencies and Regulatory Bodies for the Halal Industry

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
1.	Ministry of Finance Malaysia (MOF)	1. Infrastructure Development	1. Economic Corridor Eastern Region (ECER) <i>Majlis Pembangunan Wilayah Ekonomi Pantai Timur</i> , Halal Food Park, Pasir Mas (Phase II). 2. Sarawak Corridor of Renewable Energy (SCORE). 3. Preparation of Infrastructure and Site for Halal Hub Development Centre in Tanjung Manis Phase

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
		2. Funding Facility Provision  3. Incentives provision	1A.  1. Halal Technology Development Fund under the Malaysia Technology Development Corporation (MTDC)  1. Halal park incentives
2.	Ministry of International Trade and Industry (MITI)		
	i) Malaysia External Trade Development Corporation (MATRADE)	1. MATRADE, as the national trade promotion agency undertakes various export promotion activities including the promotion of the Halal sector.	1. Through trade promotional activities such as: <ul style="list-style-type: none"> <li>• Organisers of Halal Industry exhibition such as Malaysia International Halal Showcase (MIHAS).</li> <li>• Involvement in international trade exhibitions such as Gulfood, ANUGA, World Expo 2020.</li> <li>• Organiser of business matching meeting between Malaysian companies and buyers/importers which include “buying house”. (E.g., <i>International Sourcing Program</i> (INSP) during MIHAS).</li> </ul> 2. Through market intelligence related to the Halal Market such as: <ul style="list-style-type: none"> <li>• Market access</li> </ul>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
			<p>requirements and foreign policies.</p> <ul style="list-style-type: none"> <li>• Information regarding halal global supply chain.</li> </ul> <p>3. Through export development programs.</p>
	<p>ii) Department Of Standards Malaysia</p>	<ol style="list-style-type: none"> <li>1. Development and promotion of standards.</li> <li>2. Provide accreditations services to conformity assessment bodies such as certification bodies, laboratories and inspection bodies</li> </ol>	<ol style="list-style-type: none"> <li>1. Development of <i>Malaysian Standards</i> (MS) relevant to Halal. Until 31st May 2019, 14 Halal Malaysian Standards (MS) have been developed. The Halal Malaysia Certification by JAKIM is also based on MS.</li> <li>2. Accreditation of Halal testing laboratories (tracing of pig DNA, alcohol and etc. Currently there are 26 labs that have obtained accreditation Standards Malaysia where three of these labs are panel labs under JAKIM.</li> <li>3. Accreditation of Halal Malaysia Certification Bodies. JAKIM is in the midst of obtaining accreditation certification from Standards Malaysia. JAKIM is the only body in Malaysia that can certify Halal companies in Malaysia.</li> <li>4. Represents Malaysia in the Standards and Metrology Institute for</li> </ol>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
			<p>Islamic Countries (SMIIC) as a member of Board of Directors that defines the vision of SMIIC.</p> <p>5. Holds secretariat to the Technical Committee (TC) 10 Halal Supply Chain and Halal Pharmaceutical for SMIIC.</p>
	iii) Malaysian Investment and Development Authority (MIDA)	<ol style="list-style-type: none"> <li>1. Promote foreign investment (in collaboration with HDC)</li> <li>2. Provide incentives within the scope of promotions of investment (e.g., ITA and pioneer status)</li> <li>3. Controls and issues licences for the industrial sector, i.e., manufacturing licences.</li> </ol>	<ol style="list-style-type: none"> <li>1. Investment mission internationally and locally.</li> <li>2. Recommend for approval the application of Halal park incentives.</li> </ol>
3.	Ministry of Domestic Trade and Consumer Affairs / <i>Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna</i> (KPDNHEP)	<ol style="list-style-type: none"> <li>1. Enforcement of <i>Akta Perihal Dagangan</i> 2011</li> <li>2. Registration of companies under Suruhanjaya Syarikat Malaysia</li> <li>3. Coordination of consumer issues related to Halal</li> </ol>	<ol style="list-style-type: none"> <li>1. Conducts inspections (operations) on halal legislative matters on companies and premises.</li> <li>2. Conducts investigation on companies and individuals suspected of conducting offences under Halal legislations.</li> <li>3. Prosecute at court or impose compounds on companies guilty of committing offences relevant to Halal legislations.</li> <li>4. Conduct advocacy sessions and briefings</li> </ol>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
			<p>to industry parties and companies who are involved directly or indirectly.</p> <p>5. Conducts strategic collaborations with agencies such as Jabatan Kemajuan Islam Malaysia (JAKIM), Jabatan Kemajuan Islam Negeri (JAIN) and Local Authorities.</p> <p>6. Studies and improves regulations and SOP related to Halal under APD 2011.</p> <p>7. Coordinator of Consumer Cluster for the Taskforce Committee for National Halal Policies development.</p> <p>8. Coordinator of initiative 1.5 in the <i>Halal Industry Master Plan 2.0</i>.</p>
4.	<p>Ministry of Agriculture and Food Industries (MAFI)</p> <p>Divisions under MAFI:</p> <p>i) Division of Crops, Livestock and Fisheries Industry</p> <p>ii) Division of</p>	<p>1. Coordinates and supports initiatives by JAKIM and HDC in the development of the halal ecosystem.</p> <p>2. Coordination of promotional programs done locally or internationally that involve agricultural products including halal.</p>	<p>1. Matching grants for improvement of business premises for halal certification.</p> <p>2. Infrastructure development of processing, packaging and marketing centres for halal certification.</p> <p>3. Facilitation program with Halal Development Corporation (HDC) and SIRIM for <i>Program</i></p>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
	Export and Marketing  iii) Division of Agriculture Industry		<i>Mudahcara Halal</i> (Training, Pre-Audit and My e-Halal workshop) to help SMEs in applying for Halal Malaysia certification.
	iv) Department of Veterinary Services	Department of Veterinary Services is an agency responsible for the welfare of animals and livestock industry in this country	<ol style="list-style-type: none"> <li>1. DVS enforces the Slaughter House act (Akta Rumah Penyembelihan Swasta 1993) by enforcing licensing requirements on ruminant slaughter house under the department and private owned.</li> <li>2. DVS enforces the Private Slaughter House Act 1993 by stipulating that state and private slaughter houses require slaughtering by individuals who have been accredited by the state or local JAIN.</li> <li>3. Proposed addition of section 30A-License to possess poultry processing plant approved by the Ministry of Agriculture (Name of ministry at this point of time) Legal Committee. Subsequently DVS is in the process of providing poultry processing plant licensing rules under Animal Act 1953 [Act 647] to license poultry slaughtering and processing of poultry</li> </ol>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
			<p>products.</p> <p>4. Upgraded 16 Ruminant Slaughter Houses to Good Veterinary &amp; Hygiene Practice (GVHP) and the RMK 10 Export Supply Chain Assurance System (ESCAS) compliance, which also includes compliance with Halal certification. The Department's 16 slaughterhouses have received Halal Malaysia certification.</p> <p>5. Upgrading of Abattoir in Shah Alam, Selangor to Veterinary Health Mark (VHM) And Export Supply Chain Assurance System (ESCAS) Levels which include Halal Compliance.</p> <p>6. Upgrading of the Tapah, Merlimau and Kluang Dairy Industry Service Centre (PPIT) to GVHP level.</p> <p>7. Imports of meat, meat products and food products from ruminant and poultry products are required to comply with the import protocol set by DVS. The halal requirements recognized from JAKIM are provided in this protocol.</p> <p>8. Conducting inspections of overseas plants and establishing the Technical</p>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
			<p>Committee for approval of slaughtering plants and processing of overseas livestock products (which also involve JAKIM officials).</p> <p>9. DVS's involvement with JAKIM and the Department of Standards Malaysia in the development of halal-related standards at the local and overseas levels.</p> <p>* VHM (Veterinary Health Mark) and GVHP (Good Veterinary &amp; Hygiene Practice) certification programs based on HACCP and GMP elements that focus on the production of clean and safe animal-based products, which indirectly cover part of the Halal claim.</p>
	<p>v) Department of Quarantine and Inspection Services Malaysia (MAQIS)/ Jabatan Perkhidmatan Kuarantin Dan Pemeriksaan Malaysia (MAQIS)</p>	<p>MAQIS's mission is to ensure that every plant, animal, carcass, fish, agricultural product, soil, microorganism and agro-based food imported into and exported out of our country is always safe, pest-free, disease-free and not contaminated. It must be of quality to be eaten and Halal.</p> <p>OBJECTIVES:</p> <ol style="list-style-type: none"> <li>1. Ensure that everything imported / exported is lawful, free of pests, diseases and contaminants.</li> <li>2. Quarantine and check import</li> </ol>	<p>Specifically for the importation of frozen (non-pork) frozen meats such as meat and chicken cuttings, buffaloes, cows, goats and cows, from any country, Government policy is to permit the importation of any inspected or audited plant or abattoir by the Department of Veterinary Services (DVS) in terms of sanitary and phytochemical and halal compliance by the Islamic Development Department of Malaysia (JAKIM). The import of buffalo meat from</p>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
		<p>/export consignments at entrance, quarantine stations &amp; quarantine premises.</p> <p>3. Facilitate and meet the needs of importers / exporters and agents in trade facilitation</p> <p>4. Improve the quarantine service delivery system and inspection</p>	<p>India is assisted by the Ministry of Health Malaysia (MOH), which also audits the DVS and JAKIM.</p> <p>Once the list of abattoir or processing plants has been processed to the Ministry of Agriculture and Food Industries (MAFI), the MAQIS Department is responsible for ensuring that only approved buffaloes / cows / goats / sheep / poultry are allowed into our country with Section 11 enforcement. (1), Act 728, where only importations with permits approved by the MAQIS Department are allowed to be imported. Every import of meat will be inspected by MAQIS officials at all entrances to ensure that only meat from any government-approved plant or abattoir is allowed.</p> <p>Section 11 (1) and Section 15, Act 728 prescribe if convicted for absence of permit at the time of importation and without a halal certificate from the Halal party in the exporting country, for each section, a fine for each section not exceeding RM100,000 or 6 years imprisonment or both. These penalties can help reduce the risk of importing</p>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
			<p>meat from unauthorized plants or abattoirs.</p> <p>However, for the halal status of ready-to-eat food products, it is under the jurisdiction of MOH and MAQIS will not check any consignments that enter this country. It will be referred to the MOH at each entrance if there is an entry.</p>
	vi) Malaysian Fisheries Development Authority/ <i>Lembaga Kemajuan Ikan Malaysia (LKIM)</i>	Functions of LKIM: <ul style="list-style-type: none"> <li>• Infrastructure development</li> <li>• Fundraising</li> <li>• Promotion</li> <li>• Enforcement of acts</li> <li>• Development activities</li> </ul>	<ol style="list-style-type: none"> <li>1. Development of Entrepreneur-Based Industry Entrepreneurs.</li> <li>2. Assist Entrepreneurs obtain Halal Malaysia certification by implementing the following programs.</li> <li>3. Provide matching grant (Change Upgrade Product- CUP) 70:30 for the purpose of Entrepreneurs making modifications to the premises in accordance with certification requirements.</li> <li>4. Perform nutrition studies on entrepreneurs' IAT products to meet Halal requirements.</li> <li>5. Provide courses / training related to halal certification.</li> </ol>
	vii) Federal Agricultural Marketing	FAMA acts as a facilitator for IAT entrepreneurs to obtain halal certification.	<ol style="list-style-type: none"> <li>1. FAMA acts as a guide for entrepreneurs to obtain Halal Malaysia</li> </ol>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
	Authority (FAMA)		<p>Certification at the field level.</p> <ol style="list-style-type: none"> <li>2. FAMA provides training facilities in collaboration with JAKIM to entrepreneurs. In 2018, 678 entrepreneurs have attended Halal courses organized in 6 training series.</li> <li>3. Prioritises entrepreneurs to upgrade their permits towards Halal Malaysia Certification and HACCP through grants under MOA.</li> <li>4. To become an Agromas vendor entrepreneur, Halal Malaysia Certification is one of the must-have requirements for entrepreneurs.</li> </ol>
	viii) Farmers' Organization Board / <i>Lembaga Pertubuhan Peladang (LPP)</i>	<ol style="list-style-type: none"> <li>1. Infrastructure Development</li> <li>2. Provision of Funds</li> <li>3. Promotion and Marketing</li> <li>4. Advisory Services and Seminars</li> </ol>	<ol style="list-style-type: none"> <li>1. Provides funds and develop products towards Halal Malaysia Certification such as equipment assistance, packaging, operation of buildings and other related matters.</li> <li>2. Assist in the marketing and promotion of halal products by experts / entrepreneurs at state-level carnival / programs such as Agro Fest, HPPN, MAHA and others.</li> <li>3. Organize and provide programs / courses related</li> </ol>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
			to Halal Malaysia Certification for members / entrepreneurs at state level.
5.	Ministry of Health Malaysia (MOH)/ <i>Kementerian Kesihatan Malaysia</i> (KKM)	Health quality control based on food labelling, drug safety to ensure that these products are accepted in domestic and foreign markets	
	i) Food Safety and Quality Division / <i>Bahagian Keselamatan Dan Kualiti Makanan</i> (BKKM, MOH)	<p>BKKM is the regulatory authority of food security in Malaysia mandated under the Food Act 1983 and its regulations are as follows: -</p> <ol style="list-style-type: none"> <li>1. Food Regulations 1985;</li> <li>2. Food Regulations (Notice under Section 32B) 2007;</li> <li>3. Food Hygiene Regulations 2009;</li> <li>4. Food Irradiation Regulations 2011;</li> <li>5. Food (Food Analysis Fees) Regulations 2016; and</li> <li>6. Food (Compounding of Offenses) Regulations 2017.</li> </ol> <p>Under the Food Regulations 1985 all foods sold and imported into Malaysia must comply with the country's food standards and labelling including the use of the halal logo on the label (Regulation 18).</p> <p>The Food Hygiene Regulations 2009 requires food hygiene in all food premises including</p>	Food Safety and Quality Division (MOH)

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
		<p>registration requirements with MOH, implementation of food safety assurance program (MOH), traceability and training of food handlers.</p> <p>BKKM also offers MeSTI, GMP and HACCP certification to the food industry.</p> <p>BKKM is a Codex Contact Point in Malaysia. As coordinator and Head of the Malaysian Delegation at the Codex Alimentarius Meeting, the Subsidiary Agency under WHO / FAO, which sets international food standards, BKKM is responsible for ensuring that the country's interests are upheld, if halal issues are raised for discussion.</p> <p>MOH produces health certificates and sales certificate that includes export as required by importer's country.</p>	
	<p>ii) National Pharmaceutical Regulatory Division (NPRA)</p>	<p>The NPRA functions in accordance with the provisions of the Drug and Cosmetic Control Regulations 1984, as the secretariat to the Drug Control Authority (UN) is responsible for the registration and licensing activities of registered products and cosmetic notifications.</p> <p>1. Involved in the development of the Halal</p>	<p>Pharmaceutical / Cosmetic Halal information sharing through talks / presentations, for example:</p> <p>1. The OIC Meeting (The Side Events of First Meeting of Heads of National Medicines Regulatory Authorities (NMRAs) From OIC Member Countries), November 2018,</p>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
		<p>Pharmaceuticals - General Guidelines document (MS2424: 2012) in collaboration with Standards Malaysia, HDC and JAKIM.</p> <p>2. Involved in the revision of the Halal Pharmaceuticals - General Requirements, First Revision (MS2424: 2019) and Halal Cosmetics - General Requirements, First Revision (MS2634: 2019) documents with Standards Malaysia and JAKIM.</p> <p>3. Member of Halal-related committees under the Malaysian Standard and JAKIM.</p> <p>4. Attends Halal Panel meetings under JAIS or JAKIM</p>	<p>Jakarta, Indonesia.</p> <p>2. Kelantan Halal Convention, July 2-4, 2019</p> <p>3. And other related seminars or conferences</p>
	iii) Malaysian Medical Device Authority (MDA)	<p>1. Control and registration of medical device category products.</p> <p>2. Establish policy for the purpose of industrialising related medical devices for the Halal Industry.</p>	To be developed
6.	Ministry of Education Malaysia (MOE)	<p>1. Holistic ecosystem research and development.</p> <p>2. Consultation services related to the halal industry</p> <p>3. Laboratory services for testing and analysis</p>	<p>1. Higher Education Centre of Excellence – Consortium of Halal IPT Malaysia (KIHIM)</p> <p>2. Development of Programme framework for Halal Studies (HDC-MQA)</p> <p>3. Education modules with</p>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
			Halal related content to produce High Value Workforce
7.	Ministry of Human Resources (MOHR)	Advising and empowering halal talent	
	i) Jabatan Pembangunan Kemahiran (DSD) /Skills Development Department (DSD)	Provide advice and development of halal occupational standards and curriculum based on National Occupational Skills Standards (NOSS).	Development of NOSS related to Halal since 2012 and is on-going.
8.	Ministry of Economic Affairs (MEA)	<ol style="list-style-type: none"> <li>1. Regulate international policies on bilateral and multilateral issues in the halal industry (Service Industry Division).</li> <li>2. Socio-economic development focused on the overall competitiveness of the halal ecosystem which includes strategic sectoral policy planning, initiative coordination (implemented by various agencies), industry performance reporting, halal industry promotion and international strategic relations.</li> </ol>	Malaysia lead Ministry for Indonesia–Malaysia–Thailand Growth Triangle (IMT-GT)
	i) Halal Development Corporation (HDC)	1. HDC as the custodian of Malaysia’s Halal Economy acts as an agency that develops the capacity of the National halal industry with the aim of promoting and enhancing the value-added agenda of Malaysian halal	<ol style="list-style-type: none"> <li>1. Malaysia Halal Industry Masterplan (HIMP)</li> <li>2. Halal Business Transformation</li> <li>3. Halal Malaysia HALMAS Incentives</li> <li>4. Halal industry international footprint</li> <li>5. Halal Sourcing</li> </ol>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
		<p>industry.</p> <p>2. HDC's Priority Areas are: -</p> <ul style="list-style-type: none"> <li>• Halal industry-friendly policies and legislation;</li> <li>• Larger and newer market space for halal products and services;</li> <li>• A globally recognised halal industry expert;</li> <li>• A viable and productive industry participant in the value chain and supply of fully Shariah-compliant halal products; and</li> <li>• Technologies and innovations that support the development and commercialization of halal products and services.</li> </ul> <p>3. The main responsibilities of HDC are as follows: -</p> <ul style="list-style-type: none"> <li>• Conduct research, data / statistics analysis and subsequently advise stakeholders on sectoral sustainability, market potential, supply chain and halal industry value;</li> <li>• Formulate development strategies and implementation of programs / initiatives that support the national socio-economic development agenda;</li> <li>• Coordinate the performance index and reporting of the</li> </ul>	<p>Partnership Programme</p> <p>6. World Halal Conference</p> <p>7. Industry Lead Body (ILB) for the Halal Industry.</p> <p>8. Halal training and advisory.</p> <p>9. SME Mentoring Program, a collaboration with Nestlè Berhad and SME Corp.</p> <p>10. Expo 2020 Dubai leads Halal Cluster program</p>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
		<p>implementation of the program / initiative;</p> <ul style="list-style-type: none"> <li>• Establish international relations and cooperation towards providing beneficial returns in investment, trade, information sharing, expertise and technology;</li> <li>• Facilitate participation and growth of halal industry;</li> <li>• Increase the expertise and value of human capital in the development of the halal industry;</li> <li>• Facilitate reform of the value chain and supply of products towards full compliance with halal and Shariah standards;</li> <li>• Promote Halal Malaysia brands worldwide; and</li> <li>• Facilitate program/ initiatives and industry issues related to the halal industry.</li> </ul> <p>HDC has been appointed by the Department of Skills Department (DSD) as the Industry Lead Body (ILB) for the Halal Industry.</p>	
	ii) <i>Unit Peneraju Agenda Bumiputra (TERAJU)</i>	1. Promote business and enhance Bumiputera participation in the value chain related to the Halal industry.	1. Establishment of social financing platform to encourage public sector investment in supporting the Halal industry.

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
		<p>2. Promote Bumiputera participation more competitively in the Halal industry.</p> <p>3. Leveraging high-performing Bumiputera companies in the Halal industry to become more competitive internationally.</p> <p>Role is in line with Halal Industry Master Plan (HIMP) 2.0 strategies and initiatives.</p>	<p>2. Establishment of databases and analysis mechanisms for the purpose of monitoring Bumiputera performance in the Halal industry.</p> <p>3. Ensuring sustainable support systems and related resources to facilitate local companies with the ability to expand the market in the Halal industry globally.</p> <p>4. Improve Halal Accelerator Development Fund</p>
9.	<p>Ministry of Entrepreneur Development and Cooperatives (MEDAC)</p> <p>Sections and Divisions under MEDAC are such as:</p> <ul style="list-style-type: none"> <li>• Development Sector</li> <li>• New Entrepreneurship Division (Special projects team)</li> <li>• Policy and Research Section</li> </ul>	<p>1. Coordinates the development of Entrepreneurs with Halal as one of the targeted industries.</p> <p>2. Coordinates the development of the gelatine halal hub project by facilitating potential investors and encouraging the participation of local companies especially SMEs in the supply chain for the project.</p>	<p>1. Organizing Malaysia Halal Expo 2019.</p> <p>2. Hosting Malaysia Halal Carnival Entrepreneur in Bosnia &amp; Herzegovina in conjunction with Sarajevo Business Forum.</p> <p>3. Participation of SME entrepreneurs to showcase products in Japan in conjunction with Tokyo Olympic 2020.</p> <p>4. Participation of SME entrepreneurs in International Halal Exhibition (MIHAS, PIHEC).</p> <p>5. A halal product development initiative for marketing and commercial purposes.</p>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
			<p>6. The Ministry of Entrepreneur Development and Cooperatives (MEDAC) holds meetings with relevant Government agencies and local medical device companies to discuss the need for Halal Malaysia Certification to export medical products and devices to several overseas markets.</p>
	<p>i) SME CORP Malaysia</p>	<ol style="list-style-type: none"> <li>1. Create new and larger market space for Malaysian halal products and services to SMEs through guidance, advisory services and financial assistance.</li> <li>2. Encouraging the inclusion of Bumiputera SMEs to be more competitive in the halal industry.</li> </ol>	<ol style="list-style-type: none"> <li>1. Promote Halal product by SME for 2020 Olympic Games in Japan</li> <li>2. The Malaysia Halal Expo 2019 (MHE2019)</li> <li>3. Development of SMEs in the Gelatine Industry</li> <li>4. Halal-SME Mentoring Program</li> <li>5. <i>Program Galakan Ekonomi Bumiputera (GEB)</i></li> </ol>
	<p>ii) TEKUN NASIONAL</p>	<p>Empower entrepreneurs towards higher quality product and service provision through recognition and certification from recognized statutory bodies such as ISO, SIRIM and Halal Malaysia Certification to penetrate the high-end purchasing power market.</p>	<ol style="list-style-type: none"> <li>1. Identify the list of qualified TEKUN entrepreneurs to receive guidance for certification according to the appropriate criteria.</li> <li>2. TEKUN has partnered with SIRIM and MARA. Through the Entrepreneur Development Division, the Business</li> </ol>

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
			<p>Development</p> <p>Department held a series of discussions to identify the products of qualified entrepreneurs in ISO, GMP and HACCP certification.</p>
10.	Ministry of Housing and Local Authorities	Licensing of operations under Local Authorities for premises applying for Halal Malaysia Certification	<p>Local Authorities will request for documents related to slaughtering by the religious departments before licenses of slaughtering house can be given to applicants.</p> <p>Local Authorities also conduct integrated operations with JAKIM on several food and beverage premises. Upon receiving complaints from JAKIM regarding premises that have doubtful halal businesses, the Local Authorities will impose actions on the license holder.</p>
11.	Ministry of Energy, Science, Technology, Environment and Climate Change (MESTECC)	Supervises technologies related to Halal.	1.Expo 2020 Dubai
	i) Department of Chemistry	Department of Chemistry is the leader in Halal product analysis and traceability. They are specialized in meat speciation/Halal DNA functions as well as research and product quality assurance.	

No.	Ministry/Agency	Responsibilities/ Functions related to Halal	Programmes/ Initiatives related to Halal
12.	<p data-bbox="300 309 571 421"><i>Jabatan Kemajuan Islam Malaysia</i> (JAKIM)/</p> <p data-bbox="300 472 571 629">Department of Islamic Development Malaysia (JAKIM)</p>	<ol data-bbox="603 309 1018 1451" style="list-style-type: none"> <li>1. Halal Malaysia Certification</li> <li>2. Development and registration of halal professional and skilled talent</li> <li>3. Recognition of Foreign Halal Certification Body</li> <li>4. Development of Foreign Halal Certification Body capacity</li> <li>5. Coordination of International Halal Certification through: <ul data-bbox="603 857 1018 1361" style="list-style-type: none"> <li>• The Unofficial Meetings of Religious Ministers in Brunei, Indonesia, Malaysia and Singapore (MABIMS)</li> <li>• Standards and Metrology Institute for Islamic Countries (SMIIC)</li> <li>• Indonesia–Malaysia–Thailand Growth Triangle (IMT-GT)</li> <li>• ASEAN Working Group On Halal Food (AWGHF)</li> </ul> </li> <li>6. Chair of Halal standards development Malaysia.</li> </ol>	<ol data-bbox="1050 309 1428 1317" style="list-style-type: none"> <li>1. Malaysian Halal certification procedure (MYeHalal)</li> <li>2. Malaysian Halal Management System (MHMS)</li> <li>3. Certification Bodies recognition programme</li> <li>4. Halal Professional Board</li> <li>5. International Halal Authority Board (IHAB)</li> <li>6. Malaysian International Halal Academy (MIHA)</li> <li>7. Malaysia Halal CoE</li> <li>8. Halal International Research Academy (HIRA)</li> <li>9. Halal Innovation &amp; Technology Centre (HITEC)</li> <li>10. Halal Certification Bodies Convention (HCBC)</li> </ol>

### 2.2.2 Training Centres

In ensuring that industry personnel responsible for Halal matters are trained according to the required standards and regulations; structured and standardised training is important. Therefore, there are several organisations that are responsible for conducting and coordinating Halal training in Malaysia. Table 2.3 below lists the main training providers and coordinators for the Halal Industry which consists of JAKIM, HDC, Ministry of Education and DSD.

Table 2.3: List of Training Providers and Coordinators for the Halal Industry

NO.	ORGANISATIONS	TRAINING CONDUCTED
1.	JAKIM	<p>JAKIM has initiated several initiatives in assisting training and consultancy in the Halal industry as listed below.</p> <p><b>Halal Professional Board</b></p> <p>One of the objectives is to enhance the competency of Halal Executive and Halal Internal Auditors and to provide the certified halal expertise and competent personnel to strengthen the halal industries around the world.</p> <p>The HPB is also responsible to develop Halal curriculum which consist of Halal Executive and Halal Internal Audit programmes.</p> <p>All providers that have been registered are known as <i>Penyedia Latihan Halal</i> (PLH). All trainers need to attend Train The Trainers (TTT) whereas training certifications are issued by HPB.</p> <p><b>Malaysia International Halal Academy (MIHA)</b></p> <p>The Malaysia International Halal Academy (MIHA) consists of training providers from private sectors. All providers need to abide by the guidelines in order to be registered as <i>Rakan Strategik</i> (RS)/strategic partners under MIHA.</p> <p>An RS is responsible in conducting training and</p>

NO.	ORGANISATIONS	TRAINING CONDUCTED
		<p>coaching for industry players at targeted countries either globally and locally.</p> <p><b>International Halal Accreditation Board (IHAB)</b></p> <p>IHAB was established for the purpose of standardising and harmonising the Halal Malaysia Certification process among members. The IHAB's membership consists of Halal Standard Authorities and Halal Malaysia Certification Body from within and outside the country. One of IHAB's functions is as the facilitator of global Halal Malaysia Certification and creates global cooperation.</p>
2.	Ministry of Education (MOE)	<p>Universities under MOE have offered various courses relevant to the Halal Industry and are listed under MQA. (Please refer to HDC for details of Diploma, Degree, Masters courses)</p> <p>There are also several universities and polytechnics that are registered as providers of halal training under the Halal Professional Board (HPB).</p>
3.	Halal Development Corporation (HDC)	<p>HDC offers halal-oriented custom training modules, certification guidelines, and technical advisory services. The programmes cover Shariah laws, certification processes, consumerism and food safety and are in accordance with Hazard Analysis and Critical</p>

NO.	ORGANISATIONS	TRAINING CONDUCTED
		<p>Control Point System (HACCP), ISO 9001, ISO 22000, Good Manufacturing Practices (GMP) standards and other related management systems.</p> <p>The training courses cover various thematic aspects of the Halal industry which includes both Halal theory and understanding the practical aspects of Halal management systems. The courses, cater to both Muslim and Non-Muslim target audiences, and cover wholesomeness, safety, hygiene as well as consumer products (cosmetics and pharmaceutical). The comprehensive training programmes cover the Shariah aspects, Halal Malaysia Certification process, Halal Auditing, Halal Assurance System, Halal market, Halal food &amp; consumerism as well as food safety and quality. HDC is also a provider under Halal Professional Board (HPB) which currently conducts Halal Executive and Internal Audit training.</p>
4.	Department of Skills Development (DSD) under the Ministry of Human Resources (MOHR)	Via the development of NOSS related to Halal, DSD is also considered as an agency responsible for Halal training in ensuring the Accredited Training Centres offering courses based on the NOSS meet the industry standards and requirements.

## 2.3 Government Legislations, Standards, Policies and Initiatives

In order to understand the scope and limitations of the Halal Industry the relevant legislations, standards and development initiatives should be understood.

### 2.3.1 Government Legislations

The following are the legislations relevant to the Halal Industry:

Table 2.4: Legislations related to the Halal Industry

No	Areas Acts Are Related To	Name of Act	Function and Relevance of Act
1.	Acts related to enforcement of Halal	Trade Descriptions Act 2011	<p><b>Enforcement of Halal</b></p> <p>The Enforcement regarding the expression ‘Halal’ is implemented under the Trade Descriptions Act 2011, Trade Descriptions (Definition Of Halal) Order 2011, and Trade Descriptions (Certification And Marking of Halal) Order 2011 (hereinafter referred to as “its subsidiary legislations”). The Act offers protection to traders/consumers from unethical trade practices. The use of ‘Halal’ expression is construed as a trade description for the purposes of this Act.</p> <p><b>Trade Descriptions (Definition Of Halal) Order 2011</b></p> <p>The use of the “Halal” description or any other such descriptions is voluntary under the current legislations. However, Trade Descriptions (Definition of Halal) Order 2011 provides that when food or goods are described as halal or</p>

No	Areas Acts Are Related To	Name of Act	Function and Relevance of Act
			<p>are described in any other expression to indicate that the food or goods can be consumed or used by a Muslim, such expression means that the food or goods:</p> <p>Neither is nor consist of or contains any part or matter of an animal that is prohibited by Hukum Syarak for a Muslim to consume or that has not been slaughtered in accordance with Hukum Syarak;</p> <ul style="list-style-type: none"> <li>• Does not contain anything which is impure according to Hukum Syarak;</li> <li>• Does not intoxicate according to Hukum Syarak;</li> <li>• Does not contain any part of a human being or its yield which are not allowed by Hukum Syarak;</li> <li>• Is not poisonous or hazardous to health;</li> <li>• Has not been prepared, processed or manufactured using any instrument that is contaminated with impure according to Hukum Syarak; and</li> <li>• Has not in the course of preparing, processing or storing been in contact with, mixed, or in close proximity to any food that fails to satisfy paragraph (a) and (b).</li> </ul> <p>When services in relation to the food or goods including the transporting, storing and processing raw materials, serving and retailing</p>

No	Areas Acts Are Related To	Name of Act	Function and Relevance of Act
			<p>of such food or goods are described as halal such expression means that the services in relation to the food or goods are carried out in accordance with Hukum Syarak.</p> <p>Any person not in compliance with the Order commits an offence and upon conviction, shall be liable to a fine not exceeding RM 1 million or imprisonment for a term not exceeding 3 years or both. The penalty for a body corporate is a fine not exceeding RM 5 million.</p> <p><b>Trade Descriptions (Certification And Marking of Halal) Order 2011</b></p> <p>Under the Order, only the Department of Islamic Development Malaysia (JAKIM) and the Islamic Religious Council (MAIN) in the respective States are appointed as the competent authorities to certify that any food, goods or services in relation to the food or goods is halal in accordance with the Trade Descriptions (Definition of Halal) Order 2011.</p> <p>All food, goods or service shall not be described as halal unless it is:</p> <ul style="list-style-type: none"> <li>• Certified as halal by the competent authority (JAKIM/MAIN); and</li> <li>• Marked with the logo issued by the competent authority (JAKIM/MAIN) as</li> </ul>

No	Areas Acts Are Related To	Name of Act	Function and Relevance of Act
			<p>follows:</p>  <p>Any person not in compliance with the Order commits an offence and upon conviction, shall be liable to a fine not exceeding RM 100,000.00 or imprisonment for a term not exceeding 3 years or both. The penalty for a body corporate is a fine not exceeding RM 250,000.00.</p> <p>MDTCA with the cooperation of JAKIM/MAIN consistently conducts inspections to ensure the authenticity of the halal expressions used. MDTCA encourages the public to report any false or misleading used of the 'halal' expression so immediate action can be taken.</p>
2.	Acts related to food safety	Food Act 1983 and Food Regulations 1985	<p>The Food Act 1983 and Food Regulations 1985 are fully utilized by Ministry of Health under Food Safety and Quality Division to ensure and uphold the nation's integrity in food safety and quality.</p> <p>The division will ensure:</p> <ul style="list-style-type: none"> <li>• All imported and local manufactured food is safe and in compliance with Food Act 1983 and Food Regulations 1985.</li> </ul>

No	Areas Acts Are Related To	Name of Act	Function and Relevance of Act
			<ul style="list-style-type: none"> <li>• Food consignments exported by the country is in compliance with regulations imposed by the importing countries.</li> <li>• Food Regulations 1985 is reviewed and updated to be in line with Codex Alimentarius and other country legislation.</li> </ul> <p>Participation in planning, monitoring and evaluation of all activities with regards to the WTO (SPS &amp; TBT agreements) trade agreements and Regional Affairs.</p>
3.	Acts related to meat and meat based products	Animals Act 1953 (Act 647), Animals Regulations 1962	An Act to amend and consolidate the laws for preventing the introduction into, and the spreading within, Malaysia of diseases of animals; for the control of the movement of animals into, within and from Malaysia; for the control of the slaughter of animals; for the prevention of cruelty to animals; for measures pertaining to the general welfare, conservation and improvement of animals in Malaysia.
4.	Acts related specifically to Pharmaceuticals and Cosmetics Manufacturing	Dangerous Drugs Act 1952	An Act to make further and better provision for the regulating of the importation, exportation, manufacture, sale, and use of opium and of certain other dangerous drugs and substances, to make special provision relating to the jurisdiction of courts in respect of offences there under and their trial, and for purposes connected therewith.

No	Areas Acts Are Related To	Name of Act	Function and Relevance of Act
		Medicine (Advertisement and Sale) Act 1956, Act 290	<p>The Medicines (Advertisement and Sale) Act was introduced in 1956 for two purposes:</p> <ul style="list-style-type: none"> <li>• To curb the proliferation of spurious and misleading advertisements for medicines and medical services</li> <li>• To regulate the sale of substances recommended as a medicine</li> </ul>
		Poison Act 1952 (Revised 1989)	<p>The Poison Act 1952 (Revised in 1989) which is also cited as Poison Act 1952 was gazetted by the Malaysian Government in order to regulate the importation, possession, manufacture, compounding, storage, transport, sale and use of poisons.</p>
5.	Acts related to manufacturing (In general)	Sales of Drugs Act 1952, Act 368	<p>The Sale of Drugs Act 1952 which was revised in 1989 was introduced in order to regulate the sales of drugs. Under this Act and Regulation, all prescription drugs, over-the-counter (OTC) medicines, traditional medicines in pharmaceutical dosage forms and cosmetics as defined under the Act or Regulations are required to be registered with the Drug Control Authority prior being manufactured, imported, sold or supplied, unless the product is exempted under the specific provisions of the regulations. The objective of the registration of these products is to ensure that the therapeutic substance including cosmetic products approved for the local market are safe,</p>

No	Areas Acts Are Related To	Name of Act	Function and Relevance of Act
			effective and of quality in order to safeguard the consumers.
		Control of Drugs and Cosmetic Regulations 1984 (Amendment 2009)	The Control of Drugs and Cosmetic Regulations 1984 was promulgated under the Sale of Drugs Act 1952 (Revised 1989). Under sub-regulation 7(1), no person shall manufacture, sell, supply, import, possess or administer any product unless, the product is a registered product; and the person holds the appropriate license required and issued under these Regulations. A product can fall under four groups: i) Medicine; ii) Food-Drug Based; iii) Medical Device-Drug Based; and iv) Cosmetic. There are 6 categories of medicine product including Biotechnology product which includes the use of the new genetic tools of recombinant DNA to make new genetically modified organisms or genetic engineering, bioinformatics, transformation, diagnostics and vaccine technology.
		Occupational Safety and Health Act 1994 (Act 514)	This Act is for securing the safety, health and welfare of persons at work, for protecting others against risks to safety or health in connection with the activities of persons at work. The regulatory body for this Act is Department of Occupational Safety and Health (DOSH).

No	Areas Acts Are Related To	Name of Act	Function and Relevance of Act
		Environmental Quality Act 1974 (Act 127)  Environmental Quality (Amendment) Act 2012 (Act A1441)	An Act relating to the prevention, abatement, control of pollution and enhancement of the environment, and for purposes connected therewith.
		Factories and Machinery Act 1967 [Act 319] / Factories and Machinery Act (Amendment) 2006	An Act to provide for the control of factories with respect to matters relating to the safety, health and welfare of person therein, the registration and inspection of machinery and for matters connected therewith.
6.	Acts related to tax incentives	<ul style="list-style-type: none"> <li>• Investment Incentives Act 1968 (Repealed by Act 327)</li> <li>• Promotion of Investments Act 1986,</li> <li>• Income Tax Act 1967</li> <li>• Customs Act 1967</li> <li>• Sales Tax Act</li> </ul>	These Acts cover investments in the manufacturing sectors to further promote R&D, training and environmental protection activities. <sup>9</sup>

<sup>9</sup> MIDA. Incentives in Manufacturing. <http://www.mida.gov.my/home/incentives-in-manufacturing-sector/posts/>

No	Areas Acts Are Related To	Name of Act	Function and Relevance of Act
		1972 <ul style="list-style-type: none"> <li>• Excise Act 1976</li> <li>• Free Zones Act 1990.</li> </ul>	

### 2.3.2 Standards relevant to the Halal Industry

This section covers the standards relevant to the Halal Industry which includes Malaysian Standards (MS) for various areas under Halal. Malaysia has been a pioneer in the development of Halal standards and to date the published Malaysian Standards (MS) on Halal are described as follows:

Table 2.5: Malaysian Standards relevant to Halal

No.	Malaysian Standards (MS)	Description
1.	MS 2594:2015  Halal chemicals for use in potable water treatment - General guidelines	This MS specifies requirements for halal chemicals used in the treatment of potable water. Processed chemicals used in treating the raw water during the production of potable water, fulfil the necessary requirements that are in line with the Shariah law and the relevant regulations or law in force in Malaysia.

No.	Malaysian Standards (MS)	Description
2.	MS 2610:2015  Muslim friendly hospitality services - Requirements	This MS specifies guidelines and requirements for managing tourism facilities, products and services for Muslim travellers in accommodation premises, tour packages and tourist guides. This standard is generic and are intended to be applicable to all organisations and individuals managing Muslim friendly tourism products and services and not applicable for health and beauty facilities such as spa and massage or any balneotherapy facilities, products and services.
3.	MS 2565:2014  Halal Packaging-General Guideline	This Malaysian standard describes the general guidelines in the manufacturing and handling of halal packaging. It serves as a basic requirement for halal packaging for halal products in Malaysia.
4.	MS 1500:2019  Halal food - General requirements (Third revision)	This MS provides practical guidance for the food industry on the preparation and handling of halal food (including nutrient supplements) and to serve as a basic requirement for Halal food product and food trade or business in Malaysia.  <i>Note: This standard is also available in Bahasa Malaysia.</i>

No.	Malaysian Standards (MS)	Description
5.	<p>MS 2200: Part 1: 2008</p> <p>Islamic Consumer Goods - Part 1: Cosmetic and personal care - General guidelines</p>	<p>This MS prescribes practical guidelines for halal cosmetic and personal care industry. It serves as a basic requirement for cosmetic and personal care industry and trade or business in Malaysia. This standard should be used together with the Guidelines for Control of Cosmetic Products in Malaysia and Guidelines on Cosmetic Good Manufacturing Practice, by National Pharmaceutical Control Bureau, Ministry of Health (MOH).</p> <p><i>Note: This standard is also available in Bahasa Malaysia version.</i></p>
6.	<p>MS 2200-2: 2012</p> <p>General Guidelines for the use of Bone, Skin and Fur of Animals (<i>Barangan Gunaan Islam - Bahagian 2: Penggunaan Tulang, Kulit dan Bulu Haiwan - Garis Panduan Umum</i>)</p>	<p>This MS consists of the practical guidelines for the use of bone, and fur of animals in the related industries in line with Islamic law requirements.</p>

No.	Malaysian Standards (MS)	Description
7.	MS 1900:2005  Quality management systems - Requirements from Islamic perspectives	This MS specifies requirements for a quality management system where an organization needs to demonstrate its ability to consistently provide product that meets customer and applicable regulatory requirements, and aims to enhance customer satisfaction through the effective application of the system, including processes for continual improvement of the system and the assurance of conformity to customer and applicable regulatory requirements.
8.	MS 2300: 2009  Value-based management system – Requirements from an Islamic perspective	This MS consists of a guideline and a certifiable requirements standard which prescribes the framework for an organization to establish a management system based on Islamic values.
9.	MS 2634: 2019  Halal cosmetics – General requirements (First revision)	This MS specifies general requirements in the manufacturing and handling of halal cosmetics.  This standard should be used together with the Guidelines for Control of Cosmetic Products in Malaysia and Guidelines on Cosmetic Good Manufacturing Practice, by National Pharmaceutical Control Bureau, Ministry of Health (MOH).

No.	Malaysian Standards (MS)	Description
10.	<p>MS 2400-1: 2019, Halal supply chain management system – Part 1: Transportation – General requirements (First revision)</p> <p>MS 2400-2: 2019, Halal supply chain management system – Part 2: Warehousing – General requirements (First revision)</p> <p>MS 2400-3: 2019, Halal supply chain management system – Part 3: Retailing – General requirements (First revision)</p>	<p>MS 2400-1: 2019, Halal supply chain management system – Part 1: Transportation – General requirements (First revision)</p> <p>This MS specifies management system requirements for assurance of the halal integrity of products, goods and/or cargo being handled through various modes of transportation.</p> <p>MS 2400-2: 2019, Halal supply chain management system – Part 2: Warehousing – General requirements (First revision).</p> <p>This MS specifies management system requirements for assurance of the halal integrity of products, goods and/or cargo at the warehouse.</p> <p>MS 2400-3: 2019, Halal supply chain management system – Part 3: Retailing – General requirements (First revision)</p> <p>This MS prescribes management system requirements for assurance of the halalan-toyyiban integrity of products and/or goods at the retailing stage of the Halalan-Toyyiban Assurance Pipeline.</p> <p>This MS specifies management system requirements for assurance of the halal integrity of products and/or at the retail stage.</p>

No.	Malaysian Standards (MS)	Description
11.	MS 2393: 2010 (P)  <i>Prinsip Islam dan Halal – Definisi dan Penjelasan Istilah</i>	This MS states the meaning of terms used in standards related to Islam from Arab definitions. It is also referred to provide the meaning of Islamic principles. It aims to provide a consistent, uniformed understanding of terms used in the promotion and use of standards relevant to Islam and Halal.

### 2.3.3 National Occupational Skills Standards (NOSS)

There have been several NOSS developed by DSD in relevance to the Halal Industry for the respective job areas shown below which include, abattoir management, Halal poultry slaughterhouse management, halal auditing, halal compliance and halal logistics. Table 2.6 – Table 2.10 show the existing NOSS that are directly related to Halal.

Table 2.6: Existing NOSS relevant to Halal (Abattoir)

	BAHAGIAN/DIVISION: C10	KUMPULAN/GROUP: C101
Area	Livestock Husbandry (Production) - Abattoir (Meat & Poultry)	
L5	AF-070-5:2012 Pengurusan Penyembelihan/Abattoir Management (05-04-2012)	
L4	AF-070-4:2012 Pengurusan Penyembelihan /Abattoir Management (05-04-2012)	
L3	AF-070-3:2015 Penyeliaan Abatoir Ruminan/Abattoir Ruminant Supervision (25-10-10) (31-03-2015)	
L2	AF-070-2:2015 Pengendalian Abatoir Ruminan/Abattoir Ruminant Handling (25-10-10) (31-03-2015)	
L1	Tiada Tahap (No Level)	

Table 2.7: Existing NOSS relevant to Halal (Slaughterhouse Poultry)

	<b>BAHAGIAN/DIVISION: C10</b>	<b>KUMPULAN/GROUP: C101</b>
Area	Operasi Rumah Sembelih (Poltri) / Slaughterhouse Operations (Poultry)	
L5	C101-001-5:2017 Pengurusan Rumah Sembelih Poultri Halal/ Halal Poultry Slaughterhouse Management (21-08-2017)	
L4	C101-001-4:2017 Pentadbiran Rumah Sembelih Poultri Halal/ Halal Poultry Slaughterhouse Administration (21-08-2017)	
L3	C101-001-3:2017 Penyelarasan Penyembelihan Poultri Halal /Halal Poultry Slaughtering Supervision (21-08-2017)	
L2	C101-001-2:2017 Operasi Penyembelihan Poultri Halal /Halal Poultry Slaughtering Operations (21-08-2017)	
L1	Tiada Tahap (No Level)	

Table 2.8: Existing NOSS relevant to Halal (Auditing)

	<b>BAHAGIAN/DIVISION: M74</b>	<b>KUMPULAN/GROUP: M749</b>	
Area	Auditing Food	Auditing Consumer Goods	Auditing Services
L5	HI-010-5:2013 Pengurusan Pengauditan Halal /Halal Audit Management (30-12-2013)		
L4	HI-010-4:2013 Pentadbiran Pengauditan Halal /Halal Audit Administration (30-12-2013)		
L3	HI-010-3:2013 Pengauditan Halal /Halal Auditing (30-12-2013)		
L2	Tiada Tahap (No Level)		
L1	Tiada Tahap (No Level)		

Table 2.9: Existing NOSS relevant to Halal Compliance

	<b>BAHAGIAN/DIVISION: M74</b>	<b>KUMPULAN/GROUP: M749</b>
Area	Pematuhan Halal / Halal Compliance	
L5	HI-012-5:2016 Pengurusan Halal (Pengeluaran) /Halal Management (Manufacturing) (24-05-2016)	
L4	HI-012-4:2016 Pentadbiran Halal (Pengeluaran)/ Halal Administration (Manufacturing) (24-05-2016)	
L3	HI-012-3:2016 Operasi Halal (Pengeluaran)/Halal Operation (Manufacturing) (24-05-2016)	
L2	Tiada Tahap (No Level)	
L1	Tiada Tahap (No Level)	

Table 2.10: Existing NOSS relevant to Halal (Logistics and Halal Product Compliance)

Tiada Tahap (No level)	NCS-008:2018 Amalan Halal Logistik / Halal Logistics Practice (06-02-2018)
Tiada Tahap (No level)	Z-020 Pematuhan Produk Halal / Halal Product Compliances (23-06-2009)

### 2.3.4 Government Policies and Initiatives

This section provides information on related government policies and initiatives for the Halal industry.

#### **Halal Industry Master Plan 2.0 (HIMP 2.0)**

The Halal Industry Master Plan 2.0 (HIMP 2.0), 2018–2030, foresees to create positive political, economic, cultural and social impact. Malaysia is seen as one of the leaders of the Halal Industry, potentially contributing towards growth of the domestic economy (HDC, 2018).

The HIMP 2.0 aims to position Malaysia as the global leader of the Halal Industry that focuses on 3 core sectors and several emerging sectors. The HIMP 2.0 plan will target on seven thrusts and supportive strategies to tap on the lucrative and competitive Halal business opportunity. These six Super Catalytic Initiatives are targeting at resolving a wide range of Halal Industry issues and challenges. The strategic trusts in HIMP 2.0 are aligned with both Eleventh Malaysia Plan aspirations and 10 of the Sustainable Development Goals defined by the United Nations.

The theme of ‘A Prominent, Visible and Globalised Halal Malaysia’ depicts Malaysia’s goal to achieve economic development through leading the global Halal Industry. The development of the domestic Halal Industry will be outlined in this master plan and create local champions that are capable of capturing the global Halal market and position themselves as a significant player across the Halal Industry supply chain.

#### 2.4 MSIC Codes Related to The Halal Industry Occupational Framework

In order to obtain an overview of the related MSIC sections to be covered by the Halal Industry Occupational Framework, this section lists the MSIC Sections, Divisions and Groups. Table 2.11 – Table 2.19 below are excerpts taken from MSIC 2008 to illustrate the scope of this Occupational Framework. It must be highlighted that MSIC Items that are in *Italic* are items that might be *Haram* but are subject to further analysis and deliberation.

Table 2.11: Summary of MSIC 2008 by Section, Division and Group (Section A Agriculture, Division 01, Group 014)  
(Source: MSIC 2008)

Section:	A	Agriculture, Forestry and Fishing
Division:	01	Crops and Animal Production, Hunting and Related Service Activities
Group:	014	Animal production

Table 2.12: Description of MSIC 2008 by Section, Division, Group, Class and Item  
(Section A Agriculture, Division 01, Group 014)  
(Source: MSIC 2008)

Section A: Agriculture

Section:	A	Agriculture, Forestry and Fishing
Division:	01	Crops and Animal Production, Hunting and Related Service Activities
Group:	014	Animal production
Class	0141(1)	Raising of cattle and buffaloes
	0142(2)	Raising of horses and other equines
	0143	Raising of camels and camelids
	0144(3)	Raising of sheep and goats
	0145	Raising of swine/pigs
	0146(4)	Raising of poultry
Item:	01411	Raising, breeding and production of cattle or buffaloes
	01412	Production of raw milk from cows or buffaloes
	01413	Production of bovine semen
	01420	Raising and breeding of horses, asses, mules or hinnies
	01430	Raising and breeding of camels (dromedary) and camelids
	01441	Raising, breeding and production of sheep and goats
	01442	Production of raw sheep or goat's milk
	01443	Production of raw wool
	01450	Raising, breeding and production of swine/pigs
	01461	Raising, breeding and production of chicken, broiler
	01462	Raising, breeding and production of ducks
01463	Raising, breeding and production of geese	
<p>(1) Excludes: processing of milk, see 1050  (2) Includes: racing horses Excludes: operation of racing and riding stables, see 9319  (3) Excludes:  (a) sheep shearing on a fee or contract basis, see 0162  (b) production of pulled wool, see 10103  (c) processing of milk, see 1050  (4) Excludes: production of feathers or down, see 1010</p>		

Table 2.13: Summary of MSIC 2008 by Section, Division and Group (Section C Manufacturing, Division 10, Group 101-108)  
(Source: MSIC 2008)

Section:	C	Manufacturing
Division:	10	Manufacture of Food Products
Group:	101	Processing and Preserving of Meat

Table 2.14: Description of MSIC 2008 by Section, Division, Group, Class and Item (Section C Manufacturing, Division 10, Group 101-108)  
(Source: MSIC 2008)

### Section C: Manufacturing

Section:	C	Manufacturing
Division:	10	Manufacture of Food Products
Group:	101	Processing and preserving of meat
Item:	10101	Processing and preserving of meat and production of meat products (2)
	10102	Processing and preserving of poultry and poultry products(3)
	10103	Production of hides and skins originating from slaughterhouses (4)

(1) Excludes:

- (a) manufacture of prepared frozen meat and poultry dishes, see 1075
- (b) manufacture of soup containing meat, see 10799
- (c) wholesale trade of meat, see 46311
- (d) packaging of meat, see 8292

(2) Includes:

- (a) production of fresh, chilled or frozen meat, in carcasses
- (b) production of fresh, chilled or frozen meat, in cuts
- (c) production of fresh, chilled or frozen meat, in individual portions
- (d) production of dried, salted or smoked meat
- (e) production of meat products (e.g. sausages, salami boiled ham, etc.)
- (f) rendering of lard and other edible fats of animal origin
- (g) production of fresh chilled or frozen meat of ostrich and rabbit
- (h) production of fresh, chilled or frozen edible offal of bovine, sheep, goat and swine
- (i) production of frozen bovine tongue
- (j) production of fresh chilled or frozen offal of ostrich and rabbit

(3) Includes:

- (a) production of fresh, chilled or frozen poultry, in carcasses

(b) production of fresh, chilled or frozen poultry, in cuts (c) production of fresh, chilled or frozen poultry, in individual portions (d) production of dried, salted or smoked poultry (e) production of poultry products (e.g., sausages, etc.) (f) production of fresh, chilled or frozen meat quail (g) production of fresh, chilled or frozen offal of chicken, duck, geese and turkey  (4) Includes: (a) fellmongery (b) production of bone (c) production of pulled wool (d) production of feathers or down		
SECTION:	C	Manufacturing
DIVISION:	10	Manufacture of Food Products
GROUP:	101	Processing and preserving of meat
ITEM:	10104	Operation of slaughterhouses engaged in killing, dressing or packing meat (1)
	10109	Processing and preserving of meat n.e.c.(2)
(1) Includes: beef, poultry, lamb, mutton, pork, etc.		
(2) Includes: processing of whales on land or specialized vessels		
SECTION:	C	Manufacturing
Division:	10	Manufacture of Food Products
Group:	102	Processing and preserving of fish, crustaceans and molluscs
Class:	1020(1)	Processing and preserving of fish, crustaceans and molluscs
Item:	10201	Canning of fish, crustaceans and molluscs
	10202	Processing, curing and preserving of fish, crustacean and molluscs (2)
	10203	Production of fish meals for human consumption or animal feed(3)
	10204	Production of <i>keropok</i> including <i>keropok lekor</i> (4)
	10205	Processing of seaweed
(1) Excludes: (a) processing of whales on land or specialized vessels, see 10109 (b) production of oils and fats from marine material, see 10407 (c) manufacture of prepared frozen fish dishes, see 1075 (d) manufacture of fish soups, see 10799  (2) Includes: (a) cooked fish, fish fillet, roes, caviar, caviar substitutes, etc. (b) fish ball, fish cake (c) deep-freezing, drying, smoking, salting, immersing in brine, canning, etc.		

(d) activities of vessels engaged only in the processing and preserving of fish		
(3) Includes:		
(a) production of meals and solubles from fish and other aquatic animals unfit for human consumption		
(b) production of fish meals for human consumption or animal feed		
(4) Includes: <i>keropok</i> of fish, shrimps, squids, crabs, etc.		
Section:	C	Manufacturing
Division:	10	Manufacture of Food Products
Group:	103	Processing and Preserving of Fruits and Vegetables
Class:	1030(1)	Processing and Preserving of Fruits and Vegetables
Item:	10301	Manufacture of Fruit and Vegetable Food Products (2)
	10302	Manufacture of fruit and vegetable juices (3)
	10303	Pineapple canning (4)
	10304	Manufacture of jams, marmalades and table jellies (5)
	10305	Manufacture of nuts and nut products (6)
	10306	Manufacture of bean curd products (7)
(1) Includes: dehydration by artificial means		
Excludes:		
(a) manufacture of flour or meal of dried leguminous vegetables, see 10613		
(b) preservation of fruit and nuts in sugar, see 10732		
(c) manufacture of prepared frozen vegetable dishes, see 1075		
(d) manufacture of artificial concentrates, see 10799		
(2) Includes:		
(a) manufacture of food consisting chiefly of fruit, except ready-made dishes in frozen or canned form		
(b) preserving of fruit (e.g., freezing, drying, immersing in oil or in vinegar, canning, etc.)		
(c) manufacture of food consisting chiefly of vegetables except readymade dishes in frozen or canned form		
(d) preserving of vegetables (e.g. freezing, drying, immersing in oil or in vinegar, canning, etc.)		
(e) manufacture of frozen potatoes, <i>kerepek</i> , potato chips from vegetables (uncooked)		
(f) manufacture of perishable prepared food and vegetables (e.g. salads, peeled or cut vegetables) (g) manufacture of dehydrated mashed potatoes and frozen potatoes		
(3) Includes: production of concentrates from fresh fruits and vegetables except pineapples		
(4) Includes: canning of pineapple juice and jam		

(5) Excludes: jams, marmalades and table jellies made from pineapple, see 10303		
(6) Includes: (a) roasting of nuts (b) manufacture of nut foods and pastes		
(7) Includes: manufacture of tofu and <i>fucuk</i>		
Section:	C	Manufacturing
Division:	10	Manufacture of Food Products
Group:	104	Manufacture of Vegetable and Animal Oils and Fats
Class:	1040(1)	Manufacture of Vegetable and Animal Oils and Fats
	10401	Manufacture of crude palm oil
	10402	Manufacture of refined palm oil
	10403	Manufacture of palm kernel oil
	10404	Manufacture of crude and refined vegetable oil (2)
	10405	Manufacture of coconut oil (3)
	10406	Manufacture of compound cooking fats (4)
	10407	Manufacture of animal oils and fats (5)
(1) Excludes:		
(a) rendering and refining of lard and other edible animal fats, see 10101		
(b) wet corn milling, see 10621		
(c) production of essential oils, see 20299		
(d) treatment of oil and fats by chemical processes		
(2) Includes:		
(a) manufacture of linseed oil, crude		
(b) manufacture of refined linseed oil		
(c) manufacture of refined groundnut oil		
(d) processing of vegetable oil (e.g., blowing, boiling, dehydration and hydrogenation, etc.)		
(e) production of cotton linter, oil cake and other residual products of oil production		
(f) manufacture of non-defatted flour or meal of oil seed, oil nut and oil kernel		
(g) manufacture of other food vegetable oil n.e.c. (e.g., maize/corn oil, soya oil, sunflower oil)		
(h) manufacture of other refined vegetable oil n.e.c.		
(3) Includes: manufacture of crude and refined coconut, coconut cakes and copra		
(4) Includes:		
(a) manufacture of margarine		
(b) manufacture of mélanges and similar spreads		
(5) Includes:		
(a) manufacture of fats and oils derived from milk (e.g. ghee, butter oil, anhydrous milk fat, etc.)		

(b) manufacture of non-edible animal oils and fats (c) extraction of fish and marine mammal oils (d) production of tallow and other edible fats of animal's origin (e) rendering of fats of animal's origin (f) extraction of oil of animal origin		
Section:	C	Manufacturing
Division:	10	Manufacture of Food Products
Group:	105	Manufacture of Dairy Products
Class:	1050(1)	Manufacture of dairy products
	10501	Manufacture of ice cream and other edible ice such as sorbet
	10502	Manufacture of condensed, powdered and evaporated milk (2)
	10509	Manufacture of other dairy products n.e.c.(3)
(1) Excludes: (a) production of raw milk (cattle), see 0141 (b) production of raw milk (camels, etc.), see 0143 (c) production of raw milk (e.g., sheep, goats, horses, asses, etc.), see 0144 (d) manufacture of non-dairy milk and cheese substitutes, see 10799 (e) activities of ice cream parlours, see 56104  (2) Includes: (a) manufacture of fresh liquid milk, pasteurized, sterilized, homogenized and/or ultra-heat treated (b) manufacture of cream from fresh liquid milk, pasteurized, sterilized, homogenized (c) manufacture of dried or concentrated milk whether or not sweetened (d) manufacture of infant formula milk  (3) Includes: (a) manufacture of milk-based soft drinks (b) manufactured of milk or cream in solid form (c) manufactured of yoghurt (d) manufacture of casein or lactose (e) manufacture of cheese and cheese products (f) manufacture of butter (g) manufacture of follow up milk and other follow up foods		
Section:	C	Manufacturing
Division:	10	Manufacture of Food Products
Group:	106	Manufacture of Grain Mill Products, Starches and Starch Products
Class:	1061(1)	Manufacture of Grain Mill Products
	1062(5)	Manufacture of Starches and Starch Products
Item:	10611	Rice Milling (2)

	10612	Provision of milling services
	10613	Flour milling (3)
	10619	Manufacture of grain mill products n.e.c.(4)
	10621	Manufacture of starches and starch products (6)
	10622	Manufacture of glucose, glucose syrup, maltose, inulin
	10623	Manufacture of sago and tapioca flour/products
<p>(1) Excludes: wet corn milling, see 10621</p> <p>(2) Includes: production of husked, milled, polished, glazed, parboiled or converted rice</p> <p>(3) Includes:  (a) production of flour or meal of dried leguminous vegetable, of roots or tubers or of edible nuts  (b) production of rice flour  (c) milling to produce rice flour, soya bean flour, wheat flour, gram flour and the like  (d) manufacture of roots (e.g., potatoes), potato flour and meal, etc.  (4) Includes: (a) manufacture of cereal breakfast foods (b) manufacture of flour mixes and prepared blended flour and dough or bread, cakes, biscuits or pancakes</p> <p>(5) Excludes:  (a) manufacture of lactose (milk sugar), see 10509  (b) production of cane or beet sugar, see 1072</p> <p>(6) Includes:  (a) manufacture of starches from rice, potatoes, maize, etc.  (b) wet corn milling  (c) manufacture of gluten  (d) manufacture of tapioca and tapioca substitute prepared from starch</p>		
Section:	C	Manufacturing
Division:	10	Manufacture of Food Products
Group:	107	Manufacture of Other Food Products
Class:	1071(1)	Manufacture of Bakery Products
	1072(6)	Manufacture of Sugar
Item:	10711	Manufacture of Biscuits and Cookies (2)
	10712	Manufacture of bread, cakes and other bakery products (3)
	10713	Manufacture of snack products (4)
	10714	Manufacture of frozen bakery products (5)
	10721	Manufacture of sugar
	10722	Manufacture of sugar products (7)

- (1) Excludes:  
 (a) manufacture of farinaceous products (pastas)  
 (b) heating up of bakery items for immediate consumption,
- (2) Includes: manufacture of rusks
- (3) Includes:  
 (a) manufacture of bread and rolls  
 (b) manufacture of fresh pastry, pies, tarts, production of egg-based dessert (e.g., egg custard), etc.  
 (c) manufacture of preserved pastry goods, etc.  
 (d) manufacture of dry and other bakery products n.e.c.
- (4) Includes: crackers, pretzels, potato snacks, potato crisps, etc., whether sweet or salted
- (5) Includes: pancakes, waffles, rolls, *roti canai*, *murtabak*, etc.
- (6) Includes:  
 (a) manufacture of refining of sugar (sucrose) and sugar substitutes from juice of cane, beet, maple and palm  
 (b) manufacture of sugar syrups  
 (c) manufacture of molasses
- Excludes: manufacture of glucose, glucose syrup, maltose, inulin
- (7) Includes: *gula melaka*, *gula enau*, etc.

Section:	C	Manufacturing
Division:	10	Manufacture of Food Products
Group:	107	Manufacture of Other Food Products
Class:	1073(1)	Manufacture of Cocoa, Chocolate and Sugar Confectionery
	1074(5)	Manufacture of macaroni, noodles, couscous and similar farinaceous products
ITEM:	10731	Manufacture of cocoa products (2)
	10732	Manufacture of chocolate and chocolate products (3)
	10733	Manufacture of sugar confectionery (4)
	10741	Manufacture of <i>meehoon</i> , noodles and other related products (6)
	10742	Manufacture of pastas (7) 15440p

- (1) Excludes: manufacture of sucrose sugar, see 1072
- (2) Includes: manufacture of cocoa mass, cocoa butter/oil/fat, cocoa cake, cocoa powder
- (3) Includes:

- (a) manufacture of chocolate and chocolate confectionery  
 (b) manufacture of semi-process cocoa product such as chocolate lock, chocolate chip, chocolate nugget, chocolate rice
- (4) Includes:  
 (a) manufacture of caramels, nougats, white chocolate, etc.  
 (b) manufacture of chewing gum  
 (c) manufacture of confectionery lozenges and pastilles
- (5) Includes:  
 (a) manufacture of canned or frozen pasta products  
 (b) manufacture of couscous
- Excludes:  
 (a) manufacture of soup containing pasta, see 10799  
 (b) manufacture of prepared couscous dishes, see 1075
- (6) Includes: manufacture of instant noodles, *cendol*, *kuay teow*, vermicelli, transparent vermicelli (laksa), glass noodles
- (7) Includes: manufacture of spaghetti, macaroni, couscous and similar farinaceous products

Section:	C	Manufacturing
Division:	10	Manufacture of Food Products
Group:	107	Manufacture of Other Food Products
Class:	1075(1)	Manufacture of Prepared Meals and Dishes
	1079(2)	Manufacture of Other Food Products N.E.C
Item:	10750	Manufacture of Prepared Meals and Dishes
	10791	Manufacture of coffee (3)
	10792	Manufacture of tea (4) 15

- (1) Includes:  
 (a) manufacture of meat or poultry dishes  
 (b) manufacture of canned stews and vacuum-prepared meals  
 (c) manufacture of other prepared meals (e.g., TV dinners, etc.)  
 (d) manufacture of prepared frozen fish dishes, including fish and chips  
 (e) manufacture of prepared dishes of vegetables (f) manufacture of frozen or otherwise preserved pizza (g) manufacture of prepared couscous dishes (h) manufacturing of perishable prepared foods [e.g., sandwiches, fresh (uncooked) pizza]
- Excludes:  
 (a) manufacture of fresh food or foods with only main ingredient, see division 10  
 (b) wholesale of prepared meals and dishes, see group 463  
 (c) retail sale of prepared meals and dishes in stores, see 4711 and 4721

<p>(d) activities of food service contractors</p> <p>(2) Excludes:</p> <p>(a) growing of spice crops, see 0128</p> <p>(b) manufacture of inulin, see 10622</p> <p>(c) manufacture of perishable prepared foods of fruit and vegetables (e.g. salads, peeled vegetables, bean curd), see 1030</p> <p>(d) manufacture of frozen pizza, see 1075</p> <p>(e) manufacture of spirits, beer, wine and soft drinks, see division 11</p> <p>(f) preparation of botanical products for pharmaceutical use, see 2100</p> <p>(3) Includes:</p> <p>(a) decaffeinating and roasting of coffee</p> <p>(b) production of coffee products (e.g. ground coffee, soluble coffee, extract and concentrates of coffee)</p> <p>(c) manufacture of coffee substitutes</p> <p>(4) Includes:</p> <p>(a) blending of tea and mate</p> <p>(b) extracts and preparations based on tea or mate</p>		
Section:	C	Manufacturing
Division:	10	Manufacture of Food Products
Group:	107	Manufacture of Other Food Products
Class:	1079	Manufacture of Other Food Products n.e.c.
Item:	10793	Manufacture of Sauces and Condiments (1)
	10794	Manufacture of spices and curry powder (2)
	10795	Manufacture of egg products (3)
	10799	Manufacture of other food products n.e.c.(4)
<p>(1) Includes:</p> <p>(a) mayonnaise, mustard flour and meal, prepared mustard, flavouring extracts</p> <p>(b) manufacture of sauces including flavouring extracts such as monosodium glutamate</p> <p>(c) manufacture of other sauces and condiments, n.e.c.</p> <p>(2) Includes:</p> <p>(a) white and black pepper powder</p> <p>(b) manufacture of herb infusions (e.g., mint, vervain, chamomile, etc.)</p> <p>(c) manufacture of other spices n.e.c.</p> <p>(3) Includes:</p> <p>(a) manufacture of liquid egg products</p> <p>(b) manufacture of frozen egg products</p> <p>(c) manufacture of dried, heat coagulated egg products</p> <p>(d) production of salted-cured egg</p> <p>(e) production of alkaline treated eggs</p>		

(f)production of canned egg (g)manufacture of egg albumin  (4) Includes: (a)manufacture of vinegar (b)manufacture of artificial honey and caramel (c)manufacture of yeast (d)manufacture of extracts and juices of meat, fish, crustaceans or molluscs (e)manufacture of non-dairy milk (soya) and cheese substitutes (f)manufacture of baby foods (g)manufacture of soups and broths, canned or packets (h)processing of salt into food-grade salt (e.g., iodized salt) (i)manufacture of artificial concentrate (j)foods containing homogenized ingredients		
Section:	C	Manufacturing
Division:	10	Manufacture of Food Products
Group:	108	Manufacture of Prepared Animal Feeds
Class:	1080(1)	Manufacture of Prepared Animal Feeds
Item:	10800	Manufacture of Prepared Animal Feeds
(1) Includes: (a)manufacture of prepared feeds for pets (e.g., dogs, cats, birds, fish, etc.) (b)manufacture of prepared feeds for farm animals, including animal feed concentrated and feed supplements (c)preparation of unmixed (single) feeds for farm animals (d)treatment of slaughter waste to produce animals' feeds  Excludes: (a)production of fishmeal for animal feed, see 10203 (b)production of oilseed cake, see 10404 (c)activities resulting in by products usable as animal feed without special treatment, e.g., oilseeds (see 1040), grain milling residues, etc.		
Section:	C	Manufacturing
Division:	21	Manufacture of Basic Pharmaceutical Product and Pharmaceutical Preparations
Group:	210	Manufacture of Pharmaceuticals, Medicinal Chemical and Botanical Products
Item:	21001	Manufacture of Medicinal Active Substances to be used for their Pharmacological Properties in the Manufacture of Medicaments (2)
	21002	Processing of Blood
	21003	Manufacture of Medicaments (3)
	21004	Manufacture of Chemical Contraceptive Products (4)

(2) Includes: antibiotics, basic vitamins, salicylic and o-acetylsalicylic acids, etc.		
(3) Includes:		
(a) anti-sera and other blood fractions		
(b) vaccines		
(c) diverse medicaments, including homeopathic preparations		
(4) Includes: For external use and hormonal contraceptive medicaments		
Section:	C	Manufacturing
Division:	28	Manufacture of Machinery and Equipment N.E.C.
Group:	282	Manufacture of Special-Purpose Machinery
Class:	2821(1)	Manufacture of Agricultural and Forestry Machinery
Item:	28210	Manufacture of Agricultural and Forestry Machinery
(1) Includes:		
(a) manufacture of tractors used in agriculture and forestry		
(b) manufacture of walking (pedestrian-controlled) tractors		
(c) manufacture of mowers, including lawnmowers		
(d) manufacture of agricultural self-loading or self-unloading trailers or semi-trailers		
(e) manufacture of agricultural machinery for soil preparation, planting or fertilizing (e.g., ploughs, manure spreaders, seeders, harrows, etc.)		
(f) manufacture of harvesting or threshing machinery (e.g., harvesters, threshers, sorters, etc.)		
(g) manufacture of milking machines		
(h) manufacture of spraying machinery for agricultural use		
(i) manufacture of poultry-keeping machinery, bee-keeping machinery		
(j) manufacture of machines for cleaning, sorting or grading eggs, fruits, etc.		
(k) manufacture of other diverse agricultural machinery and equipment n.e.c.		

Table 2.15: Description of MSIC 2008 by Section, Division, Group, Class and Item  
(Section G Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles,  
Division 46 - 47, Group 464 and 477)  
(Source: MSIC 2008)

Section G: Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles

Section:	G	Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles
Division:	46	Wholesale Trade, Except of Motor Vehicles and Motorcycles
Group:	464	Wholesale of Household Goods
Class:	4641(1)	Wholesale of Textiles, Clothing and Footwear
	4642	Wholesale of pharmaceutical goods and toiletries

	4643	Wholesale of sports goods, games, leather, travelling goods and musical instruments
	4644	Wholesale of handicraft, watches, clocks and jewellery
	4649(6)	Wholesale of other household goods n.e.c.
Item:	46411	Wholesale of yarn and fabrics
	46412	Wholesale of household linen, towels, blankets
	46413	Wholesale of clothing (2)
	46414	Wholesale of clothing accessories (3)
	46415	Wholesale of fur articles
	46416	Wholesale of footwear
	46417	Wholesale of haberdashery (4)
	46419	Wholesale of textiles, clothing n.e.c.(5)
	46421	Wholesale of pharmaceutical and medical goods
	46422	Wholesale of perfumeries, cosmetics, soap and toiletries
	46431	Wholesale of bicycles and their parts and accessories
	46432	Wholesale of photographic and optical goods (7)
	46433	Wholesale of leather goods and travel accessories (8)
	46434	Wholesale of musical instruments, games and toys, sports goods (9)
	46441	Wholesale of handicrafts and artificial flowers
	46442	Wholesale of cut flowers and plants
	46443	Wholesale of watches and clocks
	46444	Wholesale of jewellery
	46491	Wholesale of household furniture
	46492	Wholesale of household appliances
	46493	Wholesale of lighting equipment
	46494	Wholesale of household utensils and cutlery, crockery, glassware, chinaware and pottery
	46495	Wholesale of woodenware, wickerwork and corkware
	46496	Wholesale of electrical and electronic goods (10)
	46497	Wholesale of stationery, books, magazines and newspapers
	46499	Wholesale of other household goods n.e.c.
<p>(1) Excludes:  (a)wholesale of jewellery, see 46444 and leather goods, see 46433  (b)wholesale of textile fibres, see 4669</p> <p>(2) Includes: wholesale of sports clothes</p> <p>(3) Includes: wholesale of gloves, ties and braces</p> <p>(4) Includes: wholesale of needles, sewing thread, etc.</p> <p>(5) Includes:  (a) wholesale of textiles, clothing and footwear  (b)wholesale of umbrellas</p>		

Excludes: wholesale of waste and scrap of textile fibres, see 46695		
(6) Includes: wholesale of sunglasses, binoculars, magnifying glasses, etc.		
(7) Excludes: wholesale of footwear, see 46416		
(8) Excludes: wholesale of bicycles and their parts and accessories, see 46431		
(9) Excludes:		
(a) wholesale of blank audio and video tapes, CDs, DVDs, see 46496		
(b) wholesale of radio and TV broadcasting equipment, see 4652		
(c) wholesale of office furniture, see 46592		
(10) Includes:		
(a) wholesale of radio and TV equipment		
(b) wholesale of CD and DVD players and recorders		
(c) wholesale of stereo equipment		
(d) wholesale of video game consoles		
(e) wholesale of digital media player (e.g., MP3, MP4 and iPOD)		
(f) wholesale of blank audio, video tapes, diskettes, magnetic and optical disks (CDs, DVDs)		
Section:	G	Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles
Division:	47	Retail Trade, Except of Motor Vehicles and Motorcycles
Group:	477	Retail Sale of Other Goods in Specialized Stores
Class:	4771(1)	Retail Sale of Clothing, Footwear and Leather Articles In Specialized Stores
	4772	Retail Sale of Pharmaceutical and Medical Goods, Cosmetic and Toilet Articles In Specialized Stores
	4773	Other Retail Sale of New Goods In Specialized Stores
	4774(3)	Retail Sale of Second-Hand Goods
Item:	47711	Retail Sale of Articles of Clothing, Articles of Fur and Clothing Accessories (2)
	47712	Retail sale of footwear
	47713	Retail sale of leather goods, accessories of leather and leather substitutes
	47721	Stores specialized in retail sale of pharmaceuticals, medical and orthopaedic goods
	47722	Stores specialized in retail sale of perfumery, cosmetic and toilet articles
	47731	Retail sale of photographic and precision equipment
	47732	Retail sale of watches and clocks
	47733	Retail sale of jewellery
	47734	Retail sale of flowers, plants, seeds, fertilizers

	47735	Retail sale of souvenirs, craftwork and religious articles
	47736	Retail sale of household fuel oil, cooking gas, coal and fuel wood
	47737	Retail sale of spectacles and other optical goods (3)
	47738	Retail sale of aquarium fishes, pet animals and pet food
	47739	Other retail sale of new goods in specialized stores n.e.c.(4)
	47741	Retail sale of second-hand books 52401
	47742	Retail sale of second-hand electrical and electronic goods
	47743	Retail sale of antiques (5)
	47744	Activities of auctioning houses (retail)
	47749	Retail sale of second-hand goods n.e.c.
<p>(1) Excludes: retail sale of textiles</p> <p>(2) Includes: retail sale of gloves, ties and braces</p> <p>(3) Includes: activities of opticians</p> <p>(4) Includes:  (a) retail sale of new stamps and coins  (b) retail sale of cleaning materials and religious article</p> <p>Excludes:  (a) retail sale of second-hand motor vehicles  (b) activities of Internet auctions and other non-store auctions (retail)  (c) activities of pawn shops</p> <p>(5) Includes: retail sale of antique stamps and coins</p>		

Table 2.16: Description of MSIC 2008 by Section, Division, Group, Class and Item  
(MSIC Section H: Transportation and Storage, Division 52, Group 521)  
(Source: MSIC 2008)

#### Section H: Transportation and Storage

Section:	H	Transportation and Storage
Division:	52	Warehousing and Support Activities for Transportation
Group:	521	Warehousing and Storage
Class:	5210(1)	Warehousing and Storage
Item:	52100	Warehousing and Storage Services
<p>(1) Includes:  (a) operation of storage and warehouse facilities for all kind of goods: operation of grain silos, general merchandise warehouses, freight, refrigerated warehouses, storage tanks, etc.  (b) storage of goods in foreign trade zones</p>		

(c)blast freezing		
Excludes:		
(a) parking facilities for motor vehicles, see 52213		
(b) operation of self-storage facilities, see 68102		
(c) rental of vacant space, see 6810		
Section:	H	Transportation and Storage
Division:	52	Warehousing and Support Activities for Transportation
Group:	522	Support Activities for Transportation
Class:	5221(1)	Service Activities Incidental to Land Transportation
Item:	52211	Operation of Terminal Facilities (2)
	52212	Towing And Road Side Assistance (3)
	52213	Operation of Parking Facilities for Motor Vehicles (Parking Lots) (4)
	52214	Highway, bridge and tunnel operation services
	52219	Other service activities incidental to land transportation n.e.c.(5)
(1) Excludes: cargo handling, see 5224		
(2) Includes: operation of terminal facilities such as railway stations, bus stations, stations for the handling of goods, freight terminal activities, etc.		
(3) Excludes: maintenance and repair of motor vehicles with towing services, see 45201		
(4) Excludes: parking meter coin collection services, see 82990		
(5) Excludes: liquefaction of gas for transportation purposes, see 19201		
Section:	H	Transportation and Storage
Division:	52	Warehousing and Support Activities for Transportation
Group:	522	Support Activities for Transportation
Class:	5223(1)	Service Activities Incidental to Air Transportation
Item:	52231	Operation of Terminal Facilities (2) 63036p
	52232	Airport and air-traffic-control activities 63036p
	52233	Ground service activities on airfields 63036p
	52234	Fire fighting and fire-prevention services at airports
	52239	Other service activities incidental to air transportation n.e.c.
(1) Excludes:		
(a) cargo handling, see 5224		
(b) operation of flying schools, see 8530, 8549		
(2) Includes: the operation of airway terminal, etc.		

Section:	H	Transportation and Storage
Division:	52	Warehousing and Support Activities For Transportation
Group:	522	Support Activities for Transportation
Class:	5224(1)	Cargo Handling
	5229(2)	Other Transportation Support Activities
Item:	52241	Stevedoring Services
	52249	Other cargo handling activities n.e.c.
	52291	Forwarding of freight (3)
	52292	Brokerage for ship and aircraft space
	52299	Other transportation support activities n.e.c.(4)
<p>(1) Includes: the loading and unloading of goods or passengers' luggage irrespective of the mode of transport used for transportation and stevedoring services</p> <p>Excludes: operation of terminal facilities, see 5221, 5222 and 5223</p> <p>(2) Includes: pickup and delivery of goods and grouping of consignments - Integrated system</p> <p>Excludes:</p> <p>(a) courier activities, see 53200</p> <p>(b) provision of motor, marine, aviation and transport insurance, see 6512</p> <p>(c) activities of travel agencies, see 79110</p> <p>(d) activities of tour operators, see 79120</p> <p>(e) tourist assistance activities, see 79900</p> <p>(3) Includes:</p> <p>(a) arranging or organizing of transport operations by rail, road, sea or air</p> <p>(b) organizing of group and individual consignments</p> <p>(c) issue and procurement of transport documents and waybills</p> <p>(d) activities of customs agents</p> <p>(e) activities of sea-freight forwarders and air-cargo agents</p> <p>(4) Includes:</p> <p>(a) goods-handling operations (e.g., temporary crating for the sole purpose of protecting the goods during transit, uncrating, sampling, weighing of goods)</p> <p>(b) packaging activities incidental to transport</p>		

Table 2.17: Description of MSIC 2008 by Section, Division, Group, Class and Item  
(MSIC Section M: Professional, Scientific and Technical Activities, Division 72  
and 74, Group 721 and 749)  
(Source: MSIC 2008)

Section M: Professional, Scientific and Technical Activities

Section:	M	Professional, Scientific and Technical Activities
Division:	72	Scientific Research and Development
Group:	721	Research and Experimental Development on Natural Sciences and Engineering
Item:	72101	Research and Development on Natural Sciences (1)
	72102	Research and Development on Engineering and Technology (2)
	72103	Research and Development on Medical Sciences (3)
	72104	Research and Development on Biotechnology
	72105	Research and Development on Agricultural Sciences
	72106	Research and Development on Information Communication Technology (ICT)
	72109	Research and Development on Other Natural Science and Engineering (4)
<p>(1) Includes: research and experimental development services on chemistry and biology</p> <p>(2) Excludes: research and development on Information Communication Technology (ICT)</p> <p>(3) Includes: research and development for pharmaceuticals and biotech pharmaceuticals</p> <p>(4) Includes: interdisciplinary research and development, predominantly on natural sciences and engineering</p>		

Section:	M	Professional, Scientific And Technical Activities
Division:	74	Other Professional, Scientific and Technical Activities
Group:	749	Other Professional, Scientific and Technical Activities N.E.C.
Class:	7490(1)	Other Professional, Scientific and Technical Activities N.E.C.
Item:	74901	Translation and interpretation activities
	74902	Business brokerage activities (2)
	74903	Security consulting

	74904	Activities of quantity surveyors
<p>(2) Includes:</p> <p>(a) arranging for the purchase and sale of small and medium-sized businesses, including professional practices, but not including real estate brokerage</p> <p>(b) patent brokerage activities</p> <p>(c) appraisal activities</p> <p>(d) bill auditing and freight rate information</p>		

Table 2.18: Description of MSIC 2008 by Section, Division, Group, Class and Item  
(MSIC Section N: Administrative and Support Service Activities, Division 82,  
Group 829)  
(Source: MSIC 2008)

Section N: Administrative and Support Service Activities

Section:	N	Administrative And Support Service Activities
Division:	82	Office Administrative, Office Support and Other Business Support Activities
Group:	829	Business Support Service Activities N.E.C.
Class:	8291	Activities of Collection Agencies and Credit Bureaus (1)
	8292	Packaging Activities (2)
	8299	Other Business Support Service Activities N.E.C. (3)
Item:	82910	Activities of collection agencies and credit bureaus
	82920	Packaging activities on a fee or contract basis, whether or not these involve an automated process
	82990	Other business support service activities n.e.c
<p>(1) Includes:</p> <p>(a) collection of payments for claims and remittance of payments collected to the clients (e.g., bill or debt collection services)</p> <p>(b) compiling of information, such as credit and employment histories on individuals and credit histories on businesses and providing the information to financial institutions, retailers and others who have a need to evaluate the creditworthiness of these persons and businesses</p> <p>(2) Includes: packaging of meat, pharmaceuticals</p> <p>(3) Includes:</p> <p>(a) providing verbatim reporting and stenotype recording of live legal proceedings &amp; real-time closed captioning of live television performances of meetings, conferences</p> <p>(b) address bar coding services and bar code imprinting services</p> <p>(c) fundraising organization services on a contract or fee basis</p>		

(d) direct mailing activities (addressing, pre-sorting, etc.)
(e) repossession services
(f) parking meter coin collection services
(g) activities of independent auctioneers
(h) administration of loyalty programmes
(i) runner – providing services or running errands for a business such as sending letters/bills/payments, etc.

Table 2.19: Description of MSIC 2008 by Section, Division, Group, Class and Item  
(MSIC Section I: Accommodation and Food Service Activities, Division 56, Group

561)

(Source: MSIC 2008)

Section I: Accommodation and Food Service Activities

Section:	I	Accommodation and Food Service Activities
Division:	56	Food and Beverage Service Activities
Group:	561	Restaurants and Mobile Food Service Activities
Class:	5610(1)	Restaurants and Mobile Food Service Activities
Item:	56101	Restaurants and Restaurant Cum Night Clubs
	56102	Cafeterias/Canteens
	56103	Fast-Food Restaurants
	56104	Ice Cream Truck Vendors and Parlours
	56105	Mobile Food Carts
	56106	Food Stalls/Hawkers
	56107	Food or Beverage, Food And Beverage Preparation In Market Stalls/Hawkers (2)
(1) Includes: dining cars when operated separate units		
(2) Includes: market stall/hawkers at <i>pasar tani</i> and night market		

Table 2.20: Description of MSIC 2008 by Section, Division, Group, Class and Item (MSIC Section I: Accommodation and Food Service Activities, Division 56, Group 563)  
(Source: MSIC 2008)

Section I: Accommodation and Food Service Activities

Section:	I	Accommodation and Food Service Activities
Division:	56	Food and Beverage Service Activities
Group:	563	Beverage Serving Activities
Class:	5630(1)	Beverage Serving Activities
Item:	56301	Pubs, bars, discotheques, coffee houses, cocktail lounges and karaoke
	56302	Coffee shops
	56303	Drink stalls/hawkers
	56304	Mobile beverage
	56309	Others drinking places n.e.c.
(1) Excludes:		
(a) reselling packaged/prepared beverages,		
(b) operation of discotheques and dance floors without beverage serving,		

Table 2.21: Description of MSIC 2008 by Section, Division, Group, Class and Item (MSIC Section K: Financial and Insurance/Takaful Activities, Division 64, Group 641, 649, 651, 652, and 662)  
(Source: MSIC 2008)

Section K: Financial and Insurance/Takaful Activities

Section:	K	Financial and Insurance/Takaful Activities
Division:	64	Financial Service Activities, Except Insurance/Takaful And Pension Funding
Group:	641	Monetary Intermediation
Class:	6411	Central Banking
	6419(1)	Other Monetary Intermediation
Item:	64110	Central banking
	64191	Commercial Banks
	64192	Islamic Banks
	64193	Offshore Banks (2)
	64194	Investment Banks

	64195	Development financial institutions (with deposits taking functions) (3)
	64199	Other monetary intermediation (with deposits taking functions) n.e.c
<p>(1) Excludes: non-depository institutions granting credit for house purchase, credit card transaction processing and settlement activities,</p> <p>(2) Includes: Offshore Islamic Banks</p> <p>(3) “Development Financial Institution” means an institution which carries on any activity, whether for profit or otherwise, with or without any Government funding, with the purpose of promoting development in the industrial, agricultural, commercial or other economic sector, including the provision of capital or other credit facility; and for the purposes of this definition, “development” includes the commencement of any new industrial, agricultural, commercial or other economic venture or the expansion or improvement of any such existing venture. “Development Financial Institution with Deposit Taking Functions” means a development financial institution that is mainly engaged in financial intermediation and that issues liabilities included in the national definition of broad money. Liabilities included in broad money are mainly deposit items e.g., transferable deposits, savings deposits; term deposits, and certificate of deposits. “Development Financial Institution Without Deposit Taking Functions” are other development financial institutions that are not classified in the above.</p>		
Section:	K	Financial and Insurance/Takaful Activities
Division:	64	Financial Service Activities, Except Insurance/Takaful And Pension Funding
Group:	649	Other Financial Service Activities, Except Insurance/Takaful And Pension Funding Activities
Class:	6491(1)	Financial Leasing
	6492(3)	Other Credit Granting
Item:	64910	Financial Leasing Activities (2)
	64921	Development Financial Institutions (Without Deposits Taking Functions) (4)
	64922	Credit Card Services
	64923	Licensed Money Lending Activities
	64924	Pawnshops and Pawnbrokers Includes Ar-Rahnu
	64925	Co-Operative with Credits Functions
	64929	Other Credit Granting N.E.C.
<p>(1) Excludes: operational leasing, see division 77, according to type of goods leased</p> <p>(2) Includes: leasing where the term approximately covers the expected life of the asset and the lessee acquires substantially all the benefits of its use and takes all the risks associated with its ownership</p>		

(3) Excludes: (a) credit granting for house purchase by specialized institutions that also take deposits, see 6419 (b) operational leasing, see division 77, according to type of goods leased  (4) "Development Financial Institution Without Deposit Taking Functions" are other development financial institutions that are not classified in the "Development Financial Institution With Deposit Taking Functions"		
Section:	K	Financial and Insurance/Takaful Activities
Division:	65	Insurance/Takaful, Reinsurance/Retakaful And Pension Funding, Except Compulsory Social Security
Group:	651	Insurance/Takaful
Class:	6511	Insurance/Takaful
	6512	General Insurance
Item:	65111	Life Insurance
	65112	Family Takaful
	65121	General Insurance
	65122	General Takaful
	65123	Composite Insurance N.C.
	65124	Offshore Insurance N.C.
	65125	Offshore Takaful(1) N.C
(1) Includes: International Takaful Operators		
Section:	K	Financial and Insurance/Takaful Activities
Division:	65	Insurance/Takaful, Reinsurance/Retakaful and Pension Funding, Except Compulsory Social Security
Group:	652	Reinsurance/Retakaful
Class:	6520	Reinsurance/Retakaful
Item:	65201	Life Reinsurance
	65202	Family Retakaful
	65203	General Reinsurance
	65204	General Retakaful
	65205	Composite Retakaful
	65206	Offshore Reinsurance
	65207	Offshore Retakaful
Section:	K	Financial and Insurance/Takaful Activities
Division:	66	Activities Auxiliary to Financial Service and Insurance/Takaful Activities
Group:	662	Activities Auxiliary to Insurance/Takaful And Pension Funding
Class:	6621(1)	Risk and Damage Evaluation
	6622	Activities of Insurance/Takaful Agents and Brokers
Item:	66211	Insurance Adjusting Service

	66212	Takaful Adjusting Service
	66221	Insurance Agents
	66222	Takaful Agents
	66223	Insurance Brokers
	66224	Takaful Brokers
	6629(2)	Other Activities Auxiliary to Insurance, Takaful And Pension Funding
	66290	Other Activities Auxiliary To Insurance, Takaful And Pension Funding (3)
<p>(1) Excludes:</p> <ul style="list-style-type: none"> <li>(a) appraisal of real estate, see 6820</li> <li>(b) appraisal for other purposes, see 7490</li> <li>(c) investigation activities,</li> </ul> <p>(2) Includes: activities involved in or closely related to insurance, takaful and pension funding (except claims adjusting and activities of insurance agents) Excludes: marine salvage activities</p> <p>(3) Includes: deposits insurance activities</p>		

## 2.5 Industry and Market Intelligence

This section highlights information regarding the Halal Industry in terms of its economic impact to Malaysia, workforce statistics and current technological advancements and global trends that may influence the demands of the industry in the near future.

### 2.5.1 The Growth of the Halal Industry

Halal Industry growth trends are a key economic driver in many countries, including Malaysia. Figure 2.1 shows that in 2030, the global Halal Industry market size is projected to be USD7.7 trillion (tril) (HDC, 2018). The potential size of the market takes into account that other than Muslims, many non-Muslims also consume Halal products. Therefore, the global potential market size is projected to be over USD 30.6 trillion as shown in Figure 2.1.

From a regional perspective, the Asia Pacific (APAC) is the largest base of Halal economic activity according to value. This is because nearly two-thirds of the world's Muslim population live in this region, thus making it one of the largest contributors of Halal economic activity by Muslim consumers. Based on this, estimates of the potential market for Halal goods and services is much higher than in most regions, with the exception of the Middle East which is predominantly Halal-oriented. Regionally, North America offers the greatest additional potential for Halal Industry development, with an estimated potential USD 6.6 trillion in economic activity.

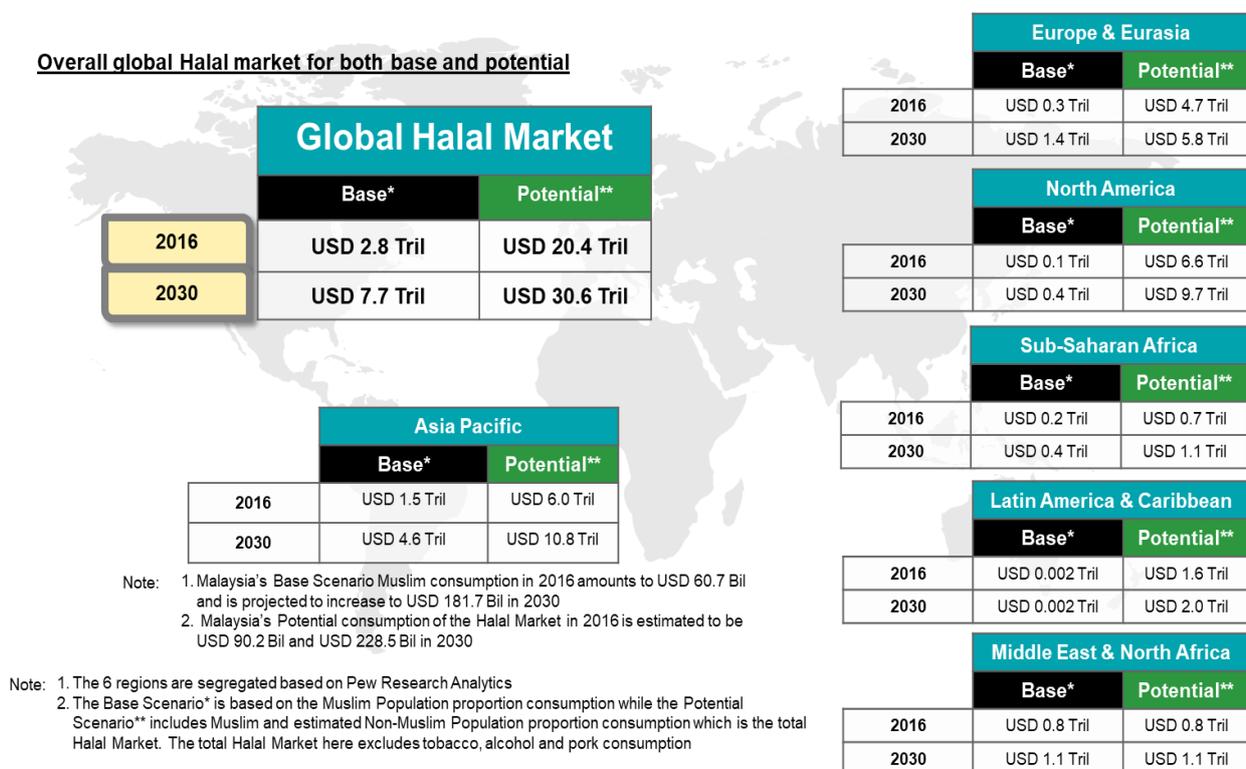


Figure 2.1: Global Halal Industry Market Size, 2016 & 2030, USD trillion

(Source: Halal Industry Master Plan 2.0 (2018-2020), Pew Research, Oxford Economics, BMI, EY Analysis)

From a governance perspective, several major milestones have been achieved, establishing the core components to Malaysia's Halal ecosystem, to achieving global Halal leadership. Figure 2.2 below provides a summary of these major milestones.

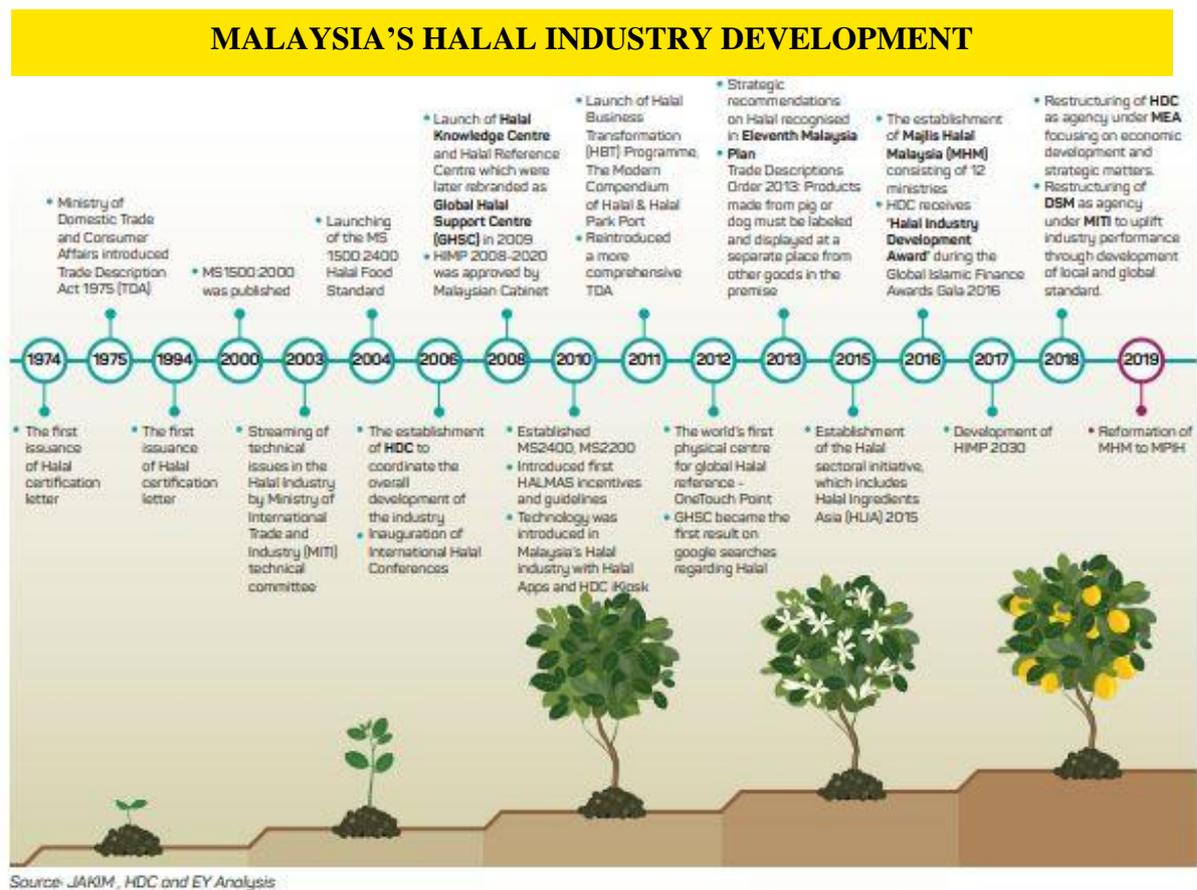


Figure 2.2: Malaysia's Halal Industry development

(Source: Halal Industry Master Plan 2.0 (2018-2020), JAKIM, HDC and Ernst & Young (EY) Analysis)

## 2.5.2 Employment Statistics

This section provides an overview of employment statistics in terms of labour force, labour demand in Malaysia and employment statistics of the sectors relevant to the Halal Industry.

### a) Definition of Labour Force in Malaysia

The definition of labour force is the total of persons in employment plus persons in unemployment where these two groups represent the current supply of labour

for the production of goods and services.<sup>10</sup> The concept and definition of labour force in Malaysia are stated in Figure 2.3 below.

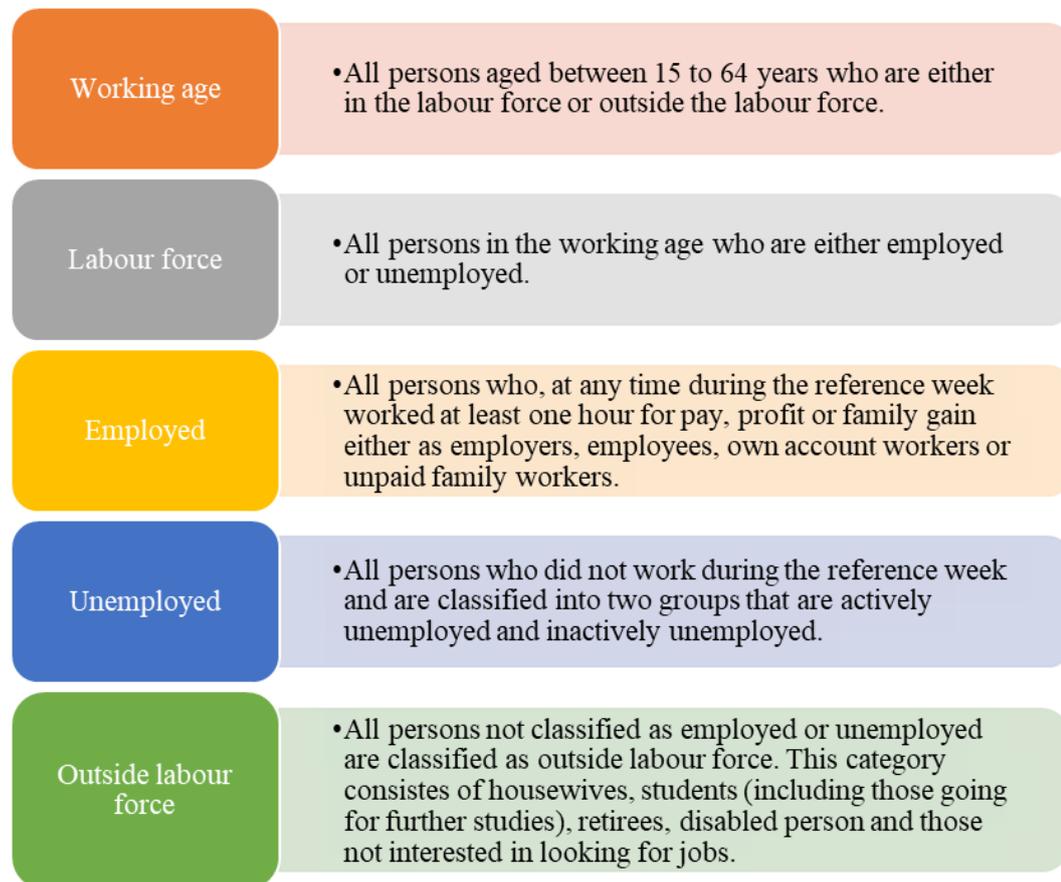


Figure 2.3: Concept and Definition of Labour Force in Malaysia  
(Source: Department of Statistics Malaysia, 2019)

There was an increment in labour force that was contributed by 299,200 employed persons, which is a 2.0 per cent from 15.0 million persons in 2017 to nearly 15.3 million persons in 2018. Whereas, the Labour Force Participation Rate (LFPR) in 2018 increased by 0.3 percentage points to 68.3 per cent as compared to 68.0 per cent in 2017<sup>11</sup>. Hence, the remaining 31.7 per cent of the working age population was outside the labour force. On the other hand, the unemployment rate improved to 3.3 per cent in 2018 as compared to 3.4 per cent

<sup>10</sup> International Labour Organization. 2018. Labour force (2019, 30 September) Retrieved from [https://www.ilo.org/global/statistics-and-databases/statistics-overview-and-topics/WCMS\\_470304/lang-en/index.htm](https://www.ilo.org/global/statistics-and-databases/statistics-overview-and-topics/WCMS_470304/lang-en/index.htm)

<sup>11</sup> Department of Statistics Malaysia. 2019. The Labour Force Survey Report 2018. Page 12

in 2017. The decrease of unemployment rate was due to the increase of jobs which also implies a robust economy that requires more workers to fulfil labour force requirements.

## b) Overview of manufacturing sector labour demand

Labour demand indicates the total labour that the economy is willing to employ at any given point of time. At the microeconomic level, labour demand by firm refers to positions in the company; and through the process of hires and separations, the information of filled positions and vacancies can be estimated. The concepts and definitions of the statistics on labour demand in this publication are as in Figure 2.4.



Figure 2.4: Concepts and Definitions of the Statistics on Labour Demand

(Source: Department of Statistics Malaysia, 2019)

Figure 2.5 shows the number of positions for Manufacturing sector in 2017 which was 2,222 thousand and increased to 2,245 thousand in 2018. The number of filled positions increased to 2,132 thousand (2017: 2,111 thousand). There were 113 thousand job vacancies in 2018 which was an increase from 111 thousand vacancies in 2017. Meanwhile, there were 19.9 thousand jobs created in the services sector in 2018 and 37.2 in 2017<sup>12</sup>.



Figure 2.5: Employment Statistics in the Manufacturing Sector (Note: Numbers are in the denominators of 1000)

(Source: Department of Statistics Malaysia, 2019)

The category of workers used in this study is referring to MASCO classification of occupation, which are skilled worker, semi-skilled worker and low-skilled worker. Skilled worker is a category of workers who work as managers; professionals; technicians and associate professionals. Semi-skilled worker is a group for clerical support workers; service and sales workers; skilled agricultural, forestry, livestock and fishery workers; craft and related trade workers; and plant and machine operators and assemblers. The personnel who work in elementary occupation are classified as low-skilled workers.

Figure 2.6 shows that for filled positions by skill in manufacturing sector by percentage share, for 2018, 74.7 per cent was recorded for semi-skilled worker, 18.6 per cent for skilled worker and 6.7 per cent for low skilled worker<sup>13</sup>. The comparison with 2017 can be referred to Figure 2.6.

<sup>12</sup> Department of Statistics Malaysia. 2019. Employment Statistics Second Quarter 2019.

<sup>13</sup> Department of Statistics Malaysia. 2019. Employment Statistics Second Quarter 2019.



Figure 2.6: Filled Position by Skill in the Manufacturing Sector by Percentage Share

(Source: Department of Statistics Malaysia, 2019)

Figure 2.7 shows the vacancies by skill in the manufacturing sector by percentage share for 2018, 59.2 per cent were recorded for semi-skilled workers, 23.2 per cent for skilled workers and 17.6 per cent for low skilled worker<sup>14</sup>. The comparison with 2017 can be referred to Figure 2.7.

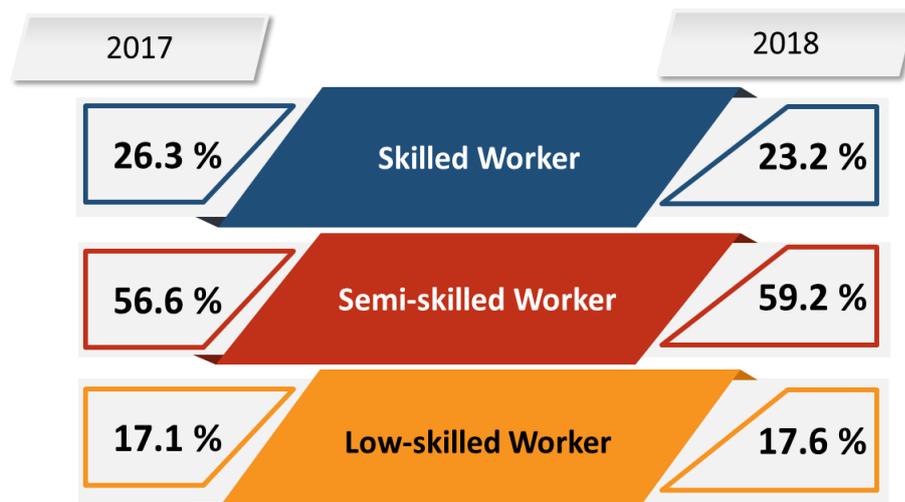


Figure 2.7: Vacancies by Skill in the Manufacturing Sector by Percentage Share

(Source: Department of Statistics Malaysia, 2019)

<sup>14</sup> Department of Statistics Malaysia. 2019. Employment Statistics Second Quarter 2019.

An analysis of the statistics shown in Figure 2.6 and Figure 2.7 shows that there has been a decrease in the percentage of vacancies for skilled workers and increase of positions/jobs filled in 2018 which implies that there is a demand for skilled workers. However, for semi-skilled and low-skilled workers, there has been an increase of vacancies in the year 2018 as compared to year 2017. This increase of vacancies may also suggest that there has been staff turnover or staff migration for semi-skilled workers which subsequently causes an increase of demand for these levels of workers in the year 2018.

Jobs created by skill in the manufacturing sector by percentage share for 2018 recorded 59.2 per cent was recorded for semi-skilled workers, 38.3 per cent for skilled workers and 2.5 per cent for low skilled workers<sup>15</sup>. The comparison with 2017 can be referred Figure 2.8. These statistics indicate that there has been an increase of jobs created by skill in 2018 for semi-skilled and low-skilled workers. However there has been a decrease of jobs created for skilled workers.

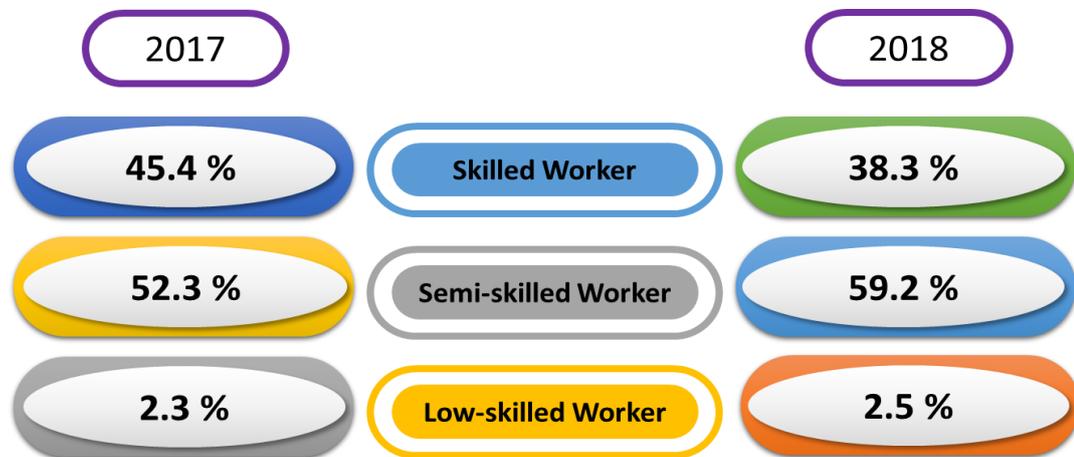


Figure 2.8: Jobs Created by Skill in the Manufacturing Sector by Percentage Share

(Source: Department of Statistics Malaysia, 2019)

<sup>15</sup> Department of Statistics Malaysia. 2019. Employment Statistics Second Quarter 2019.

## 2.6 Relation of the Halal Industry to Industry Revolution 4.0

The term Industry Revolution 4.0 was coined by German economist Klaus Schwab in 2015 which includes the emergence of the Digital Economy and use of automation and data exchange in industrial technologies. (Amiron, E., 2019). Whereas Spottl (2016) describes Industry 4.0 as a convergence of technologies that cut across the physical, digital, and biological spheres. The Fourth Industrial Revolution is characterised by a technological revolution which builds upon the Third Industrial Revolution that applied electronics and information technology to automate production (Spottl, 2016). The key characteristic of the Fourth Industrial Revolution is that it enhances the automation of manufacturing processes introducing customised and flexible mass production technologies.

The main pillars (Technology Pillars) of Industry Revolution 4.0 have been defined by the Ministry of International Trade and Industry (MITI)<sup>16</sup> (2016) and also via research done by Michael Rüßmann (2016). The descriptions<sup>17</sup> of each technology pillar is provided in Table 2.22 below.

Table 2.22: Industry Revolution 4.0 Technology Pillars  
(Source: MITI, 2018)

NO.	INDUSTRY 4.0 PILLARS	BRIEF DESCRIPTION
1	Autonomous Robots	Coordinated and automated actions of robots to complete tasks intelligently, with minimal human input.
2	Big Data Analytics	The analysis of larger volumes of data. Circulation, collection, and analysis of information are a necessity because it supports productivity growth based on a real-time decision-making process.

<sup>16</sup> MITI. Industry 4.0. FAQ. [www.miti.gov.my](http://www.miti.gov.my)

<sup>17</sup> Vaidyaa, S., Ambadb, P., Bhoslec, S. (2018). Industry 4.0 – A Glimpse. 2nd International Conference on Materials Manufacturing and Design Engineering. Elsevier B.V.

NO.	INDUSTRY 4.0 PILLARS	BRIEF DESCRIPTION
3	Cloud Computing	Storing and accessing data and programs over the Internet instead of the computer's hard drive.
4	Internet of Things (IOT)	The Internet of Things (IOT) allows devices to communicate with one another and centralised controllers when required. Real-time responses needed in analytics and decision making are enabled by IOT.
5	Additive Manufacturing (3D printing)	Used in prototyping, design iteration and small-scale production and often described as "rapid prototyping" - produce the desired components faster, more flexibly and more precisely than ever before.
6	System Integration	The process of linking together different computing systems and software applications physically or functionally to act as a coordinated whole via Internet of Things-IoT.
7	Cyber-security	With the increased connectivity and use of standard communications protocols, the need to protect critical industrial systems and manufacturing lines from cyber-security threats is increasing.
8	Augmented Reality	Augmented-reality-based systems support a variety of services, such as selecting parts in a warehouse and sending repair instructions over mobile devices - provide workers with real-time information to improve decision making and work procedures.

NO.	INDUSTRY 4.0 PILLARS	BRIEF DESCRIPTION
9	Simulation	Simulations will leverage real-time data to mirror the physical world in a virtual model, which can include machines, products, and humans. This allows operators to test and optimize the machine settings for the next product in line in the virtual world before the physical changeover, thereby driving down machine setup times and increasing quality.

Based on current research, the local industries in Malaysia mainly utilise the Industry 4.0 technologies such as Internet of Things (IoT), Cloud Computing and Big Data Analytics in order to provide connectivity, enhance data storage and analyse large amounts of data. Industry 4.0 is able to assist companies in both manufacturing and services to further increase productivity and be cost effective with the use of real time monitoring and decision making systems utilising the aforesaid technologies. Therefore, the Halal Industry manufacturing and services sub-sectors will benefit from Industry 4.0 in terms of increased productivity and efficiency.

## 2.7 Halal Industry Issues and Challenges

Based on input from FGD panel members, the issues and challenges faced by the Halal Industry are as follows:

### Regional Harmonisation and Competition

- a) Lack of regional harmonisation on halal standards / regulations.
- b) Regional Competition in terms of market price, quality and innovations.
- c) Lack of understanding on interpretation of Halal elements and its application in different countries, region and economic packs.
- d) Embedding sustainable goals across product supply and value chain still lacking in less developed countries.

- e) User preference of products in the market in terms of Pricing versus Halal Certified and Brands versus Halal Certified.

### **Halal Talent**

- a) Globalisation of Halal Talent to enable connectivity of local to global Halal supply chain.
- b) Developing Halal Talent through good patronage and professionalising the Halal Talent.
- c) Retention of local manpower.
- d) Manpower skills gap.
- e) Changing Halal talent competencies through embedment of emerging technologies such as Robotic Process Automation (RPA), Internet of Things (IoT) and block chain to increase Halal integrity and seamless Halal supply chain.

### **Collaboration and cooperation**

- a) Non optimised collaboration between regulators & halal agencies.
- b) Requires more effort in gaining government support to improve Halal ecosystem in the respective state/country.
- c) Limited halal certified local raw materials suppliers / manufacturers.
- d) Lacking of Halal product development complying to Shariah protocols.
- e) Lack of supporting industries.

These issues and challenges were further asked for confirmation in the industry survey and the findings were discussed with FGD panel. These findings are discussed in Chapter 4 and 5 of this report.

## **2.8 Conclusion**

This chapter has elaborated on the elements pertinent to the development and stability of the Halal Industry such as its stakeholders, legislations, government initiatives, Malaysian Standards and Occupational Standards. With all these elements in place, a structured Occupational Framework for the Halal Industry is able to function and be utilised with aspirations of enhancing and developing the skills of its workforce.

## CHAPTER 3: METHODOLOGY

### 3.1 Research Design

The research paradigm or worldview that guides this research is the pragmatism paradigm worldview in the aspect that the research combines deductive and inductive approaches in data analysis (Creswell, J. & Plano Clark, V., 2007). Creswell & Plano Clark (2007) explain that pragmatism worldviews focus on the consequences of the research to address the problem by applying various methods of data collection that gives the research a pluralistic characteristic.

The mixed methods research design selected for this study is the sequential exploratory taxonomy development design that consists of two sequential phases of data collection and data analysis. The results from the first phase which is qualitative, will guide the initial taxonomy of the Halal Industry. Subsequently, the second phase will test the generalisation of the taxonomy to a sample population of the Halal Industry. Therefore, the results are able to be validated within the study by using both approaches in one study as they provide additional evidence and support for the findings of the other approach (Creswell, J, 2013).

Figure 3.1 shows a general sequential exploratory taxonomy development design. This taxonomy development model begins with the initial qualitative phase to develop taxonomy or more specifically in this study are the Occupational Structure and Common Competencies. The second phase which is quantitative, tests these results on a larger group of respondents.

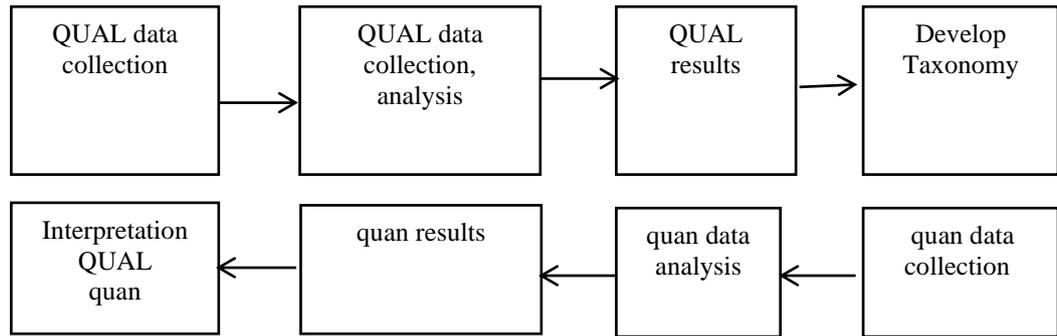


Figure 3.1: Sequential Exploratory Taxonomy Development Design

(Source: Creswell, J. & Plano Clark, V., 2007)

The combination of the notation system and the visual diagram above (Creswell, J. & Plano Clark, V., p.40, 2007) presents the general research design. The notation in Figure 3.1 shows that the qualitative data (QUAL) has more weightage as compared to the quantitative data (quan). This is because the research requires richer data obtained from qualitative data collection regarding the reasons behind the development of the OS and OAS, skills in demand, critical jobs and OD.

The qualitative method will involve having Focus Group Discussions (FGD); whereas the quantitative method will involve the distribution of surveys to respondents. The first phase will identify and explore the OS, OAS, and common Halal competencies via Occupational Descriptions development. Subsequently, these elements will be included in the survey instrument as constructs and items that will be tested with a larger sample of Halal certified practitioners as compared to the FGD. The Sequential Exploratory design for taxonomy development is applied in this research because it is central to the research that the taxonomy or classification of jobs, job areas, skills and job descriptions are identified for the Halal Industry. A taxonomy is a categorisation of items according to similar characteristics or attributes.

## 3.2 Research Procedure

The operational framework shown in Figure 3.2 describes the research procedures or sequences of work to accomplish the research objectives. Figure 3.2 shows the breakdown for the data collection and analysis process as elaborated below.

### **Phase 1: Qualitative Data Collection and Data Analysis**

Phase 1 will initially consist of conducting the literature review on the Halal Industry. The literature review findings will provide the basis for the development of the qualitative Focus Group Discussion (FGD) areas of discussion based on the key theme areas which are: Occupational Structure (OS), Occupational Area Structure (OAS), skills in demand, critical jobs and Occupational Descriptions (OD).

Purposive sampling was applied to select 23 Halal industry experts from various fields to engage in the FGD session (Please refer list of contributors in Annex 2). In this phase an experienced facilitator was chosen in order to control the dynamics of the group. The main aim of utilising the FGD method is to obtain the main themes of research and to develop the questionnaire to be used in a subsequent survey. The discussion was captured through notes and put into format by assistant facilitators/researchers.

Phase 1 qualitative data is then analysed using Development of Standard and Curriculum (DESCUM) methodology to identify the OS, OAS and OD. Subsequently thematic and content analysis is conducted through constant comparison and by using the NVIVO software where required. The interrelated themes and content are subsequently analysed and reported (Creswell, Plano Clark, 2007, p.120). From this analysis, the initial themes and taxonomy are determined and then used as items in the survey instrument development. The main themes for instrument items identified as a result of the FGD are; OS, OAS, skills/competency in demand, jobs in demand, emerging skills and related issues. The initial draft of the survey instrument was sent to industry experts and an academician for verification in ensuring the validity of the instrument.

**Phase 2: Quantitative Data Collection and Analysis**

Phase 2 consists of quantitative data collection and analysis. The survey questionnaires were distributed to Halal Industry practitioners, via online methods and then the quantitative data analysis results are used to confirm Phase 1 findings. Quantitative data is analysed by visually inspecting data while identifying survey response trends. Phase 1 and 2 findings are merged to confirm the final OS, OAS, OD, list of skills in demand and critical jobs.

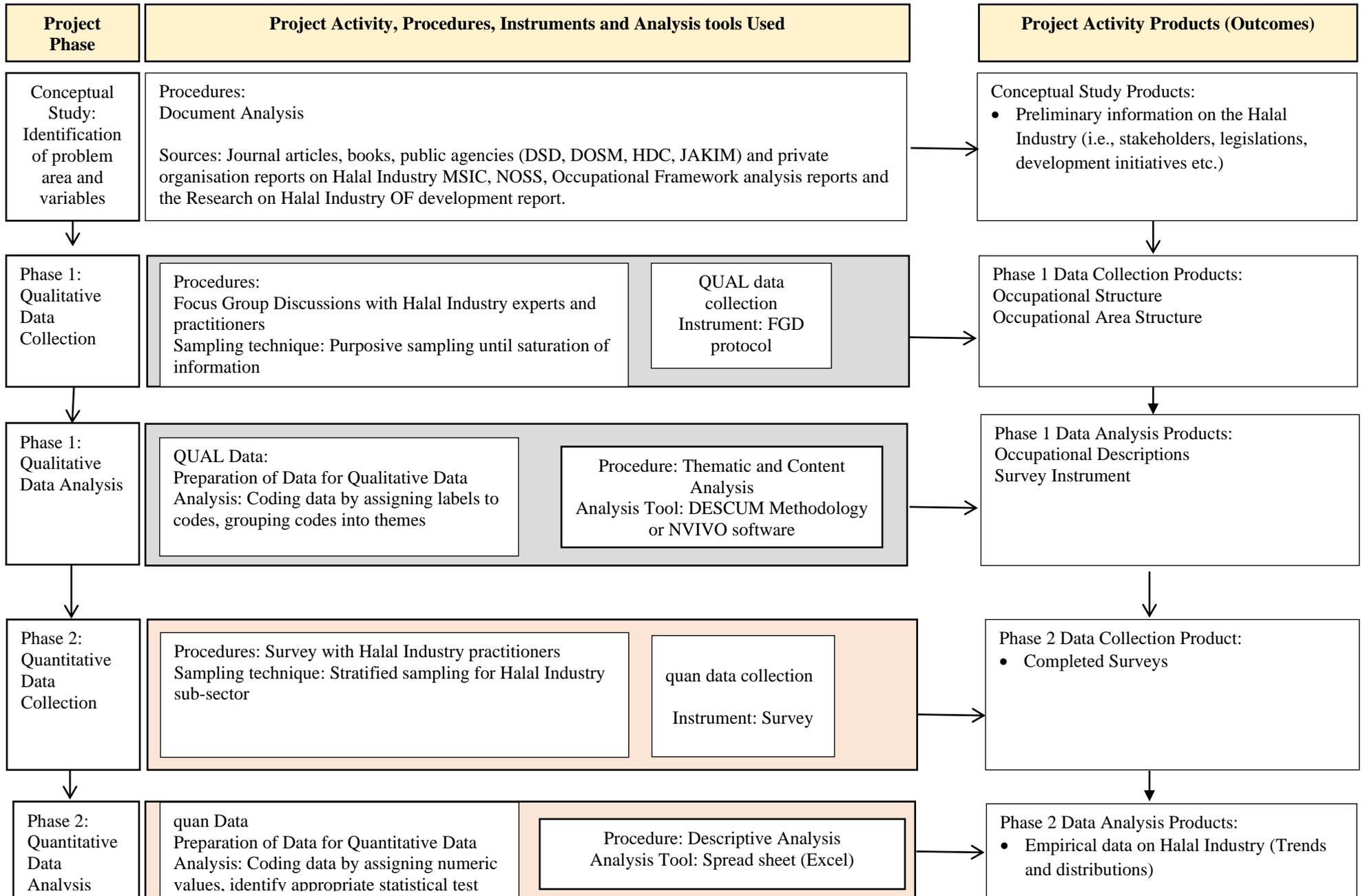


Figure 3.2: Research Operational Framework (Data Collection and analysis)

### **3.3 Research Instruments**

Research instruments are used to collect, analyse, and then to present objective and systematic data to answer the research questions.

#### **i. Focus Group Discussion Guide (Semi-structured questions)**

In this research, the Focus Group Discussion (FGD) sessions are used to collect the qualitative data. The FGD is based on an FGD guide that assists the researcher in obtaining the required information. The FGD guide will include the three key areas for exploration which are: Occupational Structure (Job areas, Job Titles, Competency Levels) for Halal Industry personnel, Occupational Area Structure (Job Areas, Job Scope/Name of training area, Competency Levels), Occupational Descriptions (Core Halal Competencies) Survey Instrument items.

Table 3.1 shows the activities conducted throughout the research. There was a preliminary research project conducted prior to the actual Occupational Framework (OF) development. This was conducted in order to identify the suitable MSIC section for the Halal Industry based on its nature that cuts across several MSIC sections' industries in Malaysia. The research findings were as a basis for the subsequent literature review and information used in the OF development.

A series of FGD sessions were conducted to enable in-depth discussions on the characteristics and other relevant issues of the industry workforce. The FGD discussed the Occupational Structure (OS), Occupational Description (OD), current jobs and competencies in demand, future outlook and strategic recommendations to be proposed. These FGD findings were analysed and complemented with an industry survey to confirm the FGD findings. The FGD was also used to deliberate on the survey results.

Table 3.1: List of Research Activities

<b>DATE</b>	<b>VENUE</b>	<b>ACTIVITY</b>
June 2019 – October 2019	Westin Kuala Lumpur, Bangi Resort Hotel	Preliminary Research on Halal Industry OF development: Identification of MSIC section and common competencies
15 <sup>th</sup> - 17 <sup>th</sup> November 2019	Philea Mines Resort, Seri Kembangan	1 <sup>st</sup> FGD Session: <ul style="list-style-type: none"> <li>• OS and OAS development</li> <li>• Halal competencies development</li> <li>• Competency and jobs in demand identification</li> <li>• Questionnaire development and content validation</li> </ul>
20 <sup>th</sup> – 22 <sup>nd</sup> December 2019	Marriot Putrajaya Hotel	2 <sup>nd</sup> FGD Session: <ul style="list-style-type: none"> <li>• Review of Survey Findings</li> <li>• Review of OD and OS</li> <li>• Review of Competencies in Demand, Critical Jobs, Emerging Skills and Industry 4.0 Skills</li> <li>• Discussion on Issues and Recommendations</li> </ul>
26 <sup>th</sup> December 2019	Majestic Hotel Kuala Lumpur	<ul style="list-style-type: none"> <li>• Industry Engagement Survey</li> <li>• Proofreading of overall report with HDC</li> </ul>
27 <sup>th</sup> December 2019	Bangi Resort	<ul style="list-style-type: none"> <li>• OF Technical Evaluation Meeting with DSD, HDC and Industry experts</li> </ul>
February 2020	Online Survey on all Halal certified companies in Malaysia	<ul style="list-style-type: none"> <li>• Follow up survey on Halal Industry entry level</li> </ul>
March 2021	DSD, Cyberjaya	<ul style="list-style-type: none"> <li>• Final approval of Halal Industry OF for printing by DSD committee</li> </ul>

The FGD sessions were conducted by a DESCUM certified facilitator. The function of the facilitator is to solicit information and develop the OS, OAS and OD in accordance with the format prescribed by the DSD.

For the first session, semi structured questions for focus group discussion were prepared and discussed in the FGD. The questions were based on seven themes namely: OS, OAS, OD, competency in demand, jobs in demand, emerging skills and related issues. Questions for the survey instrument were developed together with FGD panel. Subsequently, in the second FGD session, results from the survey and first FGD were discussed and validated.

The FGD semi structured interview questions are as below:

1. What are the main job areas in the Halal Industry?
2. What are the entry level job titles and career progression until the highest level of competency in the occupational structure?
3. What are the corresponding competency levels?
4. What are the job scopes of each of these job titles?
5. Which of these jobs are currently in demand?
6. What are the required skills and competencies of the personnel in the Halal Industry?
7. What are the emerging skills required in the Halal Industry?
8. What are the issues and challenges faced by the Halal Industry?
9. Which job areas are relevant to Industry Revolution 4.0?
10. What are the working entry level requirements and qualifications?

## **ii. Survey Questionnaire**

This study has disseminated a survey via online and mobile surveys using Google forms to the sample halal certified practitioners. The research instrument to be used for quantitative data collection is the survey questionnaire. The survey questionnaire is divided into three sections which include: survey respondent demographics, competencies in demand, jobs in demand, issues and challenges and proposed OS and

OAS. The items in the demography section provide information regarding the location and type of business activity the respondent is involved in. The research instrument was developed based on Phase 1 Qualitative data collection and analysis, and then the validity and reliability will be tested through a pilot test with experts. There were two surveys conducted in this research where the first was conducted on industry practitioners in regards to the Halal Industry OS, jobs in demand, competencies in demand and issues faced by the industry. The second survey was a follow up survey conducted to confirm the entry level of jobs in the Halal Industry based on responses by the overall population of Halal certified companies. The questionnaire design, instrumentation, validity and reliability of the survey followed the procedures as elaborated below.

#### **a. Questionnaire Design**

The questionnaires are designed based on the feedback from focus group discussion based on the main themes.

#### **b. Measures and Instrumentation**

To increase the response rate and consistent responses, the questionnaire was designed based on close-ended questions using a four-point scale of agreement, ranging from 4 (Strongly Agree), 3 (Agree), 2 (Somewhat Agree) and 1 (Disagree).

#### **c. Content Validity**

Content validity was performed in the pre-test stage by the FGD panel members who comprised of practitioners and academicians. They were expected to identify the content, grammar, phrasing of sentences and comprehension of the items used. After the pre-testing stage is completed, a pilot test was conducted to pre-test the instruments for this study.

The questionnaire for the first survey was divided according to the sections elaborated below:

**Section A: Demographic Information**

This section solicits demographic information of the survey respondent regarding job position, industry sub-sector, experience and etc.

**Section B: Halal Common Competencies**

This section explores the common competencies that are required by Halal personnel in various industry sub-sectors.

**Section C: Occupational Structure and Occupational Area Structure**

This section solicits the feedback from respondents regarding the OS and OAS proposed in the FGD session.

**Section D: Competency in Demand**

This section solicits information on current competencies that workers lack in the Halal Industry.

**Section E: Emerging Skills**

This section determines the readiness of industry players and the workers in the advent of new skills and skills related to Industry 4.0.

**Section F: Jobs in Demand**

This section aims to determine which category of workers is in shortage of supply or the current workers do not meet the requirements of the Halal industry.

**Section G: Halal Industry Issues and Challenges**

This section explores the common issues and challenges faced by the Halal Industry. The respondents are asked to choose the issues that were identified earlier by FGD panel.

The second follow up survey comprised of the following sections because it only focused on the entry level for the Halal Industry.

### **Section A: Demographic Information**

This section solicits demographic information of the survey respondent regarding job position, industry sub-sector, experience and etc.

### **Section B: Occupational Structure and Occupational Area Structure**

This section solicits the feedback from respondents regarding the entry level of the Halal Industry OS and jobs that require Halal competencies.

## **3.4 Validity of Instrument**

The research instruments were tested in terms of content validity, item construct validity and reliability via a pilot test that will involve experts in the field. The findings from this pilot study will be analysed and will be used to amend any shortcomings of the research instrument. For the content validity the researcher has obtained feedback from experts to verify the consistency of the instrument is within the objective of the research. The panel of experts have been asked to validate and assess the content validity whether the content is appropriate or not.

Creswell and Plano Clark (2007) describe potential threats to validity when mixed methods are applied as the research design. Implementation of mixed methods raises concerns regarding potential threats to the validity of the data collection and data analysis stages. Issues during the data collection stages include different individuals selected for data collection and the possibility of contradictory results. This is because the purpose of quantitative data collection is to generalize the results to a population where different and more participants are used in this phase. Therefore, during qualitative data analysis, major themes should be the basis for the items in the quantitative data collection instrument. Other concerns such as validity during coding can be overcome by having inter-coder agreement when coding and interpreting the data. This is based on the DESCUM methodology applied by all researchers of this research team.

### 3.5 Data Collection

Sources of data collection will be relevant documents and Halal industry practitioners. Initially, documents are the sources of information such as economic reports, government initiative reports, NOSS, previous OA/OF reports, MSIC 2008, the Halal Industry Master Plan report, and information obtained from relevant government agency's websites, in order to identify the current Halal industry landscape and outlook. These documents will also serve as reference when assessing data obtained from the survey. The subjects or data sources for this research were industry practitioners who work in establishments that possess Halal certification.

#### i. Population

The location of the survey was based on Halal certified establishments/companies in Malaysia. The list of these companies was obtained via the JAKIM website portal, which is <http://www/halal.gov.my>.

Data collection for the qualitative and quantitative approach was conducted on the various Halal industry sub-sectors and aforesaid eight (8) MSIC sections relevant to the Halal Industry. The relevant NOSS and Malaysian Standard Industrial Classification (MSIC) 2008 descriptions are studied in order to understand the Halal Industry sub-sectors. According to JAKIM's data in the year 2018, there are 7230 establishments that are Halal Certified by JAKIM with the breakdown shown in Table 3.2 below.

Table 3.2: Halal Certified Establishments Breakdown

No	Scheme	Number of Halal Certified companies
1	Food	4823
2	Food Premise	1520
3	Consumables	163
4	Cosmetics	229

No	Scheme	Number of Halal Certified companies
5	Pharmaceuticals	255
6	Slaughter Houses	146
7	Logistics	64
8	OEM	30
Total		7230

## ii. Sampling

### a. Qualitative Data Collection Sampling

Purposive sampling was applied for qualitative data collection to ensure that the interview participants are well versed and knowledgeable regarding the Halal Industry. The rule of thumb to obtain saturated responses is the minimum of 6 participants, if the responses are still not saturated, then the researcher will continue the qualitative data collection process until saturation point. However, HDC has obtained the participation of 23 sample respondents to be involved in the FGD sessions covering the various Halal Industry sub-sectors.

### b. Quantitative Data Collection Sampling

Stratified sampling was applied for quantitative data collection; this is to ensure generalisability by increasing the equal chance for the population to be selected for data collection. The sample is divided according to the different Halal Industry sub-sectors and then by Halal Certified companies or establishments. Finally, from these strata lists, the sample will be picked randomly to ensure that all potential survey respondents have an equal chance of being selected to respond to the survey. Snowball sampling which was sampling provided via reference from FGD panel experts to the industry practitioners, was also used in instances where the sample respondents did not show a good response rate.

The sample size of 95 was obtained by using the Cochran<sup>18</sup> formula and also the formula used by the Rao sample calculation, to identify the appropriate sample size from a population of 7230 Halal Certified establishments. Based on the sample size calculator software Raosoft, the sample size was calculated. This research used 10% margin of error based on Weisberg & Bowen (1977) which stated 10% margin of error are acceptable for this kind of research. This research used 95% confidence level which is the amount of uncertainty that can be tolerated and 50% response distribution. Cochran's formula and calculation are shown below. The Cochran formula is:

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

- e is the desired level of precision (i.e., the margin of error),
- p is the (estimated) proportion of the population which has the attribute in question,
- q is 1 – p.

The z-value is found in a Z table.

$$p = 0.5$$

$$z = 1.96$$

$$q = 0.5$$

$$e = 1$$

A 95 % confidence level gives us Z values of 1.96, per the normal tables, so we get

$$((1.96)^2 (0.5) (0.5)) / (10)^2 = 0.96$$

If the population is small, then the sample can be modified using Cochran's correction formula based on the population of 7230;

The Rao sample calculation which was also used to calculate the sample is shown below:

$$n = 96 / (1 + 96 / 7230) = 95$$

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<sup>18</sup> Cochran, W. G. (1977). Sampling techniques (3rd ed.). New York: John Wiley & Sons.

Therefore, the sample is 95.

pcn = Problem Critical Normal

$$d1 = pcn^2 \times \text{response} \times (100 - \text{response})$$

$$d^2 = (\text{population} - 1) \times (\text{margin}^2) \times d$$

If  $d^2$  is  $> 0$ ,

Answer is (sample size) = population  $\times$   $d1/d2$

If  $d^2$  is  $< 0$

Answer is (sample size) = 0

var pcn = Problem Critical Normal (Confidence 100)

$$d1 = pcn^2 \times \text{response} \times (100 - \text{response})$$

$$d2 = d1 \times (\text{population sample}) / (\text{sample} \times (\text{population} - 1))$$

if  $d2 > 0$

Margin of error =  $d2$  if  $d2 < 0$  margin of error = 0

The sample formula used for stratified sampling<sup>19</sup> is:

***Sample size of strata = size of entire sample/population size  $\times$  layer size***

For each stratum, the sample calculation is shown in Table 3.3.

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<sup>19</sup> Australian Bureau of Statistics. Sample Size Calculator example using stratified random sampling. Date Retrieved: 5<sup>th</sup> January 2020. <https://www.abs.gov.au/websitedbs/D3310114.nsf/Home/Sample+Size+Calculator+Stratification+Examples?opendocument>

Table 3.3: Strata Sample Size

No	Scheme	Number of Halal Certified companies	Sample for Strata
1	Food	4823	$95/7230 \times 4823 = 63.37$ or 63 companies
2	Food Premise	1520	$95/7230 \times 1520 = 19.97$ or 20 companies
3	Consumables	163	$95/7230 \times 163 = 1.69$ or 2 companies
4	Cosmetics	229	$95/7230 \times 229 = 3.00$ or 3 companies
5	Pharmaceuticals	255	$95/7230 * 255 = 3.35$ or 3 companies
6	Slaughter Houses	146	$95/7230 \times 146 = 1.91$ or 2 companies
7	Logistics	64	$95/7230 \times 64 = 0.84$ or 1 company
8	OEM	30	$95/7230 \times 30 = 0.39$ or 1 company
Total number of companies to be sampled			95 companies

Subsequently, the sample is selected from each strata layer according to each stratum's sample size.

The second survey was sent to the whole population via email and google form link. The survey was sent with the assistance of HDC personnel to all Halal certified companies in the HDC database.

### **3.6 Data Analysis**

The mixed methods data analysis involves complementing the qualitative data with the quantitative data obtained.

#### **i. Qualitative Analysis**

Qualitative data analysis is conducted using thematic and content analysis based on data collection regarding the main areas of exploration in the FGD. Thematic analysis is conducted to identify the recurring themes in the FGD sessions and will be labelled for analysis. Content analysis is to identify the use of verbs when participants describe the skills required by the Halal Industry workers. DESCUM methodology is used when developing the OS, OAS and OD.

#### **ii. Quantitative Analysis**

The quantitative approach analyses the frequency of survey responses to prove the generalisation of the qualitative analysis results via quantitative analysis. Google form analysis tools and spread sheet software were utilised to analyse the survey responses.

### **3.7 Limitations**

The limitation of the research was anticipated to be the industry survey response rate from industry practitioners. However, despite the challenges, mixed methods research provided a more comprehensive set of data that can be analysed and ultimately lead to a more complete answer to the research question (Creswell, J., 2003).

### **3.8 Conclusion**

In order to conduct a systematic and comprehensive research study on the Halal Industry Occupational Framework, the research design and procedures have been explained and presented in this chapter which consists of the research design, research approach and research procedures in the form of an operational framework. This research applies the mixed methods Sequential Exploratory taxonomy development approach so that both qualitative and quantitative methods complement and overcome the weaknesses respectively.

## **CHAPTER 4: FINDINGS**

### **4.1 Introduction**

This chapter presents the findings of the research which are based on the research objectives; to produce an OS for the Halal Industry; to determine job responsibilities of each job title from the OS, to identify the skills in demand in the industry, critical jobs for the industry, and job titles related to Industry 4.0.

### **4.2 Findings Analysis and Discussion of Results**

This section provides the analysis of data derived from the FGD sessions and the industry survey conducted for this study. The analysis discusses and elaborates the findings in regards to the OS and relevant job titles, relevant Occupational Descriptions, jobs in demand, skills/competency in demand, emerging skills and related issues for the Halal industry. The Occupational Description (OD) which were developed via input during the FGD sessions are included in Annex 7 of this report.

#### **4.2.1 Demographic Profile of FGD Panel and Survey Respondent**

For this study, a total of 119 respondents have participated in the survey and 23 industry panel experts in the FGDs conducted in the year 2019. Each of the different areas of the Halal Industry (i.e., manufacturing and services) have respondents participating in the FGD and industry survey. The distribution of the survey was given to the targeted sample of 95 respondents. Due to the enthusiastic feedback from the industry, the survey was additionally distributed to industry practitioners that were involved in an industry engagement session conducted by HDC. Accumulatively, the survey response rate resulted in a total of 119 respondents which is more than 100 % of the targeted sample population. This increase of survey responses assisted in increasing the generalisability of the survey results.

In terms of qualitative data collection, the number of 23 FGD panel from various industry sub-sectors (i.e., Food manufacturing, Cosmetics Manufacturing, Pharmaceuticals Manufacturing, Agriculture production, Hospitality services, food services, Logistics, Islamic Economy, and etc.) allowed for an in-depth discussion on various aspects of the Halal Industry talent requirements. The majority of the FGD panel members have more than 10 years' experience in managing Halal matters and are at managerial and top management positions in their respective companies. Refer Annex 2 for FGD panel details.

The quantitative data sources which are the survey respondents comprised of the main areas of Halal manufacturing/production and services. The majority of the respondents of the first survey were from the manufacturing, accommodation and food services areas. 43 respondents had more than 5 years' experience in managing Halal activities, 42 are at Halal Executive level and 73 of them possess Halal Executive certificates and diplomas related to Halal, whilst 13 respondents have a Halal Auditor certificate. Other respondents have degrees and postgraduate qualifications related to Islamic studies and sciences such as Food Technology.

The second survey which was the follow up survey to gauge the entry level required for the Halal Industry OS was sent by HDC to the whole population of Halal certified companies which were 8562 companies, however the response rate was very low with only 37 responses. These companies covered most sectors under the 2008 MSIC Sections. The respondents that answered the survey were from Section A: Agriculture, Forestry and Fishing, Section C: Manufacturing, Section G: Wholesale and Retail Trade; Repair of Motor Vehicles And Motorcycles, Section H: Transportation and Storage, Section I: Accommodation and Food Services, Section M: Professional, scientific, And Technical Activities, Section N: Administrative and Support Service Activities, Section P: Education, Section Q: Human Health and Social Work Activities and Section T: Activities Of Households As Employers, Undifferentiated Goods And Services Producing Activities Of Households For Own Use. Given the nature of the survey which was to gauge the entry level of jobs in the Halal Industry, the data from the low-rate response was still taken into consideration to analyse the frequency of survey responses.

#### 4.2.2 Jobs in Demand

Jobs in demand can be defined as the occupations that are required by the various companies/establishments in the Halal Industry. The demand is driven by many factors such as shortage of supply, specific skills or certifications requirement and change of government policies and initiatives.

In order to be in tandem with MASCO definitions, Table 4.1 shows the list of job titles that are divided into three categories of workers, which are low-skilled workers, semi-skilled workers and skilled workers. The classification is based on MASCO 2013's classification of workers, whereas the job titles are divided into three categories of workers which are low skilled workers, semi-skilled workers and skilled workers. These categories of skilled workers are then mapped to the corresponding level of MQF as listed in Table 4.1 below.

Table 4.1: Category of Skilled Workers Corresponding to the Level of MQF

<b>CATEGORY OF SKILLED WORKERS</b>	<b>LOW SKILLED WORKERS</b>	<b>SEMI-SKILLED WORKERS</b>	<b>SKILLED WORKERS</b>
Level	1	2 - 3	4 - 8

It must be noted that after reviewing the 2019 industry survey with FGD panel members, the job titles for certain job areas were changed to accommodate a clearer understanding of the job titles in the Halal Industry. According to FGD panel members, the initial survey results of jobs in demand showed a high number of responses for Halal Executive, where in the survey it is put as Halal Technical Executive. The reason for this is that the job title Halal Executive is more widely known by Halal personnel in the industry as this is a requirement by JAKIM. The FGD panel also deliberated that the reason for less response on Halal Technologists is because not all industries use the job titles of technologists for Halal personnel as compared to Halal Assistant Manager or Halal Manager, which is more commonly used in the industry and has a more specific job role as compared to technologist. Another factor to the change of job titles is to map

closely with MASCO and Talentcorp's Critical Occupations List that has the common lists of job titles for the Halal Industry.

Table 4.2 shows the mapping between job titles determined in the Halal OF with e-Masco and COL. This is to show that the findings from the OF research are in tandem with the job titles listed in MASCO and the COL. Table 4.2 also shows that the OS for the Halal Industry has 2 job titles equivalent to MASCO's definition of Low Skilled, 5 job titles at level 3 which are Semi-Skilled workers, whereas all the job titles at level 4 and above are under the skilled worker category. This is because the scope of work for Halal Industry personnel comprises a substantial level of skills in order to identify, analyse and manage Halal compliance in their respective organisations.

Table 4.2: Occupational Structure versus e-Masco and Critical Occupational List (COL)

AREA	JOB TITLES	OCCUPATIONAL STRUCTURE	E-MASCO	COL
<b>Regulatory (Internal Audit)</b>	Chief Halal Officer (CHO) / Halal Senior Specialist	√	x	√
	Halal Senior Auditor	√	√	X
	Halal Auditor	√	√	X
	Halal Assistant Auditor	√	√	x
<b>Regulatory (Compliance)</b>	Chief Halal Officer (CHO) / Halal Senior Specialist	√	x	√
	Halal Manager	√	√	x
	Halal Assistant Manager	√	√	x
	Halal Executive	√	√	x
	Halal Supervisor	√	√	x
<b>Manufacturing</b>	Chief Halal Officer (CHO) / Halal Senior Specialist	√	x	√
	Halal Manager	√	√	√

AREA	JOB TITLES	OCCUPATIONAL STRUCTURE	E-MASCO	COL
	Halal Assistant Manager	√	√	√
	Halal Executive	√	√	√
	Halal Supervisor	√	√	√
	Senior Operator	√	√	x
	Operator	√	√	x
Services	Chief Halal Officer (CHO) /Halal Senior Specialist	√	x	√
	Halal Manager	√	x	x
	Halal Assistant Manager	√	x	x
	Halal Executive	√	x	x
	Halal Supervisor	√	x	x
	Senior Operator	√	√	x
	Operator	√	√	x

The category of jobs according to MASCO, job titles in the Halal Industry OS and jobs in demand are listed in Table 4.3 below.

Table 4.3: Category of Jobs according to MASCO Definitions for the Halal Industry

NO.	MASCO CATEGORY OF WORKERS (JOB TITLES)	JOB TITLES IN HALAL INDUSTRY OS	JOBS IN DEMAND
1	Low-Skilled Workers	Operator	No
2	Semi-Skilled Workers	Senior Operator /Halal Supervisor/ Halal Compliance Supervisor	Yes (Except for Senior Operator)
3	Skilled Workers	Chief Halal Officer/ Halal Specialist	Yes
		Halal Compliance Manager / Halal Manager	Yes

NO.	MASCO CATEGORY OF WORKERS (JOB TITLES)	JOB TITLES IN HALAL INDUSTRY OS	JOBS IN DEMAND
		Halal Compliance Assistant Manager/ Halal Assistant Manager	Yes
		Halal Executive/ Halal Compliance Executive	Yes

Table 4.4 shows the list of jobs in demand based on the FGD and survey results review and synthesis. There are a total of 16 jobs in demand or also known as critical job titles for the Halal Industry which covers jobs under Manufacturing/Production, Services and the Compliance & Quality job area under Regulatory. This shows that the majority of jobs identified in the Halal Industry OF are considered in demand by the industry. Therefore, the development of the relevant NOSS is imperative in order to further expedite the process of developing Halal Talent by DSD and HDC. Table 4.4 elaborates on the factors that contribute to why the jobs are in demand, whereas, the skills required can be referred in the relevant OD listed in Annex 7 of this report.

Table 4.4: Jobs in Demand and Factors Contributing to the Demand

NO	JOB AREAS	LEVEL	JOB TITLES	FACTOR(S) CONTRIBUTING TO THE DEMAND	SPECIFIC REQUIREMENTS AND SKILLS
1.	i. Regulatory ii. Manufacturing/ Production Services	7	Chief Halal Officer (CHO) /Halal Senior Specialist	<ul style="list-style-type: none"> <li>• In order to professionalise Halal personnel</li> <li>• Required in the next 3-5 years</li> <li>• Growth of Halal Industry</li> </ul>	Refer OD in Annex 7
2.	i. Regulatory	6	Halal Compliance Manager	<ul style="list-style-type: none"> <li>• In order to professionalise Halal personnel</li> <li>• Required in the next</li> </ul>	Refer OD in Annex 7

NO	JOB AREAS	LEVEL	JOB TITLES	FACTOR(S) CONTRIBUTING TO THE DEMAND	SPECIFIC REQUIREMENTS AND SKILLS
	ii. Manufacturing/ Production iii. Services	6	Halal Manager	3- 5 years <ul style="list-style-type: none"> <li>• Growth of Halal Industry</li> <li>• To explore/define job scopes at higher levels relevant to halal</li> </ul>	
3.	i. Regulatory	5	Halal Compliance Assistant Manager	<ul style="list-style-type: none"> <li>• In order to professionalise Halal personnel</li> <li>• Required in the next 3- 5 years</li> </ul>	Refer OD in Annex 7
	i. Manufacturing/ Production ii. Services	5	Halal Assistant Manager	<ul style="list-style-type: none"> <li>• Growth of Halal Industry</li> <li>• To explore/define job scopes at higher levels relevant to halal</li> </ul>	
4.	i. Regulatory ii. Manufacturing/ Production iii. Services	4	Halal Executive  Halal Compliance Executive	<ul style="list-style-type: none"> <li>• Regulatory Requirement by JAKIM</li> <li>• Current demand</li> </ul>	Refer OD in Annex 7
5.	i. Regulatory ii. Manufacturing/ Production iii. Services	3	Halal Supervisor  Halal Compliance Supervisor	<ul style="list-style-type: none"> <li>• Regulatory Requirement by JAKIM</li> <li>• Current demand</li> </ul>	Refer OD in Annex 7

Table 4.5 shows that the highest number of survey responses for jobs in demand is for the Halal Technical Executive or after the review and findings analysis, has been changed to Halal Executive. This is in line with current requirements set by JAKIM. The second highest is the Halal Technologist or also known as Halal Assistant Manager,

followed by the Halal Supervisor. The demand for Chief Halal Officer at level 7 is higher than Halal Manager at level 5. Please note that the number of responses does not total up to the number of respondents because they can answer more than one job title. This survey was disseminated in November until December 2019 via Google Forms and during the Halal Industry engagement with practitioners.

Table 4.5: List of Halal Industry Jobs in Demand Survey Responses

<b>No.</b>	<b>Jobs in Demand</b>	<b>Number of Responses</b>
1.	Chief Halal Officer (CHO) /Halal Senior Specialist	29
2.	Halal Specialist	28
3.	Halal Technologist	33
4.	Halal Technical Executive	38
5.	Halal Supervisor/ Technician	30

The summary of the findings above are depicted graphically in Figure 4.1 below, where it is clear that the highest number of responses for jobs in demand is for Halal Technical Executive. This is due to it being a requirement set by JAKIM to ensure that all Halal matters must be coordinated by a JAKIM certified Halal Executive.

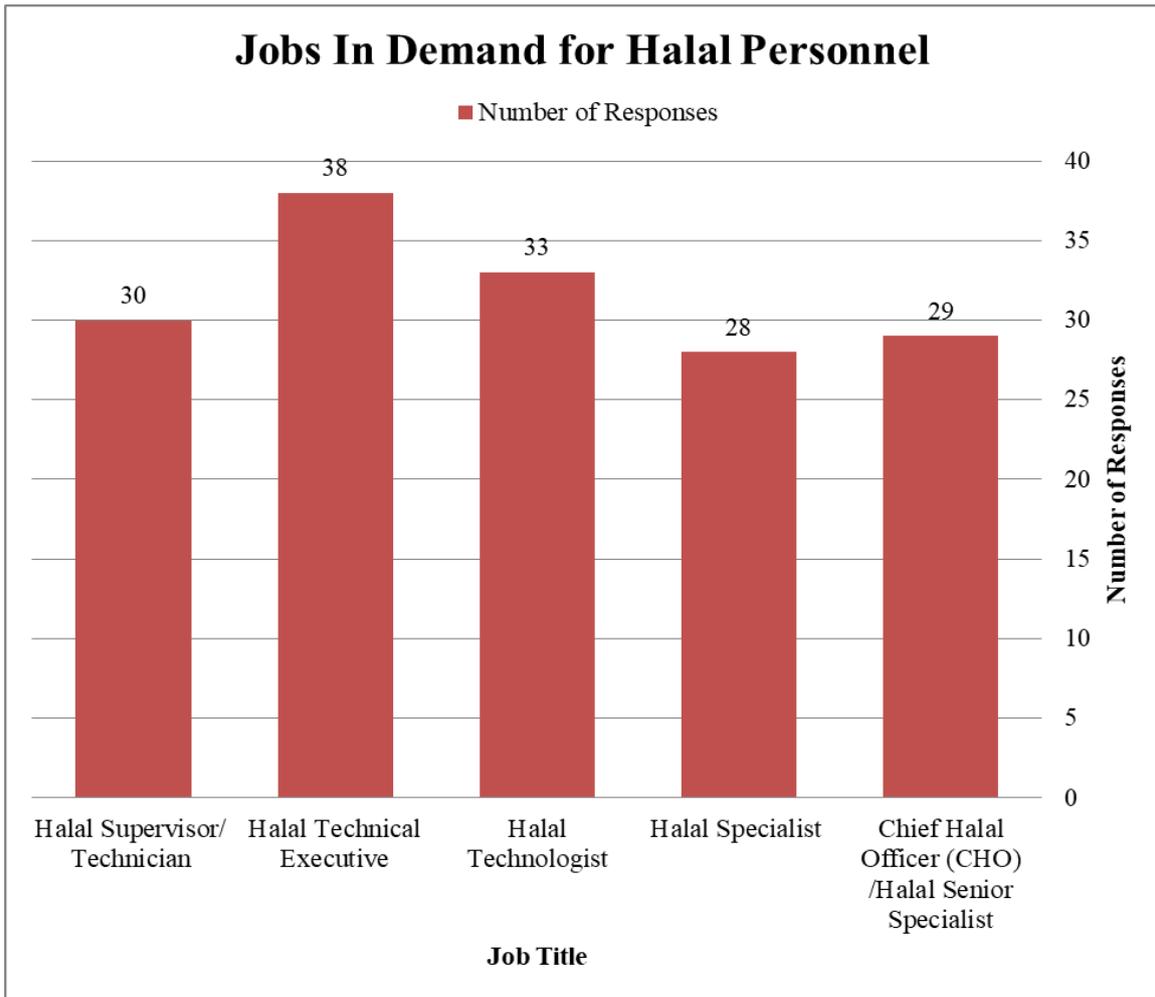


Figure 4.1: Bar Chart for Jobs in Demand for the Halal Industry

### 4.2.3 Competency in Demand

In order to avoid skills mismatch between the skills that Halal personnel possess and skills required by the industry, the research also posed the question on the competencies in demand. The competencies in demand are competencies that are currently not widely available in the current workforce.

However, these competencies in demand are not to be confused with the list of common competencies that has been identified in the preliminary research conducted prior to this OF development; these common competencies have been included in the industry survey and confirmed in the prior research and FGD deliberation. Table 4.6

shows the survey response for the common Halal competencies that the industry agrees upon.

Table 4.6: List of Common Halal Competencies Survey Responses

No.	Common Halal Industry Competencies	Number of Responses
1.	Scientific/ technology/operation/ process fundamentals	20
2.	Shariah fundamentals	26
3.	Standard Operating Procedures (SOP)	28
4.	Strategic communication program	9
5.	Liaison activities	13
6.	Crisis management procedure/action plan	20
7.	Internal audit procedure/action plan	27
8.	Regulatory procedure/action plan [(industry (different Authorities) & Halal Malaysia Certification (JAKIM)]	35
9.	Industry and halal standards	37
10.	Halal Code of Ethics	27
11.	Business acumen	13
12.	Corporate direction/strategy	16
13.	Risk management procedure/action plan	20
14.	Halal audit activity	29
15.	Halal Information records and database	25
16.	Halal related technology applications	18
17.	Sustainability development goals	10
18.	Halal Product/Services Sales and Marketing/Digital Marketing	20
19.	Public relations	13
20.	Finance and Budgeting	10
21.	Halal data entry	17
22.	Halal Market survey	13
23.	Procurement on Shariah Compliance	19
24.	Halal Malaysia Certification process	34
25.	Continuous improvement activities	19
26.	Myehalal application	28
27.	Sertu activities	20
28.	Halal training	30
29.	Performance data of halal related vendors	21

The common competencies that had the highest number of responses to be important for Halal personnel are as follows; Industry and halal standards, Regulatory procedure/action plan [(industry (different Authorities) & Halal Malaysia Certification (JAKIM)], Halal Malaysia Certification process and Halal Training. The finalised list of common competencies are included as common competencies in the form of knowledge and skills stated throughout the OD for job titles included in Annex 7 of this report.

Table 4.7 shows the survey response for the competencies in demand. Based on the survey, the top five skills in demand are Hygiene Practices, Auditing, Problem Solving and Ideation, Leadership and Regulatory Intelligence. These competencies have also been included in the OD in the form of skills and attributes.

Table 4.7: List of Halal Industry Competencies in Demand Survey Responses

No	Halal Industry Competencies In Demand	Number of Responses
1.	Communication	32
2.	Hygiene Practices	48
3.	Critical Thinking	32
4.	Analytical Thinking	31
5.	Innovation	30
6.	Problem Solving and Ideation	41
7.	Technical Writing	20
8.	Interpersonal	29
9.	ICT Literacy	14
10.	Risk Mitigation	21
11.	Auditing	42
12.	Strategic Thinking	32
13.	Structured Thinking	30
14.	Structured Writing	16
15.	Public Relations	30
16.	Leadership	38
17.	Social Media Monitoring	26
18.	Cognitive Agility	21
19.	Emotional Intelligence	25
20.	Business Intelligence	28
21.	Regulatory Intelligence	37
22.	Active Learning	31
23.	Media Management	16

Figure 4.2 shows the visual depiction of the competencies in demand with Hygiene Practices having 48 responses thus making it the competency with the highest demand and ICT Literacy being the lowest competency in demand with 14 responses. However, ICT Literacy is included in the OD as it is important for Halal personnel to be able to use the MYeHalal system and other systems related to manage information.

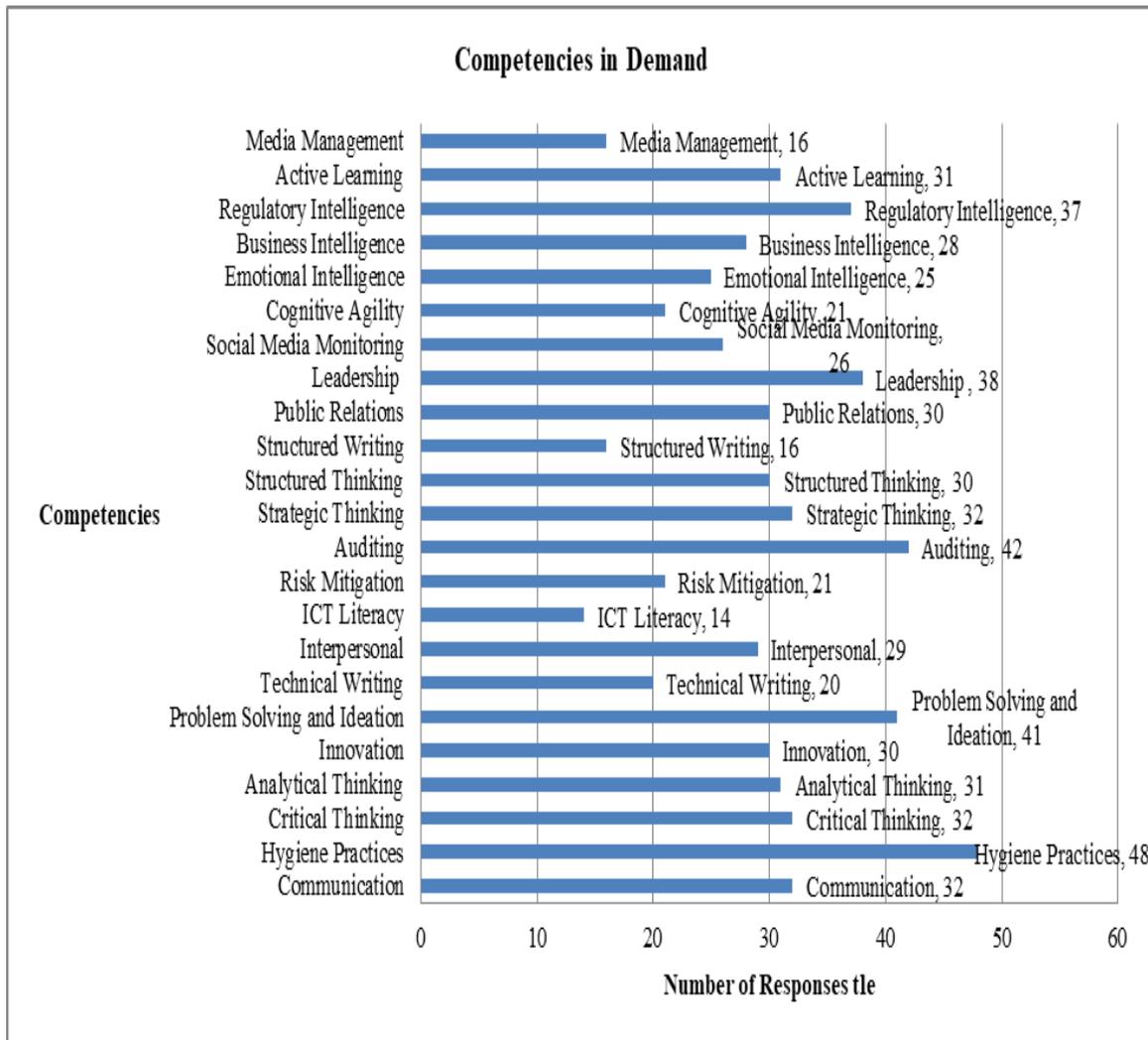


Figure 4.2: Bar Chart for Competencies in Demand for Halal Industry

Table 4.8 below elaborates on the Competencies in Demand in terms of the factors contributing to the demand and a brief description of the competencies/skills in demand.

Table 4.8: List of Competencies in Demand and Factors Contributing to Demand

<b>NO.</b>	<b>SKILLS AND COMPETENCY IN DEMAND</b>	<b>SUB-SECTOR - JOB AREA/ JOB TITLES RELATED</b>	<b>FACTOR(S) CONTRIBUTING TO THE DEMAND</b>	<b>DESCRIPTION OF SKILLS</b>
1.	Hygiene practices	Regulatory  Manufacturing /Production Services	To meet Halalan Toyyiban concept.	Hygiene practices are essential in ensuring that a working environment and work process meet high level of hygiene practices to ensure the hygiene and safety of the products and services.
2.	Auditing	Regulatory  Manufacturing/ Production Services	To upgrade current level of skills and knowledge in auditing.	A set of skills required to ensure that work processes, materials used and individuals follow the standard procedures and policies.

NO.	SKILLS AND COMPETENCY IN DEMAND	SUB-SECTOR - JOB AREA/ JOB TITLES RELATED	FACTOR(S) CONTRIBUTING TO THE DEMAND	DESCRIPTION OF SKILLS
3.	Problem solving and ideation	Regulatory  Manufacturing/ Production Services	To develop reasoning capabilities when trying to meet Halal compliance requirements.	A systematic approach to problem solving that is often used to find and correct issues.
4.	Leadership	Regulatory  Manufacturing/ Production Services	To lead members of the organisation in terms of Halal matters.	A characteristic of an individual whom is able to influence and guide other individuals in a team or an organisation.
5.	Regulatory intelligence	Regulatory  Manufacturing/ Production Services	Keeping abreast with current or updated regulations while being responsive.	The ability to gauge the impact of regulations to the organisation and its work process, products and individuals.

#### 4.2.4 Emerging Skills

Emerging Skills are skills that are predicted to be imperative to the industry in the near future based on technological advancements, or global market demands. Table 4.9 shows the number of survey responses that agree on the importance of each emerging skill. The respondents were allowed to answer for more than one emerging skill therefore the responses do not tally to the total number of 119 respondents.

Table 4.9: List of Halal Industry Emerging Skills Survey Responses

No.	Halal Industry Emerging Skills	Number of Responses
1.	Technology design and programming	16
2.	Global Outlook	28
3.	Digitisation of documentation/records	30
4.	Hybrid of Skills in Different Knowledge Domains	26
5.	Data Analytics	30
6.	Augmented Reality/Virtual Reality	16

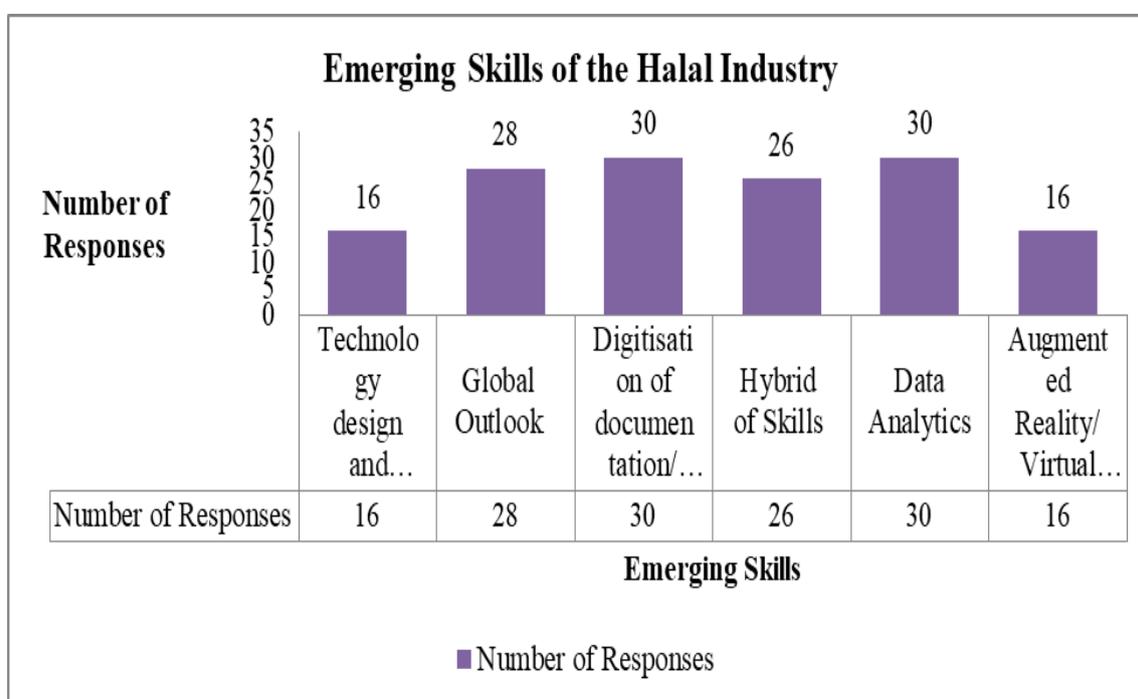


Figure 4.3: Bar Chart for Emerging Skills in the Halal Industry

Table 4.9 and Figure 4.3 show that the top four emerging skills are; Digitisation of documentation/records, data analytics, global outlook and hybrid of skills in different knowledge domains. Based on FGD discussion and findings analysis, the reason of the required emerging skills is listed in Table 4.10.

Table 4.10: Emerging Skills and Reason for Demand

No.	EMERGING SKILLS	REASON OF REQUIRED EMERGING SKILLS
1.	Digitisation of documentation/record	MyeHalal is the portal for Halal Malaysia Certification application. To provide information regarding Halal in the Halal portal; Halal directory, regulations, certified companies etc.
2.	Data Analytics	Used to analyse and visualise data related to Halal.
3.	Global Outlook	Future market demand. Globalisation of local Halal talent. Export of local Halal talent and expertise.
4.	Hybrid of Skills in Different Knowledge Domains	Hybrid of Halal related knowledge and technical skills to support or complement the knowledge of the Halal personnel.

#### 4.2.5 Halal Industry Jobs Related to Industry Revolution 4.0 (Industry 4.0)

Based on FGD findings, as shown in Table 4.11, a total of 10 jobs under the Manufacturing/Production and Services areas are related to Industry 4.0. This is because these job areas are able to be enhanced in terms of decision making, customer behaviour and preference, productivity, minimisation of human errors, hazardous working process or work process that requires a high level of hygiene.

Table 4.11: Halal Industry Jobs Related to Industry Revolution 4.0

No.	JOB AREAS RELATED TO INDUSTRY 4.0	JOB TITLES RELATED TO INDUSTRY 4.0	REASON WHY JOBS ARE RELATED TO INDUSTRY 4.0
1.	Manufacturing/Production	<ul style="list-style-type: none"> <li>• Halal Senior Specialist/Chief Halal Officer</li> <li>• Halal Manager</li> <li>• Halal Assistant Manager</li> <li>• Halal Executive</li> <li>• Halal Supervisor</li> </ul>	Halal jobs in manufacturing/production can be enhanced in terms of productivity, minimisation of human errors, hazardous working process or in work processes that requires a high level of hygiene.
2.	Services	<ul style="list-style-type: none"> <li>• Halal Senior Specialist/Chief Halal Officer</li> <li>• Halal Manager</li> <li>• Halal Assistant Manager</li> <li>• Halal Executive</li> <li>• Halal Supervisor</li> </ul>	Halal jobs in services can be enhanced in terms of analysing customer behaviour, customer preference, thus enabling the personnel to make more customised and accurate decisions in terms of services offered.

The Industry 4.0 technologies applicable to this industry are those that assist in improving the work process in the manufacturing/production industry such as autonomous robots, Augmented Reality, IOT and Cloud Storage. Whereas for services, Big Data Analytics, IOT and Cloud Storage are effective technologies that can assist in analysing customer preferences, enable user customisation and enhance customer satisfaction.

#### 4.2.6 Related Issues and Challenges in the Halal Industry

Based on feedback from the FGD sessions, the Issues and challenges faced by the Halal Industry have been categorised to three main themes: Regional Harmonisation and Competition; Halal Talent; and Collaboration and Cooperation. The survey presented the question items according to these themes with the sub-themes as shown in Table 4.12 till Table 4.14 below.

Table 4.12 shows the top most issues are; lack of understanding of interpretation of Halal elements and its application in different countries, embedding sustainable goals, and overcoming negative views of Halal.

Table 4.12: Issues and Challenges - Regional Harmonisation and Competition

NO.	KEY ISSUES	NUMBER OF RESPONSES
1.	Lack of regional harmonisation on halal standards / regulations.	18
2.	Regional Competition in terms of market price, quality, and innovations.	20
3.	Lack of understanding on interpretation of Halal elements and its application in different countries, region and economic packs.	26
4.	Embedding sustainable goals across product supply and value chain still lacking in less developed countries.	23
5.	User preference of products in the market in terms of Pricing versus Halal Certified and Brands versus Halal Certified.	22
6.	Overcoming negative views of Halal (i.e. slaughtering of animals, Halal compliance requirements to be met by non-Muslim business owners etc.).	25

The negative views and lack of understanding on interpretation of Halal in different countries is due to the different levels of knowledge and beliefs towards Halal practices in countries that are pre dominantly Muslim and non-Muslims, especially in terms of animal welfare during slaughtering. The issue to embed sustainable goals in less developed countries is because these countries would prioritise the economic development of the country as compared to ensuring sustainability that might incur costs or impede development.

Table 4.13 shows that the top three issues are developing talent through good patronage and professionalising the Halal Talent, retention of local manpower and changing Halal Talent competencies.

Table 4.13: Issues and Challenges - Halal Talent

NO.	KEY ISSUES	NUMBER OF RESPONSES
1.	Globalisation of Halal Talent to enable connectivity of local to global Halal supply chain.	25
2.	Developing Halal Talent through good patronage and professionalising the Halal Talent.	28
3.	Retention of local manpower.	27
4.	Manpower skills gap.	21
5.	Changing Halal talent competencies through embedment of emerging technologies like Robotic Process Automation (RPA), Internet of Things (IoT) and block chain to increase Halal integrity and seamless Halal supply chain.	26

The reason for these top three issues is the aspirations of the Halal Industry practitioners that Halal jobs are in the form of positions and not only as functional. This can be seen in the survey respondent's demographics where 42 respondents are at Executive level (Question 3 of the survey), 45 respondents do not have subordinates

(Question 5 of the survey) and 14 of them report to the Manager, 16 report to the Senior Manager, 15 report to the General Manager and 17 respondents report directly to the Directors (Question 4 of the survey). These responses imply that the role of a Halal Executive is considered as a job function in certain organisations and the career path is not structured as they do not have subordinates and there are various lines of reporting in different companies although the majority of the jobs are as Halal Executives. However, there are companies that have a structured career path for Halal personnel, which the industry hopes can be emulated by other companies as well. The retention of local manpower in a way is good for the individual involved as it shows that they are of value and in demand in the industry, whereas for changing Halal competencies, is where the OF plays its role in identifying the competencies currently required by the industry due to technological advancements and global demands.

Table 4.14 shows that the top three issues are regarding the requirement of more effort in gaining government support to improve Halal ecosystem in the respective state/country, limited halal certified raw materials suppliers, lack of Halal product development and lack of supporting industries. The reason for this is the inadequate number of certified Halal companies and the need for the related agencies to identify the industry practitioner's needs in terms of support. The related federal and state agencies should increase the outreach of meeting with Halal Industry companies especially Small Medium Enterprises (SMEs) to identify their constraints in implementing Halal and subsequently offering matching support to these companies.

Table 4.14: Issues and Challenges - Collaboration and Cooperation

<b>NO.</b>	<b>KEY ISSUES</b>	<b>NUMBER OF RESPONSES</b>
1.	Non optimised collaboration between regulators & halal agencies.	18
2.	Requires more effort in gaining government support to improve Halal ecosystem in the respective state/country.	25
3.	Limited halal certified local raw materials suppliers / manufacturers.	22

NO.	KEY ISSUES	NUMBER OF RESPONSES
4.	Lack of Halal product development complying to Shariah protocols.	19
5.	Lack of supporting industries.	19

The recommendations to overcome these issues will be further discussed in Chapter 5 of this report.

### 4.3 Comparative Study Analysis

These comparative study analyses are excerpts from the report by The Global Islamic Economy Indicator, entitled State of the Global Islamic Economy Report 2019/20. This report compares the top performing countries in Islamic Economy Businesses.

#### i) Malaysia

Malaysia continues to strengthen its Ecosystem for Islamic Economy Businesses via world-class regulation, driving new initiatives to accredit halal certifiers worldwide, granting the first Islamic fintech crowdfunding license and launching of a new certification scheme for Muslim friendly hospitality.<sup>20</sup> Trade agreements signed with China and Japan driven by a strong attraction of international businesses at the integral Malaysia World Halal Conference (WHC) and MIHAS event, have strengthened Malaysia's role in international halal trade. Malaysia has also further strengthened its investment ecosystem through an increased focus on the Digital Islamic Economy in the backdrop of bilateral meetings with China, important investments in local halal companies.

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<sup>20</sup> State Of The Global Islamic Economy Report 2019/20 The Global Islamic Economy Indicator

**ii) United Arab Emirates**

The UAE has benefitted from Dubai's Capital of the Islamic Economy initiative, strengthened by numerous trade initiatives, regulatory leadership and robust Islamic finance activity. Against the backdrop of a broader push to develop a leading innovation-driven economy, the UAE has continued to strengthen its Islamic economy ecosystem, positioning itself as a central hub in the trade of Islamic economy products through signing trade and investment agreements with China totalling \$3.4 billion, which includes an agreement to create a \$1 billion food manufacturing and processing facility in Dubai, cooperation agreements with Bosnia and Herzegovina, and the establishment of a dedicated global Halal Trade and Marketing Centre being hosted at Dubai Airport Freezone Authority (DAFZA).<sup>21</sup>

The UAE has also built on its role in halal accreditation through the Emirates International Accreditation Centre (EIAC), spearheading an integrated Arab system for mutual recognition of halal certificates, to boost halal trade across the MENA region. The country has further benefitted from investment activity in Islamic finance, notably through the merger of Abu Dhabi Commercial Bank with Union National Bank and its acquisition of Al Hilal Bank.<sup>22</sup>

**iii) Bahrain**

Bahrain remains a leading global centre of Islamic finance, with Bahrain's finance institutions gaining global scale and prominence, underpinned by a robust drive toward digitization. Bahrain's Islamic financial sector has seen substantial investment and consolidation activity, notably through Mubasher Finance Services' acquisition of a majority stake in Al Safwa Islamic Finance services and Kuwait Finance Houses merger with Al Ahli Bank. Bahrain has also seen a push towards digitization in the Islamic finance sector, underpinned by the launch of Bahrain Fintech Bay in the previous year,

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<sup>21</sup> State Of The Global Islamic Economy Report 2019/20 The Global Islamic Economy Indicator

<sup>22</sup> State Of The Global Islamic Economy Report 2019/20 The Global Islamic Economy Indicator

and in the current year the launch by Bahrain Islamic Bank of the first full-fledged digital bank.

### **Summary of Comparisons**

Malaysia and the UAE continue to lead followed by Bahrain and Saudi Arabia. Meanwhile, Indonesia has seen a substantial rise underpinned by robust initiatives to boost economic growth through developing a dedicated Islamic economy strategy.

Increasing awareness of Muslim consumers on their religious obligations has also contributed to the increasing demand for halal products and services. The demographics of Muslims have undergone significant change in recent years. There is now a wave of religious fervour amongst the rising social class of young, highly educated, savvy and affluent Muslims, who embraces an “Islamic contemporary with global lifestyle.”

This new generation of Muslims favours Western-style products and aspires to a modern lifestyle as they become more integrated into the global economy as consumers, employees, travellers, investors, manufacturers, retailers and traders. This has created a worldwide demand for mainstream products and services that conform to Islamic values. Many are consciously seeking out products with an Islamic brand, with Muslim youth now accounting for 11% of the world’s population.

From a market perspective, the traditional major target markets remain in Asia and the Middle East. However, halal markets in the UK, Europe and the USA will see their roles in the development of the halal market significantly enhanced as they are markets that play defining roles in other markets around the world and will bring halal into the global mainstream.

Figure 4.4 shows the value of the Halal market with the highest being in Central and South America with US\$ 820 billion, followed by the Middle East and Africa with US\$ 155.9 Billion. As the dynamics within the Muslim world change and globalisation trends continue to shape consumers' tastes, habit and spending patterns across the world; it is highly likely that the developing halal markets will have increasingly influential roles in the established markets of the Middle East and Asia particularly by influencing global corporate halal strategies. It is not surprising that the biggest halal food manufacturers and exporters are located in non-Muslim countries like the US, Brazil, Argentina, Australia and China.



Figure 4.4: Value of Halal Market in Selected Regions  
(Source: State of the Global Islamic Economy Report 2019/20)

#### 4.4 Occupational Structure (OS)

The Occupational Structure (OS) can be defined as taxonomy of jobs where similar or related occupations are grouped together according to specific criteria such as common skills and job functions. The OS for the Halal industry has a total of 23 job titles and comprises of three main sub-sectors; Regulatory, Manufacturing/Production and Services. The elaborations for each sub-sector were discussed in the Focus Group Discussion (FGD) sessions and are presented as follows:

- Regulatory

The FGD panel from Regulatory departments in their respective organisations explained that “The personnel in this sub-sector are responsible to ensure the organisation adheres to Halal standards and regulations related to the products or services offered”. This definition specified by the FGD panel coincides with the definition of Regulatory which is “To control an area of business and make sure it is operating fairly (according to official rules or laws)” (Oxford Learner’s Dictionary, n.d<sup>23</sup>). This sub-sector focuses on regulatory personnel in the industry who focuses on Halal compliance. Prior to this OF, the OS for Halal Regulatory personnel in the government sector (i.e. JAKIM) was developed during the research conducted by HDC earlier in June 2019 based on input from officers in JAKIM who attended the FGD workshops for that project (HDC, 2019). The aforesaid OS for Halal Regulatory personnel in the government, focused on enforcement, audit and policies (Refer Annex 7 for details). The previous OS was identified in order to analyse the Halal core competencies. However, it was not included in this OF as the competencies were from a different angle which are enforcement, therefore the competencies would not be common with regulatory personnel in the industry. A separate exercise would be required to confirm the Regulatory enforcement OS and would require a more comprehensive number of Halal enforcement personnel to be involved in the FGD workshop.

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<sup>23</sup> n.d refers to No Date according to the APA 6<sup>th</sup> Edition format

- Manufacturing/Production

This sub-sector accommodates the common job functions related to the Halal Industry for both manufacturing and production based organisations. The difference between manufacturing and production is that production involves the process of converting the resources into finished products where machinery may or may not be used (Oxford Learner's Dictionary, n.d), whereas manufacturing involves processes where machines are used to produce goods (Oxford Learner's Dictionary, n.d). This is further enhanced by input from the FGD panel from Manufacturing departments in their respective organisations. The FGD panel were from food, pharmaceuticals and personal hygiene/consumer products' manufacturing companies and explained that "Manufacturing personnel are responsible to ensure the material, manufacturing process and quality is according to Halal standards and regulations". Whereas, FGD panel from companies that focus on agricultural production such as ruminant and poultry farm production explained that that this is also the job responsibility of personnel in their organisations but the difference is the requirements of raw material and premises in meeting Halal compliance.

However, it must be highlighted that the Halal competencies for personnel in either manufacturing or production are similar, except for industry specific standards, materials used and work processes. Coverage of areas under manufacturing and production are those that meet the above descriptions above for any relevant MSIC 2008 section. This is because the Halal Industry is applicable to any type of manufacturing and production in order to ensure processes and products are Halal Toyibban.

- Services

The FGD panel that were from services based organisations such as hospitality, financial services, logistics services, Food & Beverage (F & B) and hygiene (*sertu*) services, explained that personnel in this sub-sector are responsible to ensure the services offered and premise of the services offered (such as hotel, F

& B outlet etc.) are according to Halal standards and regulations. It must be highlighted that although the jobs at operational level for the various service sectors contribute directly in ensuring the services are Shariah compliant (such as slaughtering and *sertu*), the common competencies for the Halal Industry that require the personnel to ensure the organisation meets Halal Malaysia Certification requirements are at level 3. The competencies at entry level 1-2 should be based on the specific industry's operational activities that meet Halal requirements, but competencies at level 3 should begin to include competencies as stated in the Occupational Descriptions included in this document.

In comparison to the Halal industry OF developed in the year 2017, the Halal Industry OS in Table 4.15 and OAS in Table 4.16 does not specify the sub areas for the sub-sectors (i.e., Sub areas for the manufacturing sub-sector are such as food manufacturing, pharmaceuticals manufacturing etc.) as to allow for scalability and customisation of the Halal Industry OS to be adopted by other industries that wish to have personnel with Halal Industry competencies. This is in light of recent advancements that many other industries, other than the current industries highlighted in the previous Halal Industry OF (HDC, 2017) are looking into ensuring their business products and services meet Halal requirements in order to be more acceptable by Muslim consumers thus enhance marketability. It also allows for job mobility of the Halal Industry personnel so that they will be able to work in other sub areas that require Halal Industry competencies.

The Halal Industry OS was developed based on input in FGD discussions with panel members from various set up of companies such as Multi-National Companies, Local Large Companies, and also Small Medium Enterprises. Therefore, the input was based on various organisational set up. The FGD panel comprised of industry practitioners from different areas under the Halal Industry such as Food Manufacturing, Agriculture Production, Consumer/Personal Hygiene products manufacturing, Pharmaceuticals Manufacturing, Retail, Hospitality, Finance, Food Services, Hygiene services, Consultancy and Training and Regulatory and Development agencies related to Halal.

The OS and OAS were included in the survey conducted in 2019 where the survey respondents were asked on their agreement on the OS and OAS in terms of industry sub-sectors, job areas, job titles and levels of competencies. The survey findings based on responses from 119 survey respondents showed that 88% of the respondents agreed with the OS and 94% of the survey respondents agreed with the OAS. The majority of respondents agreed with the industry sub-sectors, job titles job areas and competency levels for the OS and OAS. Findings from the FGD sessions and industry survey findings in 2019 showed that the level of competency for Halal personnel at level 3 included skills required to support Halal Industry activities, where subsequently they will proceed as Halal Executives at level 4. Higher level positions such as those at level 5 are as Assistant Managers, level 6 as Managers and at level 7 as Halal Chief Executive Officers accommodate for a structure career path for Halal personnel in any organisation. Halal competencies at level 3 focuses on the common Halal competencies required to ensure the organisation complies with Halal and hygiene requirements and the level of work performed is similar to the MOSQF definition of level 3 included in Annex 1 of this report. Job competencies at entry level 1 and 2 should refer the OF and OS for operational level according to the respective industry. This is because the Halal OS is unique in comparison to the OS of other industries as it does not dictate the entry level competencies for jobs in other industries, the Halal OS serves more as reference of the competencies that should be embedded in existing jobs of various industries. The overall aspiration of the industry practitioners is to up-skill personnel in Halal businesses in order to ensure their products or services are Halal Toyibban plus to further enhance their skills in obtaining Halal certification that would allow wider recognition of their products or services, thus increase marketability.

In the year 2020, a follow up industry survey was conducted to gauge the industry's views on the job levels of competency that exist in the Halal Industry.

Figure 4.5 shows the results of the survey’s Question 1 in regards to the job positions that require Halal Personnel Competencies. This survey question allowed respondents to provide multiple responses for the various levels. It can be seen that a majority of respondents answered at Executive Level which is at Level 5 with 19 respondents and Manager (Technical) with 11 respondents. Following this was 12 respondents selecting Level 3 as requiring Halal Personnel Competencies, 8 respondents selecting Level 2 and 9 respondents selecting Level 1.

1. Please tick the job position/designation in your company that requires Halal Personnel competencies.

36 responses

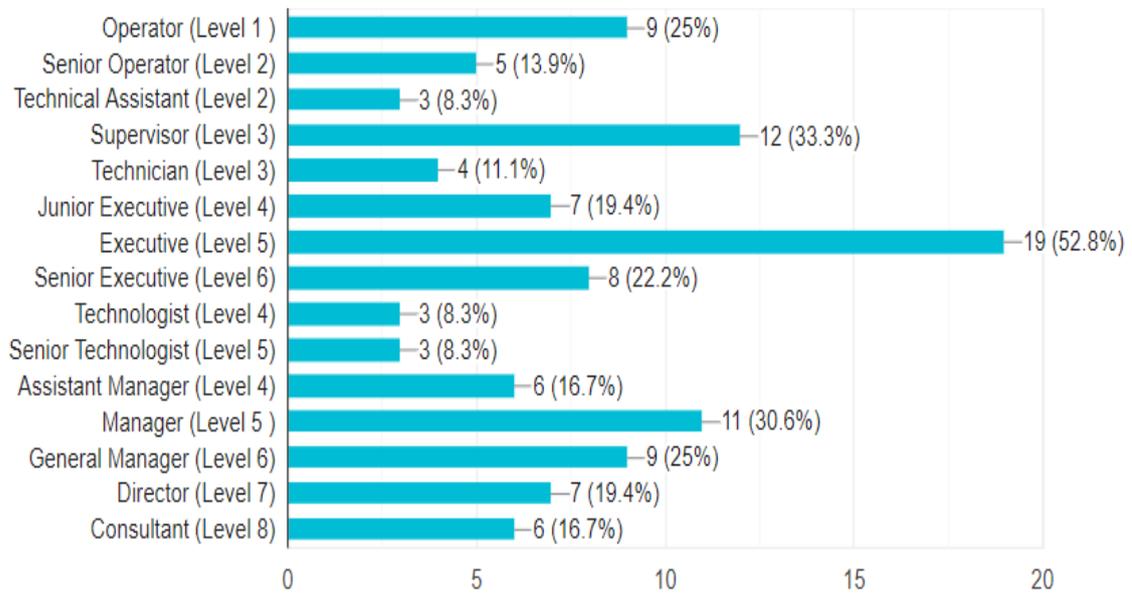


Figure 4.5: Results of Follow Up Survey for OS Entry Level (Question 1: Job Positions that require Halal Personnel Competencies).

Figure 4.6 shows the responses for Question 2 which asked the respondent's ranking of agreement on the survey items listed such as elaborated below. In regards to the items asking the respondents on agreement with the OS sub-sectors, 9 respondents agreed; 8 respondents agreed that the generic job positions were suitable; 15 respondents agreed that the competency levels are suitable; 7 respondents agreed with the entry level starting at level 1; 5 respondents agreed with the entry level starting at level 2; and 12 respondents agreed with the entry level starting at level 3. This shows that there are jobs in the Halal Industry that exist from level 1. The reason for this is because the Halal Industry covers a wide range of industries including those that have personnel related to Halal work activities at operational level. The companies that stated they have workers at Level 1 were companies with business activities that were focused on agriculture, food manufacturing, logistics and hospitality.

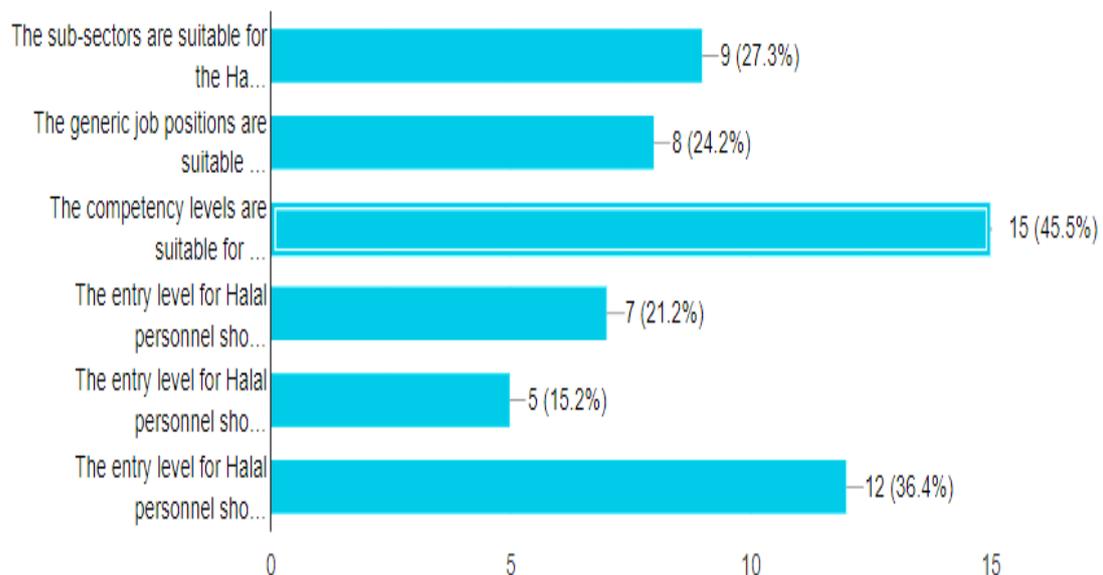


Figure 4.6: Results of Follow-up Survey for OS Entry Level (Question 2: Agreement with Halal Industry Occupational Framework)

This is reflected in the OS shown in Table 4.15. Level 1 and 2 focuses on operations, level 3 focuses on Halal matters' operation support, the personnel at level 4 will be responsible to ensure the organisation adheres to requirements stipulated by JAKIM. The jobs at level 5 and 6 as Assistant Managers and Managers show the career

progression and advancement of Halal competencies in terms of coordinating and managing Halal requirements are met. The top most level of competency which is at level 7 is as a Chief Halal Officer or Halal Senior Specialist who possess overall competencies required to strategise the Halal matters of the company and contribute to the industry as a whole.

Figure 4.7 shows the results for Question 3 that asks the survey respondents if they agree with the proposed OS for the Halal Industry, 77 % Agree, whereas 23 % do not agree. Those who did not agree include those that selected the answer of Level 1 and 2 as entry levels for the OS.

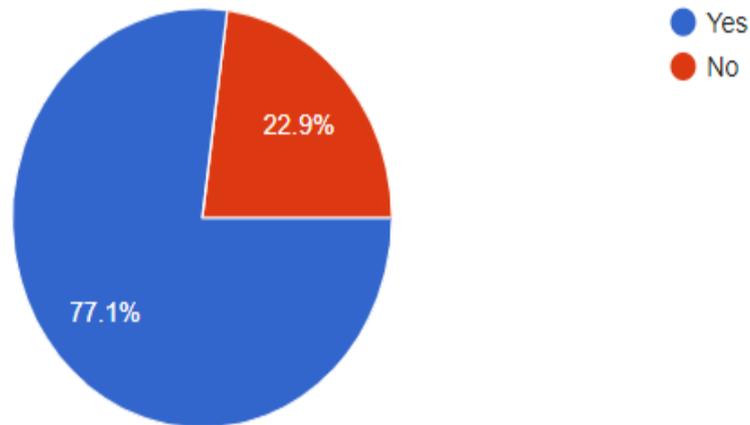


Figure 4.7: Results of Follow-up Survey for OS Entry Level (Question 3: Agreement with Halal Industry Occupational Framework)

The findings of both surveys have been synthesised and shown in Table 4.15. The OS shows the career path and which of the jobs are considered as critical job titles. Critical jobs are defined as: Sought after (in demand – occupation hard to fill), Strategic to the Halal industry and Skilled (require specific skill experience). Table 4.15 shows that there is a total of 23 job titles. The job areas of Halal personnel are shown in the OAS in Table 4.16 where the job scope for personnel involved in Halal activities for manufacturing operations level or services operations at level 1 and 2 is according to the specific industry, then at level 3 is Halal operation support, at level 4 is Halal technical

coordination, level 5 Halal coordination, level 6 is Halal management and at level 7 is Halal strategic management.

Table 4.17 summarises that from the total of 23 job titles, a total of 16 job titles have been identified as critical for three job areas which are Regulatory, Manufacturing/Production and Services. Whereas jobs relevant to Industry 4.0 identified by the FGD panels were 12 job titles for areas under Manufacturing/Production and Services.

Table 4.15: Halal Industry Occupational Structure (OS)

Industry Sector	HALAL INDUSTRY			
Sub-sector	Regulatory (Industry)		Manufacturing / Production	Services
Level/ Sub-sector	Internal Audit	Compliance & Quality		
<b>L8</b>	N/A	N/A	N/A	N/A
<b>L7</b>	Chief Halal Officer (CHO) /Halal Specialist***			
<b>L6</b>	Halal Senior Auditor	Halal Compliance Manager*	Halal Manager ***	Halal Manager ***
<b>L5</b>	Halal Auditor	Halal Compliance Assistant Manager*	Halal Assistant Manager***	Halal Assistant Manager***
<b>L4</b>	Halal Assistant Auditor	Halal Compliance Executive*	Halal Executive***	Halal Executive***
<b>L3</b>	N/A	Halal Compliance Supervisor*	Halal Supervisor***	Halal Supervisor***
<b>L2</b>	N/A	N/A	Manufacturing/Production Senior Operator	Services Senior Operator
<b>L1</b>	N/A	N/A	Manufacturing/Production Operator	Services Operator

\*Critical Jobs

\*\* Jobs Relevant to Industry Revolution 4.0

\*\*\* Critical Job and Industry Revolution 4.0

Table 4.16: Halal Industry Occupational Area Structure (OAS)

<b>Industry /Sector</b>	<b>HALAL INDUSTRY</b>			
<b>Sub-sector</b>	<b>Regulatory (Industry)</b>		<b>Manufacturing/ Production</b>	<b>Services</b>
<b>Level/ Area</b>	<b>Internal Audit</b>	<b>Compliance &amp; Quality</b>		
<b>L8</b>	N/A	N/A	N/A	N/A
<b>L7</b>	Halal Strategic Management			
<b>L6</b>	Halal Regulatory Management		Halal Manufacturing/Production Technical Management	Halal Services Technical Management
<b>L5</b>	Halal Regulatory Coordination		Halal Manufacturing/Production Technical Coordination	Halal Services Technical Coordination
<b>L4</b>	Halal Regulatory Operation		Halal Manufacturing/Production Operation	Halal Services Operation
<b>L3</b>	N/A	Halal Regulatory Operation Support	Halal Manufacturing/Production Operation Support	Halal Services Operation Support
<b>L2</b>	N/A	N/A	Manufacturing/Production Operation	Services Operation
<b>L1</b>	N/A	N/A		

Table 4.17: Summary of Job Titles

No	Job Area	Level								Total Identified Job Titles	Total Critical Job Titles	Total Job Titles relevant to Industry 4.0
		1	2	3	4	5	6	7	8			
1	Regulatory (Internal Audit)	N/A	N/A	N/A	1	1	1	1	N/A	4	1	1
2	Regulatory (Compliance & Quality)	N/A	N/A	1	1	1	1	1	N/A	5	5	1
3	Manufacturing/Production	1	1	1	1	1	1	1	N/A	7	5	5
4	Services	1	1	1	1	1	1	1	N/A	7	5	5
<b>Grand Total of Identified Job Titles</b>										<b>23</b>	<b>16</b>	<b>12</b>

N/A – Not Available

## 4.5 Occupational Responsibility

This section provides the detailed occupational responsibilities for each job title identified in the OS. This list will be used as reference when developing the NOSS for the Halal Industry. The actual tasks for each job identified in this OF may include, but are not limited to the occupational responsibilities listed in this section. Details of occupational responsibilities for each job title are shown in Table 4.18 below.

Table 4.18: List of Responsibilities for Halal Industry Regulatory Area (1 of 2)

AREA	Regulatory (Industry) – Internal Audit	Regulatory (Industry) – Compliance & Quality
<b>LEVEL 8</b>	Not Available	Not Available
<b>LEVEL 7</b>	<p><b><u>Chief Halal Officer (CHO)</u></b></p> <ol style="list-style-type: none"> <li>1) Strategise response and adopts proactive approaches towards any threats (i.e.: social media postings) that will impact/jeopardize company’s positioning and reputation among stakeholders</li> <li>2) Establish Halal governance</li> <li>3) Lead halal management committee</li> <li>4) Imbed Halal integrity within company policy</li> <li>5) Endorse yearly master operational plan/activities (auditing, new application, renewal, training etc.)/halal budget</li> <li>6) Member in crisis management team</li> </ol>	<p><b><u>Chief Halal Officer (CHO)</u></b></p> <ol style="list-style-type: none"> <li>1) Strategise response and adopts proactive approaches towards any threats (i.e.: social media postings) that will impact/jeopardize company’s positioning and reputation among stakeholders</li> <li>2) Establish Halal governance</li> <li>3) Lead halal management committee</li> <li>4) Imbed Halal integrity within company policy</li> <li>5) Endorse yearly master operational plan/activities (auditing, new application, renewal, training etc.)/halal budget</li> <li>6) Member in crisis management team</li> </ol>

AREA	Regulatory (Industry) – Internal Audit	Regulatory (Industry) – Compliance & Quality
	<ul style="list-style-type: none"> <li>7) Represent the company and industry at national/global level on Halal matters</li> <li>8) Determine Halal Policy and decision making protocol on Halal matters</li> <li>9) Vet and approve any external communication related to Halal matters</li> <li>10) Strategize Halal initiative</li> <li>11) Plan strategic communication program</li> <li>12) Plan liaison activities</li> <li>13) Strategise crisis management procedure/action plan for Halal matters</li> <li>14) Exhibit industry expertise in halal standards development, talent development, technology initiatives, suitable value systems to sustain corporate positioning in Halal industry</li> <li>15) Demonstrate Halal Code of Ethics</li> <li>16) Lead stakeholders' management with all related agencies, suppliers/vendors and parties in the Halal industry</li> </ul>	<ul style="list-style-type: none"> <li>7) Represent the company and industry at national/global level on Halal matters</li> <li>8) Determine Halal Policy and decision making protocol on Halal matters</li> <li>9) Vet and approve any external communication related to Halal matters</li> <li>10) Strategize Halal initiative</li> <li>11) Plan strategic communication program</li> <li>12) Plan liaison activities</li> <li>13) Strategise crisis management procedure/action plan for Halal matters</li> <li>14) Exhibit industry expertise in halal standards development, talent development, technology initiatives, suitable value systems to sustain corporate positioning in Halal industry</li> <li>15) Demonstrate Halal Code of Ethics</li> <li>16) Lead stakeholders' management with all related agencies, suppliers/vendors and parties in the Halal industry</li> </ul>
<b>LEVEL 6</b>	<p data-bbox="427 1153 719 1182"><b><u>Halal Senior Auditor</u></b></p> <ul style="list-style-type: none"> <li>1) Identify effective halal auditing approach</li> <li>2) Review audit programme</li> <li>3) Review audit implementation effectiveness</li> </ul>	<p data-bbox="1238 1153 1621 1182"><b><u>Halal Compliance Manager</u></b></p> <ul style="list-style-type: none"> <li>1) Plan and execute advocacy strategy</li> <li>2) Strategise communication on Halal matters to all relevant internal stakeholders</li> </ul>

AREA	Regulatory (Industry) – Internal Audit	Regulatory (Industry) – Compliance & Quality
	<ul style="list-style-type: none"> <li>4) Verify adequacy of preventive and corrective action plan</li> <li>5) Communicate halal auditing effectiveness assessment activities</li> <li>6) Improve Audit Process</li> <li>7) Assess Halal auditor performance</li> </ul>	<ul style="list-style-type: none"> <li>3) Collaborate with other parties in public affairs engagement</li> <li>4) Assess effectiveness of overall MHMS implementation</li> <li>5) Validate of halal risk assessment procedure</li> <li>6) Verify halal risk assessment action plan</li> <li>7) Mentor internal Halal coach</li> <li>8) Align recommendation made to address Halal operation related issues with stakeholders</li> <li>9) Direct implementation of action plan to address Halal operation related issues</li> <li>10) Collaborate with crisis management team</li> <li>11) Approve SOP to define processes, roles and responsibilities of all related stakeholders based on MHMS</li> <li>12) Approve compliance assessment of products/services to applicable standards and regulations</li> </ul>
<b>LEVEL 5</b>	<p><b><u>Halal Auditor</u></b></p> <ul style="list-style-type: none"> <li>1) Specify audit activities requirement</li> <li>2) Assess halal auditor personnel’s requirement</li> <li>3) Assess resources requirements</li> <li>4) Plan audit activities</li> <li>5) Manage halal audit plan and implementation</li> <li>6) Determine scope of audit</li> </ul>	<p><b><u>Halal Compliance Assistant Manager</u></b></p> <ul style="list-style-type: none"> <li>1) Develop advocacy strategy</li> <li>2) Communicate Halal matters to all relevant internal stakeholders</li> <li>3) Assist in public affairs engagement</li> <li>4) Validate response activities internally in regards to non-conformance</li> </ul>

AREA	Regulatory (Industry) – Internal Audit	Regulatory (Industry) – Compliance & Quality
	<ul style="list-style-type: none"> <li>7) Recommend corrective and preventive action plan requirement</li> <li>8) Coach relevant stakeholders</li> <li>9) Assess assistant Halal auditor performance</li> </ul>	<ul style="list-style-type: none"> <li>5) Verify adequacy of response activities to authorities in regards to non-conformance</li> <li>6) Develop halal risk assessment procedure and action plan</li> <li>7) Validate completeness of documentation for Halal Malaysia Certification application</li> <li>8) Manage internal Halal coaching</li> <li>9) Escalate recommendation to address Halal operation related issues to stakeholders</li> <li>10) Manage implementation of action plan to address Halal operation related issues</li> <li>11) Assist crisis management team</li> <li>12) Develop SOP to define processes, roles and responsibilities of all related stakeholders based on MHMS</li> <li>13) Conduct compliance assessment of products/services to applicable standards and regulations</li> <li>14) Verify final product complies with regulations and quality standards</li> </ul>
<b>LEVEL 4</b>	<p><b><u>Halal Assistant Auditor</u></b></p> <ul style="list-style-type: none"> <li>1) Coordinate pre-audit meeting</li> <li>2) Prepare audit tools</li> <li>3) Coordinate audit Opening meeting</li> <li>4) Carry out documentation audit</li> </ul>	<p><b><u>Halal Compliance Executive</u></b></p> <ul style="list-style-type: none"> <li>1) Verify compliance of company’s product/service and activities to all applicable Halal standards and regulations</li> <li>2) Coordinate response activities internally in regards to</li> </ul>

AREA	Regulatory (Industry) – Internal Audit	Regulatory (Industry) – Compliance & Quality
	5) Carry out on-site audit 6) Prepare audit findings report 7) Carry out audit closing meeting 8) Conduct follow up halal audit 9) Conduct communication and investigative inquiry i.e., probing	non-conformance 3) Conduct response activities to authorities in regards to non-conformance 4) Conduct risk assessment procedure and action plan 5) Monitor performance data of halal related vendors 6) Assess evidences on Halal operation related issues and prepare recommendation 7) Coordinate implementation of action plan to address Halal operation related issues 8) Execute halal crisis management procedure/action plan 9) Conduct internal Halal coaching 10) Communicate Halal and product regulatory requirements to all relevant internal stakeholders 11) Ensure final product complies with regulations and quality standards 12) Identify area for Halal regulatory advocacy 13) Participate in halal regulatory advocacy 14) Assist in conducting compliance assessment of products/services to applicable standards and regulations
<b>LEVEL 3</b>	No Level	<b><u>Halal Compliance Supervisor</u></b> 1) Coordinate application process/activities according to schedule 2) Assist in communicating Halal standards requirements to

AREA	Regulatory (Industry) – Internal Audit	Regulatory (Industry) – Compliance & Quality
		stakeholders 3) Assist in developing Halal SOP 4) Assist in engagement with halal regulatory bodies and relevant authorities 5) Compile documentation to meet submission requirements for Halal Malaysia Certification process 6) Assist internal audit procedure/action plan 7) Assist in Continuous Improvement Activities/Increase Quality 8) Administer company’s MYeHALAL application 9) Assist Internal Halal Committee (IHC) during Halal site inspection internal / external (authority/vendor) 10) Assist in developing company’s Halal Management System according to MHMS 11) Assist in updating latest Halal documentation (new certificate) 12) Assist in internal halal coaching 13) Highlight Halal operation related issues and provide related evident to superior
<b>LEVEL 2</b>	No Level	No Level
<b>LEVEL 1</b>	No Level	No Level

Table 4.19: List of Responsibilities for Halal Industry (2 of 2)

AREA	Manufacturing / Production	Services
<b>LEVEL 8</b>	Not Available	Not Available
<b>LEVEL 7</b>	<p><b><u>Chief Halal Officer (CHO)</u></b></p> <ol style="list-style-type: none"> <li>1) Strategise response and adopts proactive approaches towards any threats (i.e.: social media postings) that will impact/jeopardize company's positioning and reputation among stakeholders</li> <li>2) Establish Halal governance</li> <li>3) Lead halal management committee</li> <li>4) Imbed Halal integrity within company policy</li> <li>5) Endorse yearly master operational plan/activities (auditing, new application, renewal, training etc.)/halal budget</li> <li>6) Member in crisis management team</li> <li>7) Represent the company and industry at national/global level on Halal matters</li> <li>8) Determine Halal Policy and decision making protocol on Halal matters</li> <li>9) Vet and approve any external communication related to Halal matters</li> <li>10) Strategize Halal initiative</li> <li>11) Plan strategic communication program</li> <li>12) Plan liaison activities</li> </ol>	<p><b><u>Chief Halal Officer (CHO)</u></b></p> <ol style="list-style-type: none"> <li>1) Strategise response and adopts proactive approaches towards any threats (i.e.: social media postings) that will impact/jeopardize company's positioning and reputation among stakeholders</li> <li>2) Establish Halal governance</li> <li>3) Lead halal management committee</li> <li>4) Imbed Halal integrity within company policy</li> <li>5) Endorse yearly master operational plan/activities (auditing, new application, renewal, training etc.)/halal budget</li> <li>6) Member in crisis management team</li> <li>7) Represent the company and industry at national/global level on Halal matters</li> <li>8) Determine Halal Policy and decision making protocol on Halal matters</li> <li>9) Vet and approve any external communication related to Halal matters</li> <li>10) Strategize Halal initiative</li> <li>11) Plan strategic communication program</li> <li>12) Plan liaison activities</li> </ol>

AREA	Manufacturing / Production	Services
	13) Strategise crisis management procedure/action plan for Halal matters 14) Exhibit industry expertise in halal standards development, talent development, technology initiatives, suitable value systems to sustain corporate positioning in Halal industry 15) Demonstrate Halal Code of Ethics 16) Lead stakeholders' management with all related agencies, suppliers/vendors and parties in the Halal industry	13) Strategise crisis management procedure/action plan for Halal matters 14) Exhibit industry expertise in halal standards development, talent development, technology initiatives, suitable value systems to sustain corporate positioning in Halal industry 15) Demonstrate Halal Code of Ethics 16) Lead stakeholders' management with all related agencies, suppliers/vendors and parties in the Halal industry
<b>LEVEL 6</b>	<u><b>Halal Manager</b></u>  1) Articulate scientific/technology/manufacturing processes fundamental 2) Ensure compliance to Halal and Shariah requirement ([industry (diff. authorities) & Halal Malaysia Certification (JAKIM)] 3) Synthesize new/improvement to existing SOP 4) Plan strategic communication program 5) Plan liaison activities 6) Exhibit industry expertise in halal standards development 7) Demonstrate Halal Code of Ethics 8) Participate in high level halal initiative 9) Lead Halal matters	<u><b>Halal Manager</b></u>  1) Oversee and verify Halal related processes according to SOP and standards 2) Oversee and verify risk management plan 3) Oversee and verify regulatory procedures development 4) Validate all the related Halal matters and report to top management 5) Plan public relationship and corporate affairs communication 6) Plan customer service management and marketing & sales

AREA	Manufacturing / Production	Services
	<ul style="list-style-type: none"> <li>10) Demonstrate business acumen</li> <li>11) Adhere to corporate direction/strategy</li> <li>12) Strategise latest halal related technology applications</li> <li>13) Plan advance implementation of scientific/technical/operation/ process</li> <li>14) Implement Halal &amp; Shariah requirement.</li> <li>15) Validate related SOP execution.</li> <li>16) Conduct strategic communication program</li> <li>17) Plan Liaison activities</li> <li>18) Advocacy of related Halal matters</li> <li>19) Manage crisis management procedure/action plan</li> <li>20) Manage risk management procedure/action plan</li> <li>21) Manage internal audit procedure/action plan</li> <li>22) Manage regulatory procedure/action plan [(industry (different authorities) &amp; Halal (JAKIM)]</li> <li>23) Ensure implementation of Halal Code of Ethics</li> <li>24) Coach and lead Halal matters (related to all competency) Suggestion : Coach, Training &amp; Mentoring</li> <li>25) Exercise business acumen</li> <li>26) Validate on corrective action on halal audit finding</li> <li>27) Ensuring execution of halal training plan.</li> <li>28) Evaluate &amp; review training progress &amp; effectiveness</li> <li>29) Manage, update record and database</li> <li>30) Keeping abreast/evaluate/proposed latest halal related technology applications</li> </ul>	

AREA	Manufacturing / Production	Services
	31) design, propose & review training module 32) Perform evaluation and appraisal of subordinate 33) Report to top management and authorities	
<b>LEVEL 5</b>	<p><b><u>Halal Assistant Manager</u></b></p> 1) Implement scientific/technical/operation/ process fundamental 2) Negotiation in bringing others together and trying to reconcile differences 3) Implement Halal & Shariah fundamentals 4) Develop, monitor & review SOP 5) Conduct strategic communication program 6) Facilitate liaison activities 7) Strategise company direction in ensuring Halal compliance and effective Halal management system 8) Ensure implementation of Halal Code of Ethics 9) Coach and lead Halal matters (related to all competency) Suggestion: Coach, Training & Mentoring 10) Exercise business acumen 11) Assist to plan & schedule halal audit activity 12) Plan & schedule halal training program 13) Analyse & summarise audit findings 14) Evaluate & review training progress & effectiveness 15) Manage, update record and database 16) Keeping abreast/evaluate/proposed latest halal related	<p><b><u>Halal Assistant Manager</u></b></p> 1) Implement work process fundamentals 2) Negotiation in bringing others together and trying to reconcile differences 3) Implement Halal & Shariah fundamentals 4) Develop, monitor & review SOP 5) Conduct strategic communication program 6) Facilitate liaison activities 7) Strategise company direction in ensuring Halal compliance and effective Halal management system 8) Ensure implementation of Halal Code of Ethics 9) Coach and lead Halal matters (related to all competency) Suggestion: Coach, Training & Mentoring 10) Exercise business acumen 11) Assist to plan & schedule halal audit activity 12) Plan & schedule halal training program 13) Analyse & summarise audit findings 14) Evaluate & review training progress & effectiveness 15) Manage, update record and database 16) Assist to design, propose & review training module 17) Perform evaluation and appraisal of subordinate

AREA	Manufacturing / Production	Services
	<p>technology applications</p> <p>17) Assist to design, propose &amp; review training module</p> <p>18) Perform evaluation and appraisal of subordinate</p>	<p>18) Review the performance of HAS implementation</p> <p>19) Analyse records for any activities in their services offered</p> <p>20) Plan field work changes based on client requirements</p>
<b>LEVEL 4</b>	<p><b><u>Halal Executive</u></b></p> <p>1) Coordinate Sertu activities</p> <p>2) Coordinate MHMS activities</p> <p>3) Verify compliance of company's product/service and activities to all applicable Halal standards and regulations</p> <p>4) Coordinate response activities internally in regards to non-conformance</p> <p>5) Conduct response activities to authorities in regards to non-conformance</p> <p>6) Conduct risk assessment procedure and action plan</p> <p>7) Monitor performance data of halal related vendors</p> <p>8) Assess evidences on Halal operation related issues and prepare recommendation</p> <p>9) Coordinate implementation of action plan to address Halal operation related issues</p> <p>10) Execute halal crisis management procedure/action plan</p> <p>11) Conduct internal Halal coaching</p> <p>12) Communicate Halal and product regulatory requirements to all relevant internal stakeholders</p>	<p><b><u>Halal Executive</u></b></p> <p>1) Coordinate Sertu activities</p> <p>2) Coordinate MHMS activities</p> <p>3) Verify compliance of company's product/service and activities to all applicable Halal standards and regulations</p> <p>4) Coordinate response activities internally in regards to non-conformance</p> <p>5) Conduct response activities to authorities in regards to non-conformance</p> <p>6) Conduct risk assessment procedure and action plan</p> <p>7) Monitor performance data of halal related vendors</p> <p>8) Assess evidences on Halal operation related issues and prepare recommendation</p> <p>9) Coordinate implementation of action plan to address Halal operation related issues</p> <p>10) Execute halal crisis management procedure/action plan</p> <p>11) Conduct internal Halal coaching</p> <p>12) Communicate Halal and product regulatory requirements to all relevant internal stakeholders</p>

AREA	Manufacturing / Production	Services
	13) Ensure final product complies with regulations and quality standards 14) Identify area for Halal regulatory advocacy 15) Participate in halal regulatory advocacy 16) Assist in conducting compliance assessment of products/services to applicable standards and regulations	13) Ensure final product complies with regulations and quality standards 14) Identify area for Halal regulatory advocacy 15) Participate in halal regulatory advocacy 16) Assist in conducting compliance assessment of products/services to applicable standards and regulations 17) Implement HAS including management of the records of any related work activities in the service offered
<b>LEVEL 3</b>	<u><b>Halal Supervisor</b></u>  1) Interpret scientific/technical/operation/process fundamental knowledge 2) Assist in performing Sertu activities 3) Update daily activities highlighting Halal operation related issues and providing recommendation to Halal Executive/IHC/Immediate superior 4) Coordinate application process/activities according to schedule 5) Assist in communicating Halal standards requirements to stakeholders 6) Assist in developing Halal SOP 7) Assist in engagement with halal regulatory bodies and relevant authorities 8) Compile documentation to meet submission	<u><b>Halal Supervisor</b></u>  1) Execute field work from beginning to the end process 2) Perform inspection based on HAS requirement and Shariah fundamental 3) Supervise and coordinate activities of workers 4) Update daily activities highlighting Halal operation related issues and providing recommendation to Halal Executive/IHC/Immediate superior 5) Coordinate application process/activities according to schedule 6) Assist in engagement with halal regulatory bodies and relevant authorities 7) Compile documentation to meet submission requirements for Halal Malaysia Certification process 8) Assist internal audit procedure/action plan

AREA	Manufacturing / Production	Services
	requirements for Halal Malaysia Certification process 9) Assist internal audit procedure/action plan 10) Assist in Continuous Improvement Activities/Increase Quality 11) Administer company's MYeHALAL application 12) Assist Internal Halal Committee (IHC) during Halal site inspection internal / external (authority/vendor) 13) Assist in developing company's Halal Management System according to MHMS 14) Assist in updating latest Halal documentation (new certificate) 15) Assist in internal halal coaching 16) Highlight Halal operation related issues and provide related evident to superior	9) Assist in Continuous Improvement Activities/Increase Quality 10) Administer company's MYeHALAL application 11) Assist Internal Halal Committee (IHC) during Halal site inspection internal / external (authority/vendor) 12) Assist in developing company's Halal Management System according to MHMS 13) Assist in updating latest Halal documentation (new certificate) 14) Assist in internal halal coaching 15) Highlight Halal operation related issues and provide related evident to superior
<b>LEVEL 2</b>	Refer specific industry	Refer specific industry
<b>LEVEL 1</b>	Refer specific industry	Refer specific industry

#### 4.6 Mapping of OS versus Available NOSS

This section provides the mapping between the Halal Industry OS and existing NOSS. A total of 12 existing NOSS are identified and mapped onto the Halal Industry OS. Table 4.20 shows the mapping between the existing NOSS and Halal Industry OS. The Halal OS sub-sector of Regulatory (Industry) can be mapped to the HI-010-4/5:2013 Halal Audit Management (30-12-2013) and HI-012-3/4/5:2016 Halal Management (Manufacturing) (24-05-2016) NOSS. Whereas the Manufacturing/Production sub-sectors can be mapped to the AF-070-2/3/4/5:2012 Abattoir Management (05-04-2012) and C101-001-2/3/4/5:2017 Halal Poultry Slaughterhouse Management (21-08-2017) NOSS. The NOSS for HI-012-3/4/5:2016 Halal Management (Manufacturing) has been reviewed in the year 2020 and approved in November 2020 to be known as M749-004-3/4/5:2020 Halal Operation Supervision/Administration/Management. However, it is not included in the mapping below as it has not yet been listed in the latest NOSS registry at the point of writing. The current NOSS registry that is referred in this document is the NOSS Registry September 2020.

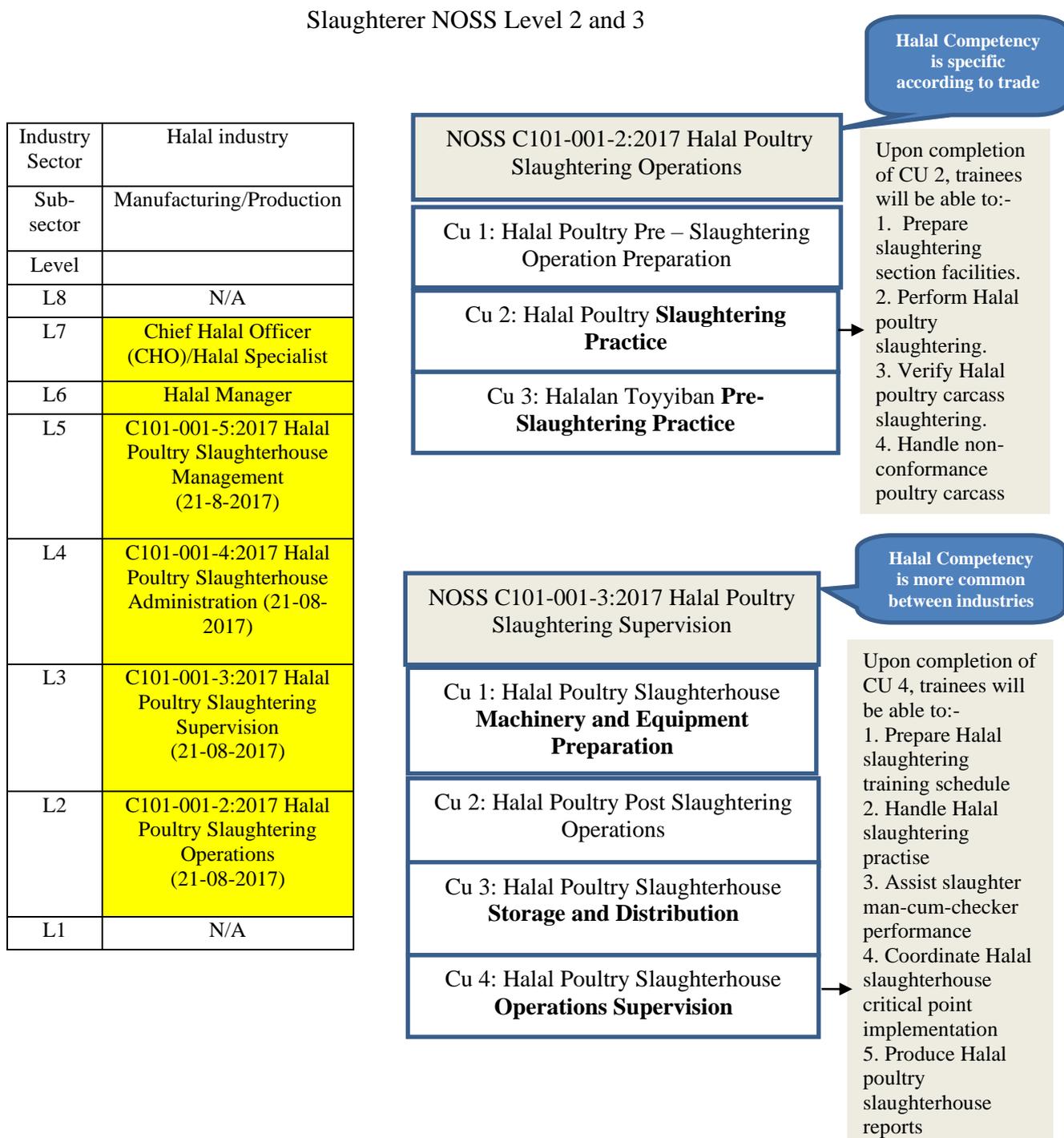
For NOSS that start at level 1 and 2, it is acknowledged by this research that these levels of personnel/workers contribute in ensuring Shariah compliant products and services where their job focuses on operational work that is very specific to their respective industries. This Halal OF focuses on the common Halal Industry competencies, where it has been agreed upon by FGD panel, survey respondents and OF Technical Evaluation panel that common Halal competencies are at level 3. This does not limit the jobs of any relevant industry to start at level 3, therefore the entry level still refers to the respective industry requirements for industries that may start at level 1 and 2. Competencies at level 1 and 2 contribute to Halal Industry activities at operational level.

Table 4.20: Mapping OS versus NOSS Available

<b>Industry Sector</b>	<b>HALAL INDUSTRY</b>			
<b>Sub-sector</b>	<b>Regulatory (Industry)</b>		<b>Manufacturing / Production</b>	<b>Services</b>
<b>Level/ Sub-sector</b>	<b>Internal Audit</b>	<b>Compliance &amp; Quality</b>		
<b>L8</b>	N/A	N/A	N/A	N/A
<b>L7</b>	Chief Halal Officer (CHO) /Halal Specialist			
<b>L6</b>	Halal Senior Auditor	Halal Compliance Manager	Halal Manager	Halal Manager
<b>L5</b>	HI-010-5:2013 Halal Audit Management (30-12-2013)	HI-012-5:2016 Halal Management (Manufacturing) (24-05-2016)	AF-070-5:2012 Abattoir Management (05-04-2012)	Halal Assistant Manager
			C101-001-5:2017 Halal Poultry Slaughterhouse Management (21-08-2017)	
<b>L4</b>	HI-010-4:2013 Halal Audit Administration (30-12-2013)	HI-012-4:2016 Halal Administration (Manufacturing) (24-05-2016)	AF-070-4:2012 Abattoir Management (05-04-2012)	Halal Executive
			C101-001-4:2017 Halal/ Halal Poultry Slaughterhouse Administration (21-08-2017)	
<b>L3</b>	N/A	HI-012-3:2016 Halal Operation (Manufacturing) (24-05-2016)	AF-070-3:2015 Abattoir Ruminant Supervision (25-10-10)(31-03-2015)	Halal Supervisor
			C101-001-3:2017 Halal Poultry Slaughtering Supervision (21-08-2017)	
<b>L2</b>	N/A	N/A	AF-070-2:2015 Abattoir Ruminant Handling (25-10-10)(31-03-2015)	Senior Operator
			C101-001-2:2017 Halal Poultry Slaughtering Operations (21-08-2017)	
<b>L1</b>	N/A	N/A	Operator	Operator

The list of Competency Units (CU) for the Halal Poultry Slaughtering Operations NOSS C101-001-2:2017 at Level 2 and Halal Poultry Slaughtering Supervision NOSS C101-001-3:2017 at Level 3 were analysed and it is apparent that the CU at level 2 is specific according to the slaughterer job scope, whereas the CU at level 3 are competencies more common for the Halal personnel in various industries. Figure 4.8 shows the graphic representation of the analysis of Halal CU in the existing NOSS.

Figure 4.8: Analysis and comparison between Competency Units in the Slaughterer NOSS Level 2 and 3



#### **4.7 Occupational Description (OD)**

An Occupational Description (OD) is a broad, general, and written statement of a specific job, based on the findings of a job analysis. It generally includes duties, purpose, responsibilities, scope, and working conditions of a job according to the job title, and the name or designation of the person to whom the employee reports. There are 23 job titles currently identified for the Halal Industry. The Occupational Descriptions (OD) are provided in Annex 7 for jobs at level 3 and above. The OD for jobs at level 1 and 2 should be based on the respective industry's operational job scope.

#### **4.8 Conclusion**

Based on the discussions with panel members during the development workshops, the OS of the industry is produced in this chapter. The OS provides information of the competency or job areas applicable to the industry, and the skill level of the different job titles, according to the MOSQF Level Descriptors, and the available career paths.

The jobs and skills in demand, and the specific steps proposed to be taken by various parties to bridge the skills gaps are elaborated so that the parties concerned could take the necessary steps to overcome such challenges.

## **CHAPTER 5: DISCUSSION, RECOMMENDATION AND CONCLUSION**

### **5.1 Discussion**

Based on the findings obtained from the Occupational Framework analysis on the Halal Industry, there have been identified a total of 4 job areas, 23 job titles, 16 critical jobs and 12 jobs that are related to Industry 4.0. The job titles identified require a holistic view in development of standard, skills training and also certification for recognition. If the competency requirements are documented in NOSS format, the personnel in these areas will obtain a more structured skills training and will also enable personnel who are experienced and skilled to be certified.

Due to the unique nature of the Halal Industry that cuts across several industry areas, there have been various areas of discussion that have been looked into throughout this OF research. These areas of discussion include:

- Steps to adapt the Halal Industry OS and OD to fit into any related industry;
- The impact of the generic Halal Industry OF to current NOSS and training; and
- Development of Halal Industry related NOSS.

This section will elaborate on these areas of discussion where the relevant recommendations are presented in the following section.

### i. Steps to adapt the Halal Industry OS to fit into any related industry

Previous research on the development of the Halal OF conducted by HDC in June 2019 produced a flowchart as a guide for parties wishing to adapt the Halal OS for their respective industries. The flowchart is shown below in Figure 5.1.

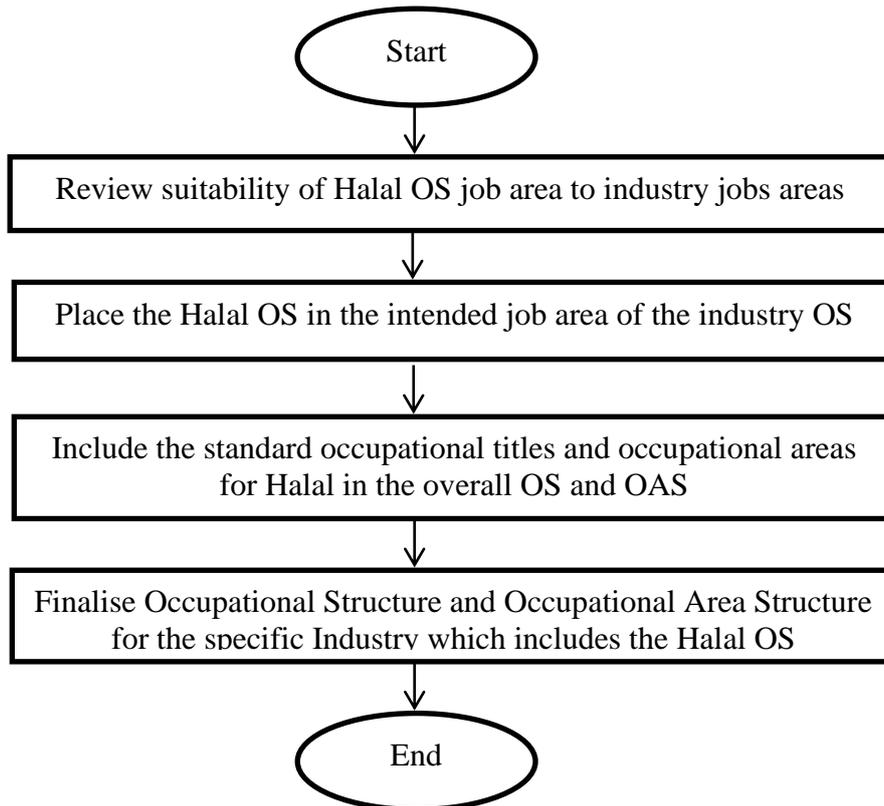


Figure 5.1: Steps to Adapt Halal OS in Other Industries' OS

The flowchart in Figure 5.1 shows the steps to adapt the Halal OS in the OS for any other industries that require Halal personnel. The first step is to review the suitability of the Halal OS job titles and levelling corresponding to the specific industry job areas. The initial concept explained earlier in this report should be kept in mind, which is that the Halal compliance competencies start at level 3 even though the entry level for the different industry's job areas can start at level 1 or 2 as per specific industry requirements. The OS elements such as occupational titles and entry levels either starting at level 1 or level 2 have to be determined by the specific industry experts.

Subsequently the occupational titles and occupational areas which are identified for Halal activities in the different industry are included in the OS and OAS. Halal Industry OS job titles are put adjacent to the related sub areas in the Industry OS. This is to show that it can be a stand-alone position and has its own career path. If a company does not have a dedicated department for Halal and they do not wish for the Halal occupational area and pillar to appear in the industry OS, then they can include the Halal competencies in the industry specific OD for jobs related to Halal.

Examples of adapting the Halal OS in different industries' OS are included in Annex 5 of this report. Table 5.1 below lists the MSIC sections relevant to the Halal Industry and the corresponding Halal OS job areas such as Regulatory, Manufacturing/Production and Services.

Table 5.1: MSIC Section vs. Corresponding Halal Job Area Pillar

MSIC Section/ Division/ Group		Corresponding Halal Job Area Pillar	Page Number of Sample OS with adapted Halal Job Area OS
<b>A</b>	<b>Agriculture, Forestry and Fishing</b>	<ul style="list-style-type: none"> <li>• Manufacturing/ Production</li> <li>• Regulatory</li> </ul>	-
01	Crops and Animal Production, Hunting and Related Service Activities		-
014	Animal production		OF for this MSIC Group has not been developed yet
016	Support Activities to Agriculture and Post-Harvest Crops Activities		Annex 5, Page 206
<b>C</b>	<b>Manufacturing</b>	<ul style="list-style-type: none"> <li>• Manufacturing/ Production</li> <li>• Regulatory</li> </ul>	-
10	Manufacture of Food Products		-
101	Processing and preserving of meat		-
102	Processing and preserving of fish, crustaceans and molluscs		-
103	Processing and preserving of fruits and vegetables		-
104	Manufacture of vegetable and animal oils and fats		-
105	Manufacture of dairy products		-
106	Manufacture of grain mill products, starches and starch products		-
107	Manufacture of other food products		Annex 5, Page 207

MSIC Section/ Division/ Group		Corresponding Halal Job Area Pillar	Page Number of Sample OS with adapted Halal Job Area OS
108	Manufacture of prepared animal feeds		-
21	Manufacture of Basic Pharmaceutical Product and Pharmaceutical Preparations	<ul style="list-style-type: none"> <li>Manufacturing/ Production</li> </ul>	-
210	Manufacture of Pharmaceuticals, Medicinal Chemical and Botanical Products	<ul style="list-style-type: none"> <li>Regulatory</li> </ul>	Annex 5, Page 208-209
28	Manufacture of Machinery and Equipment N.E.C.	<ul style="list-style-type: none"> <li>Manufacturing/ Production</li> </ul>	-
282	Manufacture of Special-Purpose Machinery	<ul style="list-style-type: none"> <li>Regulatory</li> </ul>	Annex 5, Page 210 - 212
<b>G</b>	<b>Wholesale and Retail Trade; Repair of Motor Vehicles And Motorcycles</b>	<ul style="list-style-type: none"> <li>Services</li> <li>Regulatory</li> </ul>	OF for this particular MSIC Section and Group has not been developed yet
46	Wholesale Trade, Except of Motor Vehicles and Motorcycles		
464	Wholesale Of Household Goods		
477	Retail Sale of Other Goods in Specialized Stores	<ul style="list-style-type: none"> <li>Services</li> <li>Regulatory</li> </ul>	OF for this particular MSIC Section and Group has not been developed yet
<b>H</b>	<b>Transportation and Storage</b>	<ul style="list-style-type: none"> <li>Services</li> <li>Regulatory</li> </ul>	-
52	Warehousing and Support Activities for Transportation		-
521	Warehousing and Storage		Annex 5, Page 213 - 214
522	Support Activities for Transportation	<ul style="list-style-type: none"> <li>Services</li> <li>Regulatory</li> </ul>	Annex 5, Page 215 -218
<b>M</b>	<b>Professional, Scientific And Technical Activities</b>	<ul style="list-style-type: none"> <li>Services</li> <li>Regulatory</li> </ul>	OF for this particular MSIC Section has not been developed yet
72	Scientific Research and Development		
721	Research and Experimental Development on Natural Sciences and Engineering		
749	Other Professional, Scientific and Technical Activities N.E.C.		
<b>N</b>	<b>Administrative And Support Service Activities</b>	<ul style="list-style-type: none"> <li>Services</li> <li>Regulatory</li> </ul>	-
82	Office Administrative, Office Support and Other Business Support Activities		-

<b>MSIC Section/ Division/ Group</b>		<b>Corresponding Halal Job Area Pillar</b>	<b>Page Number of Sample OS with adapted Halal Job Area OS</b>
829	Business Support Service Activities N.E.C.		Annex 5, Page 219
<b>I</b>	<b>Accommodation and Food Service Activities</b>	<ul style="list-style-type: none"> <li>• Services</li> <li>• Regulatory</li> </ul>	OF for this particular MSIC Section has not been developed yet
56	Food and Beverage Service Activities		
561	Restaurants and Mobile Food Service Activities		
<b>K</b>	<b>Financial and Insurance/Takaful Activities</b>	<ul style="list-style-type: none"> <li>• Services</li> <li>• Regulatory</li> </ul>	OF for this particular MSIC Section has not been developed yet
64	Financial Service Activities, Except Insurance/Takaful And Pension Funding		
641	Monetary Intermediation		
649	Other Financial Service Activities, Except Insurance/Takaful And Pension Funding Activities		
651	Insurance/Takaful		
652	Reinsurance/Retakaful		
662	Activities Auxiliary to Insurance/Takaful And Pension Funding		

## ii. Steps to adapt the Halal Industry OD to fit into any related industry

Halal Industry competencies reflected in the Occupational Descriptions and Job Responsibilities in this OF can be embedded in other industries following the flowchart in Figure 5.2.

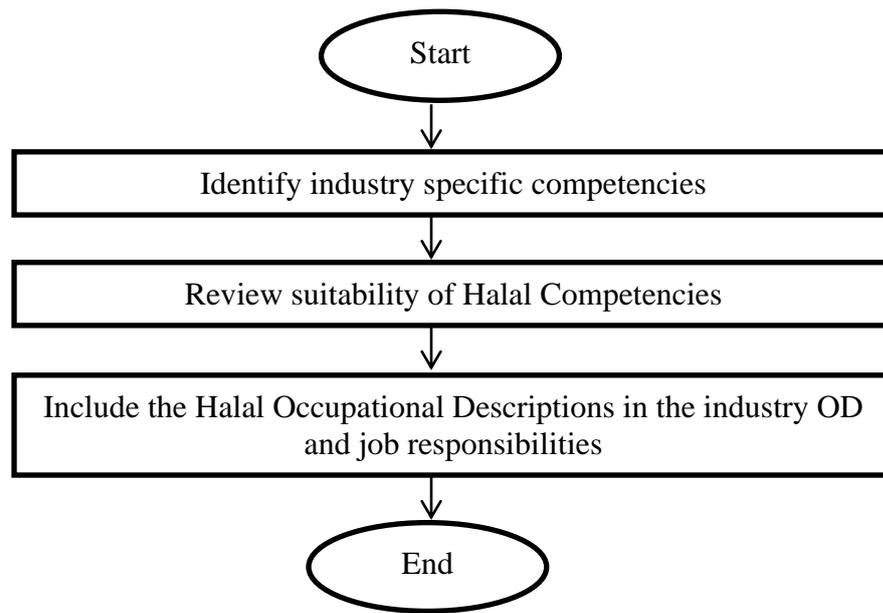


Figure 5.2: Steps to Adapt Halal OD in Other Industries' OD

Figure 5.2 shows the subsequent steps to adapt the Occupational Descriptions that have been developed for the Halal OS into the ODs of other industries. In order for these Halal OD and Job Responsibilities to be adapted, the first step should be to identify the other industry's specific competencies. Next is to review whether the Halal competencies are suitable to the other industry's activities (i.e., food manufacturing, pharmaceutical manufacturing, food services, agriculture, finance, insurance etc.). If the Halal competencies are suitable, then the Halal OD and job responsibilities can be included in the Industry's list of OD and Job Responsibilities. The OD for Halal Industry jobs can be included either stand-alone or embedded in the specific industry's job's OD. The OD for Halal Industry jobs can be embedded in the specific industry's job's OD based on FGD sessions with the industry experts

### **iii. The impact of the generic Halal Industry OF to current NOSS and NOSS based training**

With the development of the Halal Industry OF, other industries relevant to the Halal Industry that do not yet have OF and NOSS developed can refer the Halal Industry OF and NOSS in terms of Halal competencies. The impact of the current Halal Industry OF in regards to existing NOSS and NOSS based training related to Halal is when there are discrepancies between the Halal OS and existing NOSS. NOSS which has been developed in the past 5 years is considered as recent NOSS and do not require a review unless urgently requested by industry stakeholders. Therefore, training and curriculum development can be conducted according to the current NOSS. For NOSS that have been developed more than 5 years prior to this research can be reviewed to be current and enhanced based on the deliberation of DSD and industry experts.

In line with industry demand, the NOSS for HI-012-3/4/5:2016 Halal Management (Manufacturing) has been reviewed and approved in November 2020. This NOSS is currently titled as M749-004-3/4/5:2020 Halal Operation Supervision/Administration/Management. It is not yet listed in the latest NOSS registry as the current NOSS is the NOSS Registry for September 2020.

### **iv. Development of Halal Industry related NOSS**

In order to ensure that the research findings on the core competencies for Halal personnel are properly translated to the development of the NOSS, the development of the NOSS should refer to the job areas identified in this Halal OF and the list of competencies highlighted in the findings and OD. With the advent of the NOSS for the critical jobs highlighted in this OF, the Competency Unit (CU) of the NOSS related to Halal can be adapted to other NOSS and the concept of a “Flexible and Responsive” NOSS can be applied by using the basket concept. The basket concept is when a NOSS is developed by using CUs from other NOSS that have similar job responsibilities, thus ensuring standardised operational procedures throughout different industries for Halal related work activities. Ultimately, this will also ensure standardised curriculum and

training on the required Halal job responsibilities in terms of knowledge, skills and assessment.

## 5.2 Recommendations

It is recommended that the result of this OF will be used as reference when planning and implementing the development of skilled personnel in the Malaysian Halal Industry. The OF provides a clear depiction of the career path for Halal Industry personnel which will enable the jobs of Halal personnel in various industries to be recognised and remunerated accordingly based on the level of job positions and responsibilities. This has been one of the main issues faced by personnel in the Halal Industry where Halal work activities were known more as a job function compared to a job position in certain companies.

Therefore, with the advent of the Halal OF and its outcomes such as the OS, OAS, OD, list of jobs and competencies in demand, and emerging skills, structured training, certification and recognition of Halal Industry personnel can be implemented. There are several options when addressing workforce demand and supply. It may include establishing and maintaining partnerships with the industry, stakeholder agencies, or educational institutions to increase talent pools and also through the training of existing staff in line with new skills requirements. Based on the above comments, specific recommendations are listed below:

### i. Skills Training, Certification and Recognition via DSD/DSD

- a) To continue and streamline efforts in NOSS development for areas under the industry in line with the findings of this analysis. This includes the development of the NOSS for the job areas that are in demand and have not been developed.
- b) To encourage apprenticeship training (National Dual Training System – NDTs) for the related job areas.
- c) To promote certification of existing and experienced personnel in the sector through Recognition of Prior Achievement (*Pengiktirafan Pencapaian Terdahulu* (PPT)).

## **ii. Harmonisation and globalisation of the Halal Industry**

- a) In terms of harmonising regulations at a global scale, this could be done on an international platform such as by providing solutions through SMIIC – OIC.
- b) Ensure two-way communication between companies and consumers to increase awareness and educate the public
- c) Optimise and monitor impact of social media
- d) Establish strategic partnerships to promote positive views of Halal
- e) Conduct outreach programmes to educate public in terms of the importance of Halal certified establishments

## **iii. Talent**

- a) Develop strategies to develop Malaysia as a Halal talent hub which requires consolidated efforts by JAKIM, DSD/DSD, MOE, BNM (Though IBFIM) and HDC.
- b) Explore opportunities that exist to export professional Halal talent.
- c) Development of Halal Industry personnel by using the outcomes of the OF research conducted.

## **iv. Collaboration and cooperation**

- a) International
  - Collaboration and cooperation of International Halal bodies (45 countries) during the Global Halal Summit.
  - Industry collaboration between local and international business associations in Halal sectors through HDC.
  - Trade collaborations between Malaysia and countries pursuing Halal industry development including talent exchange and ambassadors.
- b) Local
  - Sync the work process required in certification or licensing requirements between federal (i.e., JAKIM), state religious authorities and Local Authorities.

- Enhance efforts and initiatives by various agencies and development bodies to support the Halal industry in SMEs development.
- Identify the needs of the industry with regards to Halal market and talent development by providing matching support in terms of funds and training.
- With the advent of the OF, structured training and certification via DSD, enables the development of personnel whom are knowledgeable and skilled in Halal matters to advocate and negotiate licensing and certification matters for the betterment of the Ummah and also in the interest of their respective companies.

### 5.3 Conclusion

The conclusion is based on the specified objectives of the OF as elaborated below:

**Objective 1: To produce a standard Occupational Structure (OS) for the Halal Industry that can be referred to by other industries when including the job scope of Halal personnel in their OF.**

The Halal OF sessions conducted together with expert panel members from various organisations have been identified a total of 4 areas and 23 job titles, 16 critical job titles and 12 job titles related to Industry 4.0. By planning and conducting the training and certification of Halal Industry personnel in the near future, it is hoped that there will be a steady flow of local skilled and certified talent. The detailed information for the OS can be referred in Chapter 4.

**Objective 2: To investigate the competency in demand in the Halal Industry.**

Based on the FGD and survey findings, the top five competencies in demand are as follows:

- a) Hygiene Practices
- b) Problem Solving and Ideation
- c) Auditing

- d) Regulatory Intelligence
- e) Analytical thinking

The detailed information for the skills in demand in this industry can be referred in Chapter 4.

**Objective 3: To identify critical jobs in the Halal Industry.**

The survey respondents and FGD panels have determined 16 critical job titles for this OF. From the 16 job titles, 3 jobs are categorised as semi-skilled workers, 13 jobs categorised as skilled workers and none of the critical job is defined under the lower skilled workers. Details of the critical job titles are shown in Chapter 4.

**Objective 4: To identify job titles related to Industry 4.0 in The Halal Industry.**

The respondents and FGD panels have reviewed the list of jobs and specified the job titles related to Industry 4.0 in the Halal industry. There are 12 job titles identified to be related to IR 4.0 which are under Manufacturing and Services. Details of the job titles related to Industry 4.0 are elaborated in Chapter 4.

**Objective 5: To establish Occupational Descriptions (OD) for each job title based on Halal Industry OS.**

The OD for all the critical job titles were obtained during the FGD workshops and further confirmed by the members of FGD. These ODs will also serve as reference of job scope and the required competencies for NOSS development. Details of the OD can be found in Annex 7.

## **Moving Forward**

In conclusion, close collaboration between the stakeholders in industry need to be strengthened to address the issues raised by this study. Industry players, training institutions, government agencies and Halal workers themselves have to play their roles effectively in order to push the industry forward. The result of this OF research is aspired to be used when strategising Halal talent development to meet the global demands of the Halal industry, and in future to be a global Halal talent hub.

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## **ANNEX 1: MOSQF LEVEL DESCRIPTORS**

**MALAYSIAN OCCUPATIONAL SKILLS QUALIFICATION FRAMEWORK  
(MOSQF) LEVEL DESCRIPTOR**

(Source: Malaysian Qualification Agency)

LEVEL	LEVEL DESCRIPTOR
8	Achievement at this level reflects the <b>ability to develop original understanding</b> and extend a sub-area of knowledge or professional practice. It reflects the ability to address problematic situations that involve many complex, interacting factors through <b>initiating, designing and undertaking research, development or strategic activities</b> . It involves the exercise of broad autonomy, judgement and leadership in sharing responsibility for the development of a field of work or knowledge, or for <b>creating substantial professional or organisational change</b> . It also reflects a <b>critical understanding of relevant theoretical and methodological perspectives</b> and how they affect the field of knowledge or work.
7	Achievement at this level reflects the ability to <b>reformulate</b> and use relevant understanding, methodologies and approaches to address <b>problematic situations</b> that involve many interacting factors. It includes taking responsibility for <b>planning and developing</b> courses of action that initiate or underpin substantial change or development, as well as exercising broad autonomy and judgment. It also reflects an understanding of <b>theoretical and relevant methodological perspectives, and how they affect their sub-area of study or work</b> .
6	Achievement at this level reflects the ability to <b>refine</b> and use relevant understanding, methods and skills to address <b>complex problems that have limited definition</b> . It includes taking responsibility for planning and developing courses of action <b>that are able to underpin substantial change or development, as well as exercising broad autonomy and judgment</b> . It also reflects an understanding of different perspectives, <b>approaches of schools of thought and the theories that underpin them</b> .

5	Competent in applying a significant range of <b>fundamental principles and complex techniques across</b> a wide and often unpredictable variety of contexts. Very <b>substantial personal autonomy</b> and often significant responsibility for the work of others and for the allocation of substantial resources feature strongly, as do personal accountabilities for <b>analysis and diagnosis, design, planning, execution and evaluation</b> . Specialisation of technical skills should be demonstrated.
4	Competent in performing a <b>broad range of complex technical or professional work</b> activities carried out in a wide variety of contexts and with a substantial degree of personal responsibility and autonomy. Responsibility for the work of others and allocation of resources is often present. <b>Higher level of technical skills</b> should be demonstrated.
3	Competent in performing a <b>broad range of varied work activities</b> , performed in a variety of context, most of which are <b>complex and non-routine</b> . There is considerable responsibility and autonomy and <b>control or guidance of others</b> is often required.
2	Competent in performing a <b>significant range of varied work activities</b> , performed in a variety of context. Some of the <b>activities are non-routine</b> and required individual responsibility and autonomy.
1	Competent in performing a range of varied work activities, most of which are <b>routine and predictable</b> .

## **ANNEX 2: LIST OF CONTRIBUTORS**

**LIST OF FOCUS GROUP DISCUSSION PANEL MEMBERS**

<b>NO</b>	<b>NAME</b>	<b>ORGANISATION</b>	<b>POSITION</b>
1.	Puan Hamidah Binti Minhaj	Colgate Palmolive	Director, Global Regulatory Affairs-Asia Pacific
2.	En. Mohd Roslan Bin Mohd Saludin	QSR Brands (M) Holdings Sdn Bhd	General Manager, Department of Shariah and Halal Compliance
3.	Puan Norhariti Binti Jalil	Ernst and Young (EY)	Executive Director
4.	Ust. Muhammad Hawari Bin Hassan	Jabatan Kemajuan Islam Malaysia (JAKIM)	Pegawai Hal Ehwal Islam, Bahagian Hab Halal
5.	En. Mazmadi Bin Mohamad	Institute Hospitality And Tourism	General Manager, Institute Hospitality And Tourism
6.	Tuan Haji Sariffuddin Bin Mahmud	Nestle Manufacturing (M) Sdn Bhd	Halal Operation Manager, Halal Affairs
7.	En. Ahmad Syukry Bin Ibrahim	Mamee-Double Decker (M) Berhad	Assistant Director, Islamic Affairs & Government Relations
8.	En. Mohd Hanafi Bin Jamiat	Aspire Flagship Sdn. Bhd.	Manager/Certified Trainer, Business Development
9.	Dr. Yasmin Hanani Binti Mohd. Safian	Universiti Sains Islam Malaysia	Associate Professor, Shariah and Law Faculty
10.	En. Mohammad Asraf Bin Latif	Cold Chain Network (M) Sdn Bhd	Halal Officer/ Quality and Audit Officer
11.	En, Shahrudin Bin Jamaluddin	Pharmaniaga Manufacturing Berhad	Manager , Human Capital Management
12.	En. Fakaruddin Bin Harun	Lulu Group Retail Sdn Bhd	Fresh Food Buyer
13.	En. Muhammad Masrie Bin Shafiei	QSR Brands (M) Holdings Sdn Bhd	Assistant Manager
14.	Puan Norafiza Binti Abdul Rahman	HFS Food Solutions Sdn Bhd	Human Resource / Admin Executive
15.	Cik Puteri Nur Asyiqah	HFS Food Solutions Sdn Bhd	Quality Control and Halal Executive

<b>NO</b>	<b>NAME</b>	<b>ORGANISATION</b>	<b>POSITION</b>
16.	En. Azri Bin Husin	Global Dibagh Sdn. Bhd	Chief Executive Officer, Technologist
17.	En. Mohd. Nasrul Bin Mohamad Noor	National Pharmaceutical Regulatory Agency (NPRA)	Senior Principal Director, Biopharmaceutical, Biological Establishment and Licensing
18.	En. Mohamad Syafiq Bin Latip	Sales and Marketing Assistant	HFS Food Solution Sdn Bhd
19.	En. Ahmad Zuhilme Bin Hasan	Senior Manager, International Footprint	Halal Development Corporation
20.	Puan Nurul Natashadia Binti Kassim	Methodology and Research Division	Department of Standards Malaysia
21.	Puan Aishah Balkis Binti Yazirrudin	Halal Executive	Northport (Malaysia) Sdn. Bhd.
22.	En. Aminurrashid Bin Abd Aziz	Halal Compliance Manager	Fonterra Brands (Malaysia) SD. Bhd.
23.	En. Muhammad Irsyad Bin Norzamri	Executive, Training and Consultancy	Halal Development Corporation

**LIST OF OCCUPATIONAL FRAMEWORK TECHNICAL EVALUATION COMMITTEE**

<b>NO</b>	<b>NAME</b>	<b>ORGANISATION</b>	<b>POSITION</b>
1.	En. Eizaz Bin Azhar	General Manager, Commercial Division	Halal Development Corporation
2.	En. Mohd Samir Bin Sulaiman	Senior Assistant Director Secretariat for the Halal Committee of Malaysia (Majlis Halal Malaysia)	Jabatan Kemajuan Islam Malaysia (JAKIM)
3.	Puan Riyanti Binti Saari	Director, Methodology and Research Division	Department Of Statistics Malaysia

4.	Puan Jamiaton Binti Ahmad	Assistant Director Strategic Cooperation Division	Jabatan Pembangunan Kemahiran
5.	Cik Syazwani Binti Azmi	Assistant Director NOSS Division	Jabatan Pembangunan Kemahiran
6.	En. Jarisman Bin Jamlus	Manager, Data warehouse	Halal Development Corporation
7.	En. Muhamad Elyas Bin Harun	Chief Executive Officer (CEO)	Dreams Machine Resources

**LIST OF INDUSTRY LEAD BODY PERSONNEL/SECRETARIAT  
(HALAL DEVELOPMENT CORPORATION )**

NO	NAME	ORGANISATION	POSITION
1.	En. Eizaz Bin Azhar	Halal Development Corporation	General Manager
2.	En. Saif Kenji Umemoto	Halal Development Corporation	Manager
3.	Cik Nor Heideira Binti Terjudin	Halal Development Corporation	Executive
4.	Puan Widad Aufa Binti Mohd Izam	Halal Development Corporation	Executive

**LIST OF RESEARCH TEAM AND SECRETARIAT**

NO	NAME	POSITION/ ORGANISATION
1.	Dr. Amiron Bin Ismail	Lead Facilitator /Research Consultant, Professional & Industrial Academy Sdn. Bhd.
2.	Puan Evarina Binti Amiron	Co-Facilitator /Research Consultant, Professional & Industrial Academy Sdn. Bhd.
3.	En. Ahmad Ramdan Bin M. Yusof	Co-Facilitator / OF Documentation & Formatting Consultant, Professional & Industrial Academy Sdn. Bhd.

## **ANNEX 3: SURVEY FORM**

## HALAL INDUSTRY OCCUPATIONAL FRAMEWORK SURVEY

### HALAL DEVELOPMENT CORPORATION BHD.

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In collaboration with the Halal Development Corporation. Bhd. (HDC), the researcher is currently conducting an analysis on the Occupational Framework of the Halal Industry. The main objective of this research is to provide a competency reference for skills required by personnel in the industry. Other information that will be surveyed such as skills in demand, jobs in demand and emerging skills required by the industry. This survey will be used as field data in order to conduct an analysis on the Occupational Framework of the Halal industry.

We thank you for your cooperation in answering this survey. Please fill your response in the appropriate fields in the forms attached. Do advise us if you wish to remain anonymous in your survey response. Following your survey submission, we seek your permission to communicate on responses that may require further clarification. The completed survey forms can be emailed to:

**Person in Charge, Evarina Amiron: [pritec\\_academy@yahoo.com](mailto:pritec_academy@yahoo.com)**

#### Survey Respondent Details

---

Name : \_\_\_\_\_

Position : \_\_\_\_\_

Department : \_\_\_\_\_

Organisation : \_\_\_\_\_

Academic qualification

Skills / NOSS certification : \_\_\_\_\_

Date : \_\_\_\_\_

Email (For future communication) : \_\_\_\_\_

**Please indicate your response(s) in the spaces provided, additional pages may be added if necessary.**

### Section A: Demographic Information

1. Please tick your industry sub-sector (Section) in the space provided. You may choose more than one sub-sector that is relevant to your company. These sub-sectors are according to the Malaysian Standard Industrial Classification (MSIC) 2008 section descriptions.

No	Section	Industry Sub-sector/ MSIC Section Description	Tick (✓)
1.	A	Agriculture, forestry and fishing	
2.	B	Mining and quarrying	
3.	C	Manufacturing	
4.	D	Electricity, gas, steam and air conditioning supply	
5.	E	Water supply; sewerage, waste management and remediation activities	
6.	F	Construction	
7.	G	Wholesale and retail trade; repair of motor vehicles and motorcycles	
8.	H	Transportation and storage	
9.	I	Accommodation and Food service activities	
10.	J	Information and communication	
11.	K	Financial and insurance/takaful activities	
12.	L	Real estate activities	
13.	M	Professional, scientific and technical activities	
14.	N	Administrative and support service activities	
15.	O	Public administration and defence; compulsory social security	
16.	P	Education	
17.	Q	Human health and social work activities	
18.	R	Arts, entertainment and recreation	
19.	S	Other service activities	
20.	T	Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use	
21.	U	Activities of extraterritorial organizations and bodies	

2. Please tick your total years of experience in managing Halal activities. (May include experience in different industry sub-sector or company)

No.	Years of Experience In Managing Halal Activities	Tick (√)
1.	Less than 3 years	
2.	3- 5 years	
3.	More than 5 years	

3. Please tick your job position/designation in your current company. (Note: The job titles are compiled based on common designations used by various company establishments. If your current job title is not listed, please specify in No.16)

No.	Job Designation	Tick (√)
1.	Associate	
2.	Senior Associate	
3.	Technical Assistant	
4.	Supervisor	
5.	Technician	
6.	Junior Executive	
7.	Executive	
8.	Senior Executive	
9.	Technologist	
10.	Senior Technologist	
11.	Assistant Manager	
12.	Manager	
13.	General Manager	
14.	Director	
15.	Consultant	
16.	Other, please specify .....	

4. Please tick the designation of your direct reporting line for your current position.  
(Note: The job titles are compiled based on common designations used by various company establishments. If job title of your immediate reporting is not listed, please specify in No.16)

No.	Job Designation	Tick (√)
1.	None	
2.	Senior Associate	
3.	Technical Assistant	
4.	Supervisor	
5.	Technician	
6.	Junior Executive	
7.	Executive	
8.	Senior Executive	
9.	Technologist	
10.	Senior Technologist	
11.	Assistant Manager	
12.	Manager	
13.	General Manager	
14.	Director	
15.	Consultant	
16.	Other, please specify .....	

5. Please tick how many sub-ordinates/staff that are working under your supervision?

No.	Job Designation	Tick (√)
1.	No Sub-ordinate	
2.	One (1) Staff/Sub-ordinate	
3.	Two (2) Staff/Sub-ordinate	
4.	Between Two (2) to Ten (10) Staff/Sub-ordinate	
5.	Between Ten (10) to Twenty (20) Staff/Sub-ordinate	
6.	More than Twenty (20) Staff/Sub-ordinate	

6. Please tick the certificates/qualifications that you possess that are related to Halal? (You may tick more than one)

No.	Job Designation	Tick (√)
1.	Halal Executive Certificate	
2.	Halal Auditor Certificate	
3.	Degree related to Halal. Please state:	

No.	Job Designation	Tick (√)
4.	Diploma related to Halal. Please state below:	
5.	Others, please specify below:	

### Section B: Halal Common Competencies

1. Please tick the competencies that personnel in your position managing halal compliance activities in your organisation must possess.

No	Halal Competencies	1	2	3	4
		Not Important	Somewhat Important	Important	Very Important
1.	Scientific/ technology/operation/ process fundamentals				
2.	Shariah fundamentals				
3.	Standard Operating Procedures (SOP)				
4.	Strategic communication program				
5.	Liaison activities				
6.	Crisis management procedure/action plan				
7.	Internal audit procedure/action plan				
8.	Regulatory procedure/action plan [(industry (diff. Authorities) & Halal Malaysia Certification (JAKIM)]				
9.	Industry and halal standards				
10.	Halal Code of Ethics				
11.	Business acumen				
12.	Corporate direction/strategy				
13.	Risk management procedure/action plan				
14.	Halal audit activity				

No	Halal Competencies	1	2	3	4
		Not Important	Somewhat Important	Important	Very Important
15.	Halal Information records and database				
16.	Halal related technology applications				
17.	Sustainability development goals				
18.	Halal Product/Services Sales and Marketing/Digital Marketing				
19.	Public relations				
20.	Finance and Budgeting				
21.	Halal data entry				
22.	Halal Market survey				
23.	Procurement on Shariah Compliance				
24.	Halal Malaysia Certification process				
25.	Continuous improvement activities				
26.	Myehalal application				
27.	Sertu activities				
28.	Halal training				
29.	Performance data of halal related vendors				

### Section C: Occupational Structure and Occupational Area Structure

1. Kindly tick your agreement with the statements below with regards to the Occupational Structure in Table 1. (Note: Table 1 is a representation of the common job areas and job titles in the Halal Industry Occupational Structure but the actual job titles in the industry can vary based on the individual company practices)

No.	Halal Industry Occupational Structure	1	2	3	4	5
		Strongly Do Not Agree	Do Not Agree	Somewhat Agree	Agree	Strongly Agree
1.	The sub-sectors are suitable for the Halal industry.					
2.	The <b>job areas</b> are suitable for the Halal industry.					
3.	The <b>job positions</b> are suitable for the Halal industry.					
4.	The competency levels are suitable for the each of the job positions.  *Kindly Refer competency levels definition in the Malaysian Occupational Skills Qualification Framework Level Descriptor provided below					

2. Overall, do you agree with the proposed Occupational Structure for Halal Industry as per Table 1?

Yes  No

**MALAYSIAN OCCUPATIONAL SKILLS QUALIFICATION FRAMEWORK  
(MOSQF) LEVEL DESCRIPTOR**

<b>LEVEL</b>	<b>LEVEL DESCRIPTOR</b>
<b>8</b>	Achievement at this level reflects the <b>ability to develop original understanding</b> and extend a sub-area of knowledge or professional practice. It reflects the ability to address problematic situations that involve many complexes, interacting factors through <b>initiating, designing and undertaking research, development or strategic activities</b> . It involves the exercise of broad autonomy, judgement and leadership in sharing responsibility for the development of a field of work or knowledge, or for <b>creating substantial professional or organisational change</b> . It also reflects a <b>critical understanding of relevant theoretical and methodological perspectives</b> and how they affect the field of knowledge or work.
<b>7</b>	Achievement at this level reflects the ability to <b>reformulate</b> and use relevant understanding, methodologies and approaches to address <b>problematic situations</b> that involve many interacting factors. It includes taking responsibility for <b>planning and developing</b> courses of action that initiate or underpin substantial change or development, as well as exercising broad autonomy and judgment. It also reflects an understanding <b>of theoretical and relevant methodological perspectives, and how they affect their sub-area of study or work</b>
<b>6</b>	Achievement at this level reflects the ability to <b>refine</b> and use relevant understanding, methods and skills to address <b>complex problems that have limited definition</b> . It includes taking responsibility for planning and developing courses of action <b>that are able to underpin substantial change or development, as well as exercising broad autonomy and judgment</b> . It also reflects an understanding of different perspectives, <b>approaches of schools of thought and the theories that underpin them</b>
<b>5</b>	Competent in applying a significant range of <b>fundamental principles and complex techniques across</b> a wide and often unpredictable variety of contexts. Very <b>substantial personal autonomy</b> and often significant responsibility for the work of others and for the allocation of substantial resources feature strongly, as do personal accountabilities for <b>analysis and diagnosis, design, planning, execution and evaluation</b> . Specialisation of technical skills should be demonstrated.
<b>4</b>	Competent in performing a <b>broad range of complex technical or professional work</b> activities carried out in a wide variety of contexts and with a substantial degree of personal responsibility and autonomy. Responsibility for the work of others and allocation of resources is often present. <b>Higher level of technical skills</b> should be demonstrated.
<b>3</b>	Competent in performing a <b>broad range of varied work activities</b> , performed in a

<b>LEVEL</b>	<b>LEVEL DESCRIPTOR</b>
	variety of context, most of which are <b>complex and non-routine</b> . There is considerable responsibility and autonomy and <b>control or guidance of others</b> is often required.
2	Competent in performing <b>a significant range of varied work activities</b> , performed in a variety of context. Some of the <b>activities are non-routine</b> and required individual responsibility and autonomy.
1	Competent in performing a range of varied work activities, most of which are <b>routine and predictable</b> .

(Source: DSD. 2013)

Table 1: Halal Industry Occupational Structure

<b>Industry Sector</b>	<b>HALAL INDUSTRY</b>			
<b>Sub-sector</b>	<b>Regulatory (Industry)</b>		<b>Manufacturing / Production</b>	<b>Services</b>
<b>Level/ Sub-sector</b>	<b>Internal Audit</b>	<b>Compliance &amp; Quality</b>		
<b>L8</b>	N/A	N/A	N/A	N/A
<b>L7</b>	Chief Halal Officer (CHO) /Halal Specialist			
<b>L6</b>	Halal Senior Auditor	Halal Compliance Manager	Halal Senior Technologist	Halal Senior Technologist
<b>L5</b>	Halal Auditor	Halal Compliance Assistant Manager	Halal Technologist	Halal Technologist
<b>L4</b>	Halal Assistant Auditor	Halal Compliance Executive	Halal Technical Executive	Halal Technical Executive
<b>L3</b>	N/A	Halal Compliance Supervisor	Halal Supervisor	Halal Supervisor
<b>L2</b>	N/A	N/A	N/A	N/A
<b>L1</b>	N/A	N/A	N/A	N/A

3. Kindly tick your agreement with the statements below with regards to the Occupational Area Structure in Table 2.

No	Industry Occupational Area Structure	1	2	3	4	5
		Strongly Do Not Agree	Do Not Agree	Somewhat Agree	Agree	Strongly Agree
1.	The sub-sectors are suitable for the Halal industry					
2.	The <b>job areas</b> are suitable for the Halal industry					
3.	The <b>job scope</b> are suitable for the Halal industry					
4.	<p>The competency levels are suitable for the each of the job scope stated.</p> <p>*Kindly Refer competency levels definition in the Malaysian Occupational Skills Qualification Framework Level Descriptor provided below</p>					

4. Overall, do you agree with the proposed Occupational Area Structure for Halal Industry as per Table 2?

Yes

No

Table 2: Occupational Area Structure

<b>Industry /Sector</b>	<b>HALAL INDUSTRY</b>			
<b>Sub-sector</b>	<b>Regulatory (Industry)</b>		<b>Manufacturing/ Production</b>	<b>Services</b>
<b>Level/ Sub-sector</b>	<b>Internal Audit</b>	<b>Compliance &amp; Quality</b>		
<b>L8</b>	N/A	N/A	N/A	N/A
<b>L7</b>	Halal Strategic Management			
<b>L6</b>	Halal Regulatory Management		Halal Manufacturing /Production Technical Management	Halal Services Technical Management
<b>L5</b>	Halal Regulatory Coordination		Halal Manufacturing/Production Technical Coordination	Halal Services Technical Coordination
<b>L4</b>	Halal Regulatory Operation		Halal Manufacturing/Production Operation	Halal Services Operation
<b>L3</b>	N/A	Halal Regulatory Operation Support	Halal Manufacturing/Production Operation Support	Halal Services Operation Support
<b>L2</b>	N/A	N/A	N/A	N/A
<b>L1</b>	N/A	N/A	N/A	N/A

### Section D: Competency in Demand

1. Based on your observations, please tick the competency currently in demand in the Halal Industry:

No.	Industry Competency	1	2	3	4
		Not Important	Somewhat Important	Important	Very Important
1.	Communication				
2.	Hygiene practices				
3.	Critical thinking				
4.	Analytical thinking				
5.	Innovation				
6.	Problem solving and ideation				
7.	Technical writing				
8.	Interpersonal				
9.	ICT literacy				
10.	Risk mitigation				
11.	Auditing				
12.	Strategic thinking				
13.	Structured thinking				
14.	Structured writing				
15.	Public relations				
16.	Leadership				
17.	Social media monitoring				
18.	Cognitive agility				
19.	Emotional intelligence				
20.	Business Intelligence				
21.	Regulatory intelligence				
22.	Active learning				
23.	Media Management				

### Section E: Emerging Skills

1. Please tick the emerging skills currently in demand in the Halal Industry

No.	Industry Emerging Skills	1	2	3	4
		Not Important	Somewhat Important	Important	Very Important
1.	Technology design and programming				
2.	Global Outlook				
3.	Digitisation of documentation/record				
4.	Hybrid of Skills in Different Knowledge Domains				
5.	Data Analytics				
6.	Augmented Reality/Virtual Reality				

### Section F: Jobs in Demand

---

1. Please tick the jobs currently in demand in the Halal Industry. Kindly fill in No. 6 and 7 if there are other jobs in demand not listed below.

No.	Jobs in Demand	1	2	3	4
		Not Important	Somewhat Important	Important	Very Important
1.	Chief Halal Officer (CHO) /Halal Senior Specialist				
2.	Halal Specialist /Senior Technologist				
3.	Halal Technologist				
4.	Halal Technical Executive				
5.	Halal Technician				

### Section G: Halal Industry Issues and Challenges

---

1. Please tick the issues and challenges faced by the Halal Industry. Kindly fill in row D if there are issues or challenges are not listed below.

No.	Halal Industry Issues and Challenges	1	2	3	4
		Not Important	Somewhat Important	Important	Very Important
<b>A</b>	<b>Regional Harmonisation and Competition</b>				
1.	Lack of regional harmonisation on halal standards / regulations				
2.	Regional Competition in terms of market price, quality and innovations				
3.	Lack of understanding on interpretation of Halal elements and its application in				

	different countries, region and economic packs				
4.	Imbedding sustainable goals across product supply and value chain still lacking in less developed countries				
5.	User preference of products in the market in terms of Pricing versus Halal Certified and Brands versus Halal Certified.				
6.	Overcoming negative views of Halal (i.e. slaughtering of animals, Halal compliance requirements to be met by non-Muslim business owners etc.)				
<b>B. Halal Talent</b>					
1.	Globalisation of Halal Talent to enable connectivity of local to global Halal supply chain				
2.	Developing Halal Talent through good patronage and professionalising the Halal Talent				
3.	Retention of local manpower				
4.	Manpower skills				

	gap				
5.	Changing Halal talent competencies through embedment of emerging technologies like Robotic Process Automation (RPA), Internet of Things (IoT) and block chain to increase Halal integrity and seamless Halal supply chain				
<b>C. Collaboration and cooperation</b>					
1.	Non optimised collaboration between regulators & halal agencies				
2.	Requires more effort in gaining government support to improve Halal ecosystem in the respective state/country				
3.	Limited halal certified local raw materials suppliers / manufacturers				
4.	Lacking of Halal product development complying to Shariah protocols				
5.	Lack of supporting industries				
6.	Halal Talent				
7.	Globalisation of Halal Talent to enable				

	connectivity of local to global Halal supply chain				
D.	Others: Please specify.				

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End of Questionnaire.

Thank you for your cooperation.

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Should you have any questions or inquiries concerning completing this survey, please contact:

Evarina Amiron: [pritec\\_academy@yahoo.com](mailto:pritec_academy@yahoo.com)

## **ANNEX 4: SURVEY VALIDATION FORM**

**HALAL DEVELOPMENT CORPORATION SDN. BHD.**

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**HALAL INDUSTRY OCCUPATIONAL FRAMEWORK SURVEY: EXPERT VALIDATION FORM**

<b>Section</b>	<b>Evaluation</b>		
	<b>Suitable</b>	<b>Not Suitable</b>	<b>Requires Amendment (Please state amendment to be done)</b>
<b>Section A : Demographic Information</b>			
Question 1			
Question 2			
Question 3			
Question 4			
Question 5			
Question 6			
<b>Section B: Halal Common Competencies</b>			
Question 1			
<b>Section C: Occupational Structure and Occupational Area Structure</b>			
Question 1			
Question 2			
Question 3			
Question 4			
<b>Section D: Competency in Demand</b>			

Question 1			
<b>Section E: Emerging Skills</b>			
Question 1			
<b>Section F: Jobs in Demand</b>			
Question 1			
<b>Section G: Halal Industry Issues and Challenges</b>			
Question 1			

I hereby acknowledge and state my approval of the survey developed by the researcher for the study as entitled above. The survey questions encompass the information to be solicited via surveys with Halal industry practitioners.

Name :

Signature :

Designation :

Organisation :

Date :

**ANNEX 5: OCCUPATIONAL STRUCTURE (OS),  
OCCUPATIONAL AREA STRUCTURE (OAS) AND  
SAMPLE OF OS IN OTHER INDUSTRIES**

Table Annex 5.1: Halal Industry Occupational Structure (OS)

Industry Sector	HALAL INDUSTRY			
Sub-sector	Regulatory (Industry)		Manufacturing / Production	Services
Level/ Sub-sector	Internal Audit	Compliance & Quality		
LEVEL 8	N/A	N/A	N/A	N/A
LEVEL 7	Chief Halal Officer (CHO) /Halal Senior Specialist***			
LEVEL 6	Halal Senior Auditor	Halal Compliance Manager*	Halal Manager/ Halal Specialist***	Halal Manager/ Halal Specialist***
LEVEL 5	Halal Auditor	Halal Compliance Assistant Manager*	Halal Assistant Manager***	Halal Assistant Manager***
LEVEL 4	Halal Assistant Auditor	Halal Compliance Executive*	Halal Executive***	Halal Executive***
LEVEL 3	N/A	Halal Compliance Supervisor*	Halal Supervisor***	Halal Supervisor***
LEVEL 2	N/A	N/A	Senior Operator	Senior Operator
LEVEL 1	N/A	N/A	Operator	Operator

Note: \*Critical Jobs

\*\* Industry Revolution 4.0

\*\*\* Critical Job and Industry Revolution 4.0

Table Annex 5.2: Halal Industry Occupational Area Structure (OAS)

Industry /Sector	HALAL INDUSTRY			
Sub-sector	Regulatory		Manufacturing/ Production	Services
Level/ Area	Internal Audit	Compliance & Quality		
LEVEL 8	N/A	N/A	N/A	N/A
LEVEL 7	Halal Strategic Management			
LEVEL 6	Halal Regulatory Management		Halal Manufacturing/Production Technical Management	Halal Services Technical Management
LEVEL 5	Halal Regulatory Coordination		Halal Manufacturing/Production Technical Coordination	Halal Services Technical Coordination
LEVEL 4	Halal Regulatory Operation		Halal Manufacturing/Production Operation	Halal Services Operation
LEVEL 3	N/A	Halal Regulatory Operation Support	Halal Manufacturing/Production Operation Support	Halal Services Operation Support
LEVEL 2	N/A	N/A	Manufacturing/Production Operation	Services Operation
LEVEL 1	N/A	N/A		

Table Annex 5.3: MSIC Section A, Division 01, Group 016

SECTION	(A) AGRICULTURE, FORESTRY AND FISHING				
DIVISION	DIVISION (01) CROPS AND ANIMAL PRODUCTION, HUNTING AND RELATED SERVICE ACTIVITIES				
GROUP	GROUP (016) SUPPORT ACTIVITIES TO AGRICULTURE AND POST-HARVEST CROPS ACTIVITIES				
AREA	Ruminants Farming	Poultry House	Production	Halal Regulatory Affairs	
				Internal Audit	Compliance & Quality
LEVEL 8	Senior Specialist**	Senior Specialist**	N/A	N/A	N/A
LEVEL 7	Specialist**	Specialist**	Chief Halal Officer (CHO) /Halal Senior Specialist***		
LEVEL 6	Senior Manager **	Senior Manager **	Halal Manager/ Halal Specialist***	Halal Senior Auditor	Halal Compliance Manager*
LEVEL 5	Farm Manager**	House Manager**	Halal Assistant Manager***	Halal Auditor	Halal Compliance Assistant Manager*
LEVEL 4	Farm Assistant Manager**	House Assistant Manager**	Halal Executive***	Halal Assistant Auditor	Halal Compliance Executive*
LEVEL 3	Farm Supervisor**	House Supervisor**	Halal Supervisor***	N/A	Halal Compliance Supervisor*
LEVEL 2	Farm Technician*	House Technician*	Senior Operator	N/A	N/A
LEVEL 1	Farm Operator*	House Operator*	Operator	N/A	N/A

Note: \*Critical Jobs

\*\* Industry Revolution 4.0

\*\*\* Critical Job and Industry Revolution 4.0

(Adapted from Occupational Structure in Occupational Framework for MSIC Section A 01 (DSD))

Table Annex 5.4: MSIC Section C, Division 10, Group 107

SECTION	(C) MANUFACTURING							
DIVISION	DIVISION (10) MANUFACTURE OF FOOD PRODUCTS							
GROUP	GROUP (107) MANUFACTURE OF OTHER FOOD PRODUCTS							
AREA	Product Development	Product Development	Production	Quality Assurance (QA)	Quality Assurance (QA)	Halal Technical Services	Halal Regulatory Affairs	
							Internal Audit	Compliance & Quality
LEVEL 8	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
LEVEL 7	N/A	N/A	N/A	N/A	N/A	Chief Halal Officer (CHO) /Halal Senior Specialist***		
LEVEL 6	Senior Product Development Manager	Senior Manager	Senior Production Manager* **	Senior QA Manager	Senior QA Manager	Halal Manager/ Halal Specialist***	Halal Senior Auditor	Halal Compliance Manager*
LEVEL 5	Food Specialist* **	Product Development Manager*	Production Manager* **	QA Manager	QA Manager	Halal Assistant Manager***	Halal Auditor	Halal Compliance Assistant Manager*
LEVEL 4	Food Technologist **	Product Development Executive	Production Executive* **	QA/QC Executive*	QA/QC Executive*	Halal Executive***	Halal Assistant Auditor	Halal Compliance Executive*
LEVEL 3	Assistant Food Technologist **	Assistant Executive	Production Supervisor* **	QC Assistant	QC Assistant	Halal Supervisor***	N/A	Halal Compliance Supervisor*
LEVEL 2	N/A	N/A	Production Senior Operator* **	QC Operator	QC Operator	Senior Operator	N/A	N/A
LEVEL 1	N/A	N/A	Production Operator* **	N/A	N/A	Operator	N/A	N/A

Note: \*Critical Jobs

\*\* Industry Revolution 4.0

\*\*\* Critical Job and Industry Revolution 4.0

(Adapted from Occupational Structure in Occupational Framework for MSIC Section C 10 (DSD))

Table Annex 5.5: MSIC Section C, Division 21, Group 21 (1 of 2)

SECTION	C – MANUFACTURING								
DIVISION	21- MANUFACTURE OF BASIC PHARMACEUTICAL PRODUCT AND PHARMACEUTICAL PREPARATIONS								
GROUP	210 - MANUFACTURE OF PHARMACEUTICALS, MEDICINAL CHEMICAL AND BOTANICAL PRODUCTS								
AREA	Manufacturing Operations Engineering (Process Equipment)	Manufacturing Operations Engineering (Facilities)	Production (Manufacturing)	Production (Packing)	Warehousing	Quality Control (QC)	Quality Assurance (QA)	Technical Services	Halal Production
LEVEL 8	N/A								
LEVEL 7	Plant Manager* **								Halal Senior Specialist
LEVEL 6	Engineering Manager*		Production Manager* **		Supply Chain Management (SCM) Manager	Quality Control Manager	Quality Assurance Manager	Technical Services Manager	Halal Manager
LEVEL 5	Process Equipment Engineer	Facilities Engineer*	Production Technologist* **		Senior Warehouse Executive	Quality Control Executive	Quality Assurance Executive	Technical Services Executive*	Halal Assistant Manager
LEVEL 4	Assistant Process Equipment Engineer*	Assistant Facilities Engineer*	Assistant Production Technologist* **		Warehouse Executive	Assistant Quality Control Executive	Assistant Quality Assurance Executive	Technical Services Associate	Halal Executive
LEVEL 3	Engineering Supervisor	Facilities Supervisor*	Production Supervisor/Line Leader* **		Warehouse Supervisor	Quality Technician		Technical Services Assistant	Halal Supervisor
LEVEL 2	Engineering Technician	Facilities Technician	Production Technician**	Packing Technician	Warehouse Assistant	Quality Assistant		N/A	Senior Operator
LEVEL 1	Engineering Support	Facilities Assistant	Production Assistant**	Packer	N/A	N/A		N/A	Operator

Note: \*Critical Job Titles

\*\*\*Critical Job Titles & Jobs relevant to IR 4.0

(Adapted from Occupational Structure in Occupational Framework for MSIC Section C 21 (DSD))

Table Annex 5.6: MSIC Section C, Division 21, Group 21 (2 of 2)

SECTION	C – MANUFACTURING				
DIVISION	21- MANUFACTURE OF BASIC PHARMACEUTICAL PRODUCT AND PHARMACEUTICAL PREPARATIONS				
GROUP	210 - MANUFACTURE OF PHARMACEUTICALS, MEDICINAL CHEMICAL AND BOTANICAL PRODUCTS				
AREA	Research & Development (R&D) (Formulation Development)	Research & Development (R&D) (Analytical Development)	Regulatory Affairs	Halal Regulatory Affairs	
				Halal Internal Audit	Halal Compliance & Quality
LEVEL 8	Not Applicable	Not Applicable	Not Applicable	N/A	N/A
LEVEL 7	Senior R&D Manager		Not Applicable	Halal Senior Specialist	
LEVEL 6	R&D Manager*		Regulatory Affairs Manager	Halal Senior Auditor	Halal Compliance Manager
LEVEL 5	Formulator*	Analyst*	Regulatory Affairs Executive	Halal Auditor	Halal Compliance Assistant Manager
LEVEL 4	Associate Formulator*	Associate Analyst*	Regulatory Affairs Associate	Halal Assistant Auditor	Halal Compliance Executive
LEVEL 3	R&D Technician		Regulatory Affairs Assistant	N/A	Halal Compliance Supervisor
LEVEL 2	Assistant R&D Technician		N/A	N/A	N/A
LEVEL 1	N/A		N/A	N/A	

Note: \*Critical Jobs

\*\*\* Critical Job and Industry Revolution 4.0

(Adapted from Occupational Structure in Occupational Framework for MSIC Section C 21 (DSD))

Table Annex 5.7: MSIC Section C, Division 28, Group 281 &amp; 282 (1 of 3)

SECTION	(C) MANUFACTURING					
DIVISION	(28) MANUFACTURE OF MACHINERY AND EQUIPMENT N.E.C.					
GROUP	(281) MANUFACTURE OF GENERAL-PURPOSE MACHINERY					
	(282) MANUFACTURE OF SPECIAL-PURPOSE MACHINERY					
AREA	M&E Fabrication, Assembly and Repair - Process Engineering	M&E Fabrication, Assembly and Repair - Industrial Engineering	M&E Fabrication, Assembly and Repair - Hydraulic	M&E Fabrication, Assembly and Repair - Pneumatic	M&E Fabrication, Assembly and Repair - Electrical	Halal Technical Services
LEVEL 8	N/A	N/A	N/A	N/A	N/A	N/A
LEVEL 7	N/A	N/A	N/A	N/A	N/A	Halal Senior Specialist
LEVEL 6	N/A	N/A	Hydraulic Specialist	Pneumatic Specialist	Electrical Specialist	Halal Manager
LEVEL 5	Process Engineer	Industrial Engineer*	Hydraulic & Pneumatic Engineer	Hydraulic & Pneumatic Engineer	Electrical Engineer*	Halal Assistant Manager
LEVEL 4	Process Assistant Engineer	Industrial Assistant Engineer*	Hydraulic & Pneumatic Assistant Engineer	Hydraulic & Pneumatic Assistant Engineer	Electrical Assistant Engineer*	Halal Executive
LEVEL 3	Production Supervisor	Production Supervisor	Hydraulic Supervisor	Pneumatic Supervisor	Electrical Supervisor*	Halal Supervisor
LEVEL 2	Production Technician	Production Technician	Hydraulic Technician	Pneumatic Technician	Electrical Technician*	N/A
LEVEL 1	N/A	N/A	N/A	N/A	N/A	N/A

Note: \*Critical Job Titles

\*\*\*Critical Job Titles & Jobs relevant to IR 4.0

(Adapted from Occupational Structure in Occupational Framework for MSIC Section C 28 (DSD))

Table Annex 5.8: MSIC Section C, Division 28, Group 281 &amp; 282 (2 of 3)

SECTION	(C) MANUFACTURING				
DIVISION	(28) MANUFACTURE OF MACHINERY AND EQUIPMENT N.E.C.				
GROUP	(281) MANUFACTURE OF GENERAL-PURPOSE MACHINERY				
	(282) MANUFACTURE OF SPECIAL-PURPOSE MACHINERY				
AREA	M&E Fabrication, Assembly and Repair - Electronic	M&E Fabrication, Assembly and Repair - Mechanical	M&E Fabrication, Assembly and Repair - Mechatronic	M&E Fabrication, Assembly and Repair - Automation	Halal Technical Services
LEVEL 8	N/A	N/A	N/A	N/A	N/A
LEVEL 7	N/A	N/A	N/A	N/A	Halal Senior Specialist
LEVEL 6	Electronic Specialist	Mechanical Specialist	Mechatronic Specialist	Automation Specialist	Halal Manager
LEVEL 5	Electronic Engineer*	Mechanical Engineer*	Mechatronic Engineer	Automation Engineer	Halal Assistant Manager
LEVEL 4	Electronic Assistant Engineer*	Mechanical Assistant Engineer*	Mechatronic Assistant Engineer	Automation Assistant Engineer	Halal Executive
LEVEL 3	Electronic Supervisor	Mechanical Supervisor*	Mechatronic Supervisor	Automation Supervisor	Halal Supervisor
LEVEL 2	Electronic Technician	Mechanical Technician*	Mechatronic Technician	Automation Technician	N/A
LEVEL 1	N/A	N/A	N/A	N/A	N/A

Note: \*Critical Job Titles

\*\*\*Critical Job Titles &amp; Jobs relevant to IR 4.0

(Adapted from Occupational Structure in Occupational Framework for MSIC Section C 28 (DSD))

Table Annex 5.9: MSIC Section C, Division 28, Group 281 &amp; 282 (3 of 3)

SECTION	(C) MANUFACTURING			
DIVISION	(28) MANUFACTURE OF MACHINERY AND EQUIPMENT N.E.C.			
GROUP	(281) MANUFACTURE OF GENERAL-PURPOSE MACHINERY			
	(282) MANUFACTURE OF SPECIAL-PURPOSE MACHINERY			
AREA	Manufacture of Machinery and Equipment Quality Management - Quality Control	Manufacture of Machinery and Equipment Quality Management - Quality Assurance	Halal Regulatory Affairs	
			Halal Internal Audit	Halal Compliance & Quality
LEVEL 8	N/A	N/A	N/A	N/A
LEVEL 7	N/A	N/A	Halal Senior Specialist	
LEVEL 6	N/A	N/A	Halal Senior Auditor	Halal Compliance Manager
LEVEL 5	Quality Control Engineer*	Quality Assurance Engineer*	Halal Auditor	Halal Compliance Assistant Manager
LEVEL 4	Quality Control Assistant Engineer*	Quality Assurance Assistant Engineer*	Halal Assistant Auditor	Halal Compliance Executive
LEVEL 3	Quality Control Supervisor	Quality Control Supervisor	N/A	Halal Compliance Supervisor
LEVEL 2	Quality Control Technician	Quality Control Technician	N/A	N/A
LEVEL 1	N/A	N/A	N/A	N/A

Note: \*Critical Job Titles

\*\*\*Critical Job Titles & Jobs relevant to IR 4.0

Adapted from Occupational Structure in Occupational Framework for MSIC Section C 28 (DSD))

Table Annex 5.10: MSIC Section H, Division 52, Group 521 (1 of 2)

SECTION	(H) TRANSPORTATION AND STORAGE					
DIVISION	(52) WAREHOUSING AND SUPPORT ACTIVITIES FOR TRANSPORTATION					
GROUP	(521) WAREHOUSING AND STORAGE					
AREA	Bonded Warehouse (Inbound – MHE)	Bonded Warehouse (Outbound – MHE)	Bonded Warehouse (Storage – MHE)	Halal Technical Services	Halal Regulatory Affairs	
					Halal Internal Audit	Halal Compliance & Quality
LEVEL 8	N/A	N/A	N/A	N/A	N/A	N/A
LEVEL 7	Regional Manager	Regional Manager	Regional Manager	Halal Senior Specialist	Halal Senior Specialist	
LEVEL 6	Senior Manager	Senior Manager	Senior Manager	Halal Manager	Halal Senior Auditor	Halal Compliance Manager
LEVEL 5	Warehouse Manager	Warehouse Manager	Warehouse Manager	Halal Assistant Manager	Halal Auditor	Halal Compliance Assistant Manager
LEVEL 4	Warehouse Executive	Warehouse Executive	Warehouse Executive	Halal Executive	Halal Assistant Auditor	Halal Compliance Executive
LEVEL 3	Warehouse Supervisor*	Warehouse Supervisor*	Warehouse Supervisor*	Halal Supervisor	N/A	Halal Compliance Supervisor
LEVEL 2	Material Handling Equipment Handler***	Material Handling Equipment Handler***	Material Handling Equipment Handler***	Senior Operator	N/A	N/A
LEVEL 1	Warehouse Handler	Warehouse Handler	Warehouse Handler	Operator	N/A	N/A

Note: \*Critical Job Titles

\*\*\*Critical Job Titles &amp; Jobs relevant to IR 4.0

(Adapted from Occupational Structure in Occupational Framework for MSIC Section H 52 (DSD))

Table Annex 5.11: MSIC Section H, Division 52, Group 521 (2 of 2)

SECTION	(H) TRANSPORTATION AND STORAGE						
DIVISION	(52) WAREHOUSING AND SUPPORT ACTIVITIES FOR TRANSPORTATION						
GROUP	(521) WAREHOUSING AND STORAGE						
AREA	Grain Silos (Operation)	Grain Silos (Quality Control)	Grain Silos (Hygiene Control)	Grain Silos (Safety & Health)	Halal Technical Services	Halal Regulatory Affairs	
						Halal Internal Audit	Halal Compliance & Quality
LEVEL 8	N/A	N/A	N/A	N/A	N/A	N/A	N/A
LEVEL 7	N/A	N/A	N/A	N/A	Halal Senior Specialist	Halal Senior Specialist	
LEVEL 6	N/A	N/A	N/A	N/A	Halal Manager	Halal Senior Auditor	Halal Compliance Manager
LEVEL 5	Operation Manager	Quality Manager**	Hygiene Control Manager**	N/A	Halal Assistant Manager	Halal Auditor	Halal Compliance Assistant Manager
LEVEL 4	Operation Executive	Laboratory Executive***	Hygiene Control Executive**	Safety Officer	Halal Executive	Halal Assistant Auditor	Halal Compliance Executive
LEVEL 3	Operation Supervisor	Quality Supervisor**	Pest Control Supervisor*	Assistant Safety Officer	Halal Supervisor	N/A	Halal Compliance Supervisor
LEVEL 2	Store Keeper**	Quality Control Inspector**	Hygiene Handler	N/A	Senior Operator	N/A	N/A
LEVEL 1	General Worker	N/A	Hygiene General Worker	N/A	Operator	N/A	N/A

Note: \*Critical Job Titles

\*\*\* Critical Job Titles & Jobs relevant to IR 4.0

(Adapted from Occupational Structure in Occupational Framework for MSIC Section H 52 (DSD))

Table Annex 5.12: MSIC Section H, Division 52, Group 522 (1 of 4)

SECTION	(H) TRANSPORTATION AND STORAGE						
DIVISION	(52) WAREHOUSING AND SUPPORT ACTIVITIES FOR TRANSPORTATION						
GROUP	(522) SUPPORT ACTIVITIES FOR TRANSPORTATION						
AREA	Operation of Land Terminal Facilities (Operation)	Operation of Land Terminal Facilities (Quality, Safety & Health)	Other Operation (F&B Management)	Other Operation (Retail Management – Credit Control)	Halal Technical Services	Halal Regulatory Affairs	
						Halal Internal Audit	Halal Compliance & Quality
LEVEL 8	N/A	N/A	N/A	N/A	N/A	N/A	N/A
LEVEL 7	N/A	N/A	N/A	N/A	Halal Senior Specialist	Halal Senior Specialist	
LEVEL 6	Facilities Manager	Facilities Manager	Head of Department	Head of Department	Halal Manager	Halal Senior Auditor	Halal Compliance Manager
LEVEL 5	Assistant Manager	Assistant Manager	Assistant Manager	Assistant Manager	Halal Assistant Manager	Halal Auditor	Halal Compliance Assistant Manager
LEVEL 4	Operation Executive*	Quality Control Executive*	Executive	Credit Control Executive	Halal Executive	Halal Assistant Auditor	Halal Compliance Executive
LEVEL 3	Operation Assistant	N/A	Supervisor	N/A	Halal Supervisor	N/A	Halal Compliance Supervisor
LEVEL 2	N/A	N/A	Cashier*	N/A	N/A	N/A	N/A
LEVEL 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Note: \*Critical Job Titles

\*\*\*Critical Job Titles &amp; Jobs relevant to IR 4.0

(Adapted from Occupational Structure in Occupational Framework for MSIC Section H 52 (DSD))

Table Annex 5.13: MSIC Section H, Division 52, Group 522 (2 of 4)

SECTION	(H) TRANSPORTATION AND STORAGE							
DIVISION	(52) WAREHOUSING AND SUPPORT ACTIVITIES FOR TRANSPORTATION							
GROUP	(522) SUPPORT ACTIVITIES FOR TRANSPORTATION							
AREA	Support Activities for Water Transportation (Storage)	Support Activities for Water Transportation (Packaging)	Support Activities for Water Transportation (Liquid Storage)	Support Activities for Water Transportation (Containerised)	Support Activities for Water Transportation (Non – Containerised)	Halal Technical Services	Halal Regulatory Affairs	
							Halal Internal Audit	Halal Compliance & Quality
LEVEL 8	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
LEVEL 7	N/A	N/A	N/A	N/A	N/A	Halal Senior Specialist	Halal Senior Specialist	
LEVEL 6	N/A	N/A	N/A	N/A	N/A	Halal Manager	Halal Senior Auditor	Halal Compliance Manager
LEVEL 5	Warehousing Manager**	Warehousing Manager**	Terminal Manager**	Operation Manager**	Operation Manager**	Halal Assistant Manager	Halal Auditor	Halal Compliance Assistant Manager
LEVEL 4	Warehousing Executive**	Warehousing Executive**	Assistant Terminal Manager**	Operation Assistant Manager**	Operation Assistant Manager**	Halal Executive	Halal Assistant Auditor	Halal Compliance Executive
LEVEL 3	Storage Supervisor**	Packaging Supervisor**	Supervisor**	Equipment Supervisor**	Equipment Supervisor**	Halal Supervisor	N/A	Halal Compliance Supervisor
LEVEL 2	Storage Assistant	Packaging Assistant	Handler	Equipment Operator**	Equipment Operator**	Senior Operator	N/A	N/A
LEVEL 1	Cargo / Equipment Handler	Cargo / Equipment Handler	General Worker	Cargo Handler	Cargo Handler	Operator	N/A	N/A

Note: \*Critical Job Titles

\*\*\*Critical Job Titles & Jobs relevant to IR 4.0

(Adapted from Occupational Structure in Occupational Framework for MSIC Section H 52 (DSD))

Table Annex 5.14: MSIC Section H, Division 52, Group 522 (3 of 4)

SECTION	(H) TRANSPORTATION AND STORAGE					
DIVISION	(52) WAREHOUSING AND SUPPORT ACTIVITIES FOR TRANSPORTATION					
GROUP	(522) SUPPORT ACTIVITIES FOR TRANSPORTATION					
AREA	Operations of Air Terminal Facilities (Services)	Operations of Air Terminal Facilities (Customer Experience Management)	Operations of Air Terminal Facilities (Commercial)	Halal Technical Services	Halal Regulatory Affairs	
					Halal Internal Audit	Halal Compliance & Quality
LEVEL 8	N/A	N/A	N/A	N/A	N/A	N/A
LEVEL 7	Senior Manager	Senior Manager	Senior Manager	Halal Senior Specialist	Halal Senior Specialist	
LEVEL 6	Manager	Manager	Manager	Halal Manager	Halal Senior Auditor	Halal Compliance Manager
LEVEL 5	Senior Executive	Senior Executive	Senior Executive	Halal Assistant Manager	Halal Auditor	Halal Compliance Assistant Manager
LEVEL 4	Executive	Executive	Executive	Halal Executive	Halal Assistant Auditor	Halal Compliance Executive
LEVEL 3	Operations Officer/ Senior Operations Officer	Operations Officer/ Senior Operations Officer	Operations Officer/ Senior Operations Officer	Halal Supervisor	N/A	Halal Compliance Supervisor
LEVEL 2	Operations/ Admin Assistant	Operations/ Admin Assistant	Operations/ Admin Assistant	Senior Operator	N/A	N/A
LEVEL 1	N/A	N/A	N/A	Operator	N/A	N/A

Note: \*Critical Job Titles

\*\*\*Critical Job Titles &amp; Jobs relevant to IR 4.0

(Adapted from Occupational Structure in Occupational Framework for MSIC Section H 52 (DSD))

Table Annex 5.14: MSIC Section H, Division 52, Group 522 (4 of 4)

SECTION	(H) TRANSPORTATION AND STORAGE						
DIVISION	(52) WAREHOUSING AND SUPPORT ACTIVITIES FOR TRANSPORTATION						
GROUP	(522) SUPPORT ACTIVITIES FOR TRANSPORTATION						
AREA	Forwarding of Freight (Import)	Forwarding of Freight (Export)	Forwarding of Freight (Value Added Activities)	Other Support Activities (Brokerage for ship)	Halal Technical Services	Halal Regulatory Affairs	
						Halal Internal Audit	Halal Compliance & Quality
LEVEL 8	N/A	N/A	N/A	N/A	N/A	N/A	N/A
LEVEL 7	N/A	N/A	N/A	N/A	Halal Senior Specialist	Halal Senior Specialist	
LEVEL 6	N/A	N/A	N/A	N/A	Halal Manager	Halal Senior Auditor	Halal Compliance Manager
LEVEL 5	Operation Manager	Operation Manager	Operation Manager	Shipping Manager***	Halal Assistant Manager	Halal Auditor	Halal Compliance Assistant Manager
LEVEL 4	Operation Executive***	Operation Executive***	Operation Executive***	Shipping Executive***	Halal Executive	Halal Assistant Auditor	Halal Compliance Executive
LEVEL 3	Operation Supervisor***	Operation Supervisor***	N/A	N/A	Halal Supervisor	N/A	Halal Compliance Supervisor
LEVEL 2	Operation Assistant***	Operation Assistant***	N/A	N/A	Senior Operator	N/A	N/A
LEVEL 1	N/A	N/A	N/A	N/A	Operator	N/A	N/A

Note: \*Critical Job Titles

\*\*\*Critical Job Titles &amp; Jobs relevant to IR 4.0

(Adapted from Occupational Structure in Occupational Framework for MSIC Section H 52 (DSD))

Table Annex 5.15: MSIC Section N, Division 82, Group 829

SECTION	(N) ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES						
DIVISION	(82) OFFICE ADMINISTRATIVE, OFFICE SUPPORT AND OTHER BUSINESS SUPPORT ACTIVITIES						
GROUP	(829) BUSINESS SUPPORT SERVICE ACTIVITIES N.E.C.						
AREA	Collection Services	Collection Services (Repossession)	Credit Bureau	Fundraising Organisation Services	Halal Technical Services	Halal Regulatory Affairs	
						Halal Internal Audit	Halal Compliance & Quality
LEVEL 8	N/A	N/A	N/A	N/A	N/A	N/A	N/A
LEVEL 7	N/A	N/A	N/A	N/A	Halal Senior Specialist	Halal Senior Specialist	
LEVEL 6	N/A	N/A	N/A	N/A	Halal Manager	Halal Senior Auditor	Halal Manager
LEVEL 5	Collection Manager	Not Available	Credit Bureau Manager	Fundraising Manager	Halal Assistant Manager	Halal Auditor	Halal Assistant Manager
LEVEL 4	Collection Executive	Not Available	Credit Bureau Executive	Fundraising Executive	Halal Executive	Halal Assistant Auditor	Halal Executive
LEVEL 3	N/A	Repossessor	Credit Bureau Assistant	N/A	Halal Supervisor	N/A	Halal Supervisor
LEVEL 2	N/A	N/A	N/A	N/A	N/A	N/A	N/A
LEVEL 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Note: \*Critical Job Titles

\*\*\*Critical Job Titles & Jobs relevant to IR 4.0

(Adapted from Occupational Structure in Occupational Framework for MSIC Section N 82 (DSD))

**ANNEX 6: FOLLOW UP SURVEY ON HALAL  
INDUSTRY OCCUPATIONAL STRUCTURE  
ENTRY LEVEL**

**HALAL INDUSTRY OCCUPATIONAL FRAMEWORK (ENTRY LEVEL)  
SURVEY  
HALAL DEVELOPMENT CORPORATION SDN. BHD.**

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In collaboration with the Halal Development Corporation Sdn. Bhd. (HDC), the researcher is currently conducting an analysis on the entry level for the Occupational Framework of the Halal Industry. The main objective of this research is to provide a competency reference for skills required by personnel in the industry. We thank you for your cooperation in answering this survey. Please fill your response in the appropriate fields in the forms attached.

**Survey Respondent Details** (For future communication, your contact details responses will be kept confidential and only known to the researcher.)

---

Name : \_\_\_\_\_

Phone Number : \_\_\_\_\_

Organisation : \_\_\_\_\_

Email : \_\_\_\_\_

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## Section A: Demographic Information

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1. Please tick your industry sub-sector (Section) in the space provided. You may choose more than one sub-sector that is relevant to your company. These sub-sectors are according to the Malaysian Standard Industrial Classification (MSIC) 2008 section descriptions.

No	Section	Industry Sub-sector/ MSIC Section Description	Tick (✓)
1.	A	Agriculture, forestry and fishing	
2.	B	Mining and quarrying	
3.	C	Manufacturing	
4.	D	Electricity, gas, steam and air conditioning supply	
5.	E	Water supply; sewerage, waste management and remediation activities	
6.	F	Construction	
7.	G	Wholesale and retail trade; repair of motor vehicles and motorcycles	
8.	H	Transportation and storage	
9.	I	Accommodation and Food service activities	
10.	J	Information and communication	
11.	K	Financial and insurance/takaful activities	
12.	L	Real estate activities	
13.	M	Professional, scientific and technical activities	
14.	N	Administrative and support service activities	
15.	O	Public administration and defence; compulsory social security	
16.	P	Education	
17.	Q	Human health and social work activities	
18.	R	Arts, entertainment and recreation	
19.	S	Other service activities	
20.	T	Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use	
21.	U	Activities of extraterritorial organizations and bodies	

## Section B: Occupational Structure

**Instruction:** In order to further understand the questions and answers provided in this section, it is advised that you read the Malaysian Occupational Skills Qualifications Framework Competency Level Descriptors provided below. This is because all the questions in this section will refer to the competency level descriptions.

Figure 1: Malaysian Occupational Skills Qualification Framework (MOSQF) Level Descriptors

LEVEL	LEVEL DESCRIPTOR
8	Achievement at this level reflects the <b>ability to develop original understanding</b> and extend a sub-area of knowledge or professional practice. It reflects the ability to address problematic situations that involve many complexes, interacting factors through <b>initiating, designing and undertaking research, development or strategic activities</b> . It involves the exercise of broad autonomy, judgement and leadership in sharing responsibility for the development of a field of work or knowledge, or for <b>creating substantial professional or organisational change</b> . It also reflects a <b>critical understanding of relevant theoretical and methodological perspectives</b> and how they affect the field of knowledge or work.
7	Achievement at this level reflects the ability to <b>reformulate</b> and use relevant understanding, methodologies and approaches to address <b>problematic situations</b> that involve many interacting factors. It includes taking responsibility for <b>planning and developing</b> courses of action that initiate or underpin substantial change or development, as well as exercising broad autonomy and judgment. It also reflects an understanding <b>of theoretical and relevant methodological perspectives, and how they affect their sub-area of study or work</b>
6	Achievement at this level reflects the ability to <b>refine</b> and use relevant understanding, methods and skills to address <b>complex problems that have limited definition</b> . It includes taking responsibility for planning and developing courses of action <b>that are able to underpin substantial change or development, as well as exercising broad autonomy and judgment</b> . It also reflects an understanding of different perspectives, <b>approaches of schools of thought and the theories that underpin them</b>

5	Competent in applying a significant range of <b>fundamental principles and complex techniques across</b> a wide and often unpredictable variety of contexts. Very <b>substantial personal autonomy</b> and often significant responsibility for the work of others and for the allocation of substantial resources feature strongly, as do personal accountabilities for <b>analysis and diagnosis, design, planning, execution and evaluation</b> . Specialisation of technical skills should be demonstrated.
4	Competent in performing <b>a broad range of complex technical or professional work</b> activities carried out in a wide variety of contexts and with a substantial degree of personal responsibility and autonomy. Responsibility for the work of others and allocation of resources is often present. <b>Higher level of technical skills</b> should be demonstrated.
3	Competent in performing <b>a broad range of varied work activities</b> , performed in a variety of context, most of which are <b>complex and non-routine</b> . There is considerable responsibility and autonomy and <b>control or guidance of others</b> is often required.
2	Competent in performing <b>a significant range of varied work activities</b> , performed in a variety of context. Some of the <b>activities are non-routine</b> and required individual responsibility and autonomy.
1	Competent in performing a range of varied work activities, most of which are <b>routine and predictable</b> .

1. Please tick the job position/designation in your company that require Halal Personnel competencies.

<b>No.</b>	<b>Job Designation</b>	<b>Competency Level</b>	<b>Tick (√)</b>
1.	Operator	1	
2.	Senior Operator	2	
3.	Technical Assistant	2	
4.	Supervisor	3	
5.	Technician	3	
6.	Junior Executive	4	
7.	Executive	5	
8.	Senior Executive	6	
9.	Technologist	4	
10.	Senior Technologist	5	
11.	Assistant Manager	4	
12.	Manager	5	
13.	General Manager	6	
14.	Director	7	
15.	Consultant	8	

Others: Please state other positions that require Halal Personnel competencies.

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**Instruction: Please refer Table 1 below when answering this question.**

Table 1 is a representation of the common job areas and job titles in the Halal Industry Occupational Structure. The actual job titles in the industry are different based on the individual company practices. The Halal job title at level 3 refers to jobs that require the personnel to ensure the organisation meets Halal Malaysia Certification requirements. Halal personnel at operational level (Level 1 and 2) do exist but are different according to the specific operational work in any particular industry, therefore these jobs are not stated in this Occupational Structure.

Table 1: Halal Industry Occupational Structure

<b>Industry Sector</b>	<b>HALAL INDUSTRY</b>			
<b>Sub-sector</b>	<b>Regulatory (Industry)</b>		<b>Manufacturing / Production</b>	<b>Services</b>
<b>Level</b>	<b>Internal Audit</b>	<b>Compliance &amp; Quality</b>		
<b>L8</b>	N/A	N/A	N/A	N/A
<b>L7</b>	Chief Halal Officer (CHO) /Halal Senior Specialist			
<b>L6</b>	Halal Specialist /Senior Technologist			
<b>L5</b>	Halal Technologist	Halal Technologist	Halal Technologist	Halal Technologist
<b>L4</b>	Halal Technical Executive	Halal Technical Executive	Halal Technical Executive/	Halal Technical Executive
<b>L3</b>	N/A	Halal Supervisor	Halal Supervisor	Halal Supervisor
<b>L2</b>	N/A	N/A	N/A	N/A
<b>L1</b>	N/A	N/A	N/A	N/A

2. Kindly tick your agreement with the statements below with regards to the Occupational Structure in Table 1 and the Malaysian Occupational Skills Qualification Level Descriptors in Figure 1.

No	Halal Industry Occupational Structure	Tick (✓)
1.	The sub-sectors are suitable for the Halal industry.	
2.	The generic job positions are suitable for the Halal industry.	
3.	The competency levels are suitable for the each of the job positions.	
4.	The entry level for Halal personnel should start at level 1 for my industry	
5.	The entry level for Halal personnel should start at level 2 for my industry	
6.	The entry level for Halal personnel should start at level 3 for my industry	

3. Overall, do you agree with the proposed Occupational Structure for Halal Industry as per Table 1?

Yes

No

4. Please provide your reason if you do not agree with the proposed Occupational Structure for Halal Industry as per Table 1?

---

End of Questionnaire. Thank you for your cooperation.

## **ANNEX 7: OCCUPATIONAL DESCRIPTIONS (OD)**

<b>Industry Sector</b>	<b>: Halal Industry</b>
<b>Sub-sector</b>	<b>: Regulatory (Industry)</b>
<b>Area</b>	<b>: Internal Audit</b>
<b>Job Title</b>	<b>: Halal Assistant Auditor</b>
<b>Level</b>	<b>: 4</b>

### **RESPONSIBILITIES:**

Halal Assistant Auditor is responsible to coordinate pre-audit meeting, prepare audit tools, coordinate audit opening of meeting, carry out documentation audit, carry out on-site audit, prepare audit findings report, carry out audit closing meeting and conduct follow up halal audit.

### **Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e., Malaysian Standards, Halal Malaysian Certification Procedure Manual, Malaysian Halal Management System Manual
- Product/service details and ingredients
- Audit plan and audit scope i.e., Area covered, Critical point and Documentation
- Supply chain process

### **Skills:**

- Coordinate pre-audit meeting
- Prepare audit tools
- Coordinate audit Opening meeting
- Carry out documentation audit
- Carry out on-site audit
- Prepare audit findings report
- Carry out audit closing meeting
- Conduct follow up halal audit
- Conduct communication and investigative inquiry i.e. Probing

### **Attributes (Attitude/Safety/Environmental):**

- Meticulous in identifying resources requirements
- Timely in coordinate pre audit meeting
- Accuracy in preparing memo and agenda
- Precise and firm in carrying out documentation audit
- Systematic and thoroughly in checking halal documentation
- Factual in compiling audit findings information report
- Decisive in compiling audit report

<b>Industry Sector</b>	<b>: Halal Industry</b>
<b>Sub-sector</b>	<b>: Regulatory (Industry)</b>
<b>Area</b>	<b>: Internal Audit</b>
<b>Job Title</b>	<b>: Halal Auditor</b>
<b>Level</b>	<b>: 5</b>

### **RESPONSIBILITIES:**

Halal Auditor is responsible to identify audit activities requirement, assess halal auditor personnel's requirement, assess resources requirements, plan audit activities, manage halal audit plan and implementation, determine area of audit and propose corrective and preventive action plan requirement.

### **Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e., Malaysian Standards, Halal Malaysian certification Procedure Manual, Malaysian Halal Management System Manual
- Product/service details and ingredients
- Audit plan and audit scope i.e., Area covered, Critical point and Documentation
- Supply chain process
- Technical applications in halal industry i.e., instrumentation, assessment\*
- Auditor's competencies criteria

### **Skills:**

- Specify audit activities requirement
- Assess halal auditor personnel's requirement
- Assess resources requirements
- Plan audit activities
- Manage halal audit plan and implementation
- Determine scope of audit
- Recommend corrective and preventive action plan requirement
- Coach relevant stakeholders
- Assess assistant Halal auditor performance

### **Attributes (Attitude/Safety/Environmental):**

- Meticulous in assessing resources requirements
- Knowledgeable and resourceful in assessing resources requirements
- Knowledgeable and resourceful in planning audit activities
- Timely in planning audit activities

**Industry Sector** : **Halal Industry**  
**Sub-sector** : **Regulatory (Industry)**  
**Area** : **Internal Audit**  
**Job Title** : **Halal Senior Auditor**  
**Level** : **6**

**RESPONSIBILITIES:**

Halal Senior Auditor is responsible to identify effective halal auditing requirement review audit programme, review audit implementation effectiveness, verify corrective action plan, report halal auditing effectiveness assessment activities and improve audit process.

**Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e., Malaysian Standards, Halal Malaysian Certification Procedure Manual, Malaysian Halal Management System Manual
- Product/service details and ingredients
- Audit plan and audit scope i.e., Area covered, Critical point and Documentation
- Supply chain process
- Halal auditor personnel competency and adequacy
- Assessment of audit performance
- Governance of audit process
- Audit best practices i.e., audit observation
- Suitability of recommended corrective and preventive action (wherever applicable)
- Audit documentation (i.e., Type of report, Report format, Filing system, records)

**Skills:**

- Identify effective halal auditing approach
- Review audit programme
- Review audit implementation effectiveness
- Verify adequacy of preventive and corrective action plan
- Communicate halal auditing effectiveness assessment activities
- Improve Audit Process
- Assess Halal auditor performance

**Attributes (Attitude/Safety/Environmental):**

- Meticulous in identifying effective halal auditing requirement
- Meticulous in reviewing audit implementation effectiveness
- Abreast with halal industry current issue

<b>Industry Sector</b>	:	<b>Halal Industry</b>
<b>Sub-Sector</b>	:	<b>Regulatory (Industry)</b>
<b>Area</b>	:	<b>Regulatory (Halal Compliance, Quality and Audit) Operation Support</b>
<b>Job Title</b>	:	<b>Halal Compliance Supervisor</b>
<b>Level</b>	:	<b>3</b>

### **RESPONSIBILITIES:**

Halal Compliance Supervisor is responsible to prepare Halal Malaysia Certification applications and compile supporting documents. The person also needs to assist in carrying out Halal compliance activities whilst ensuring that the Halal Compliance and Quality activities comply with regulations and quality standards.

### **Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e., Malaysian Standards, Halal Malaysian Certification Procedure Manual, Malaysian Halal Management System (MHMS) Manual
- Scientific, technical and process knowledge related to the product/service categories
- Supply chain process
- SOP development
- Product regulations and industry specific requirements

### **Skills:**

- Coordinate application process/activities according to schedule
- Assist in communicating Halal standards requirements to stakeholders
- Assist in developing Halal SOP
- Assist in engagement with halal regulatory bodies and relevant authorities
- Compile documentation to meet submission requirements for Halal Malaysia Certification process
- Assist internal audit procedure/action plan
- Assist in Continuous Improvement Activities/Increase Quality
- Administer company's MYeHALAL application
- Assist Internal Halal Committee (IHC) during Halal site inspection internal / external (authority/vendor)
- Assist in developing company's Halal Management System according to MHMS
- Assist in updating latest Halal documentation (new certificate)
- Assist in internal halal coaching
- Highlight Halal operation related issues and provide related evident to superior

**Attributes (Attitude/Safety/Environmental):**

- Good team player and able to collaborate with all levels of the cross-functional team
- Non-disclosure of the company's confidential information
- High level of dedication and responsibility
- Uphold code of ethics and business integrity
- Apply effective communication skills
- Apply IT skills
- Capable of learning new things
- Defend Halal in the respective industries
- Good ethics and open minded, versatile

**Industry Sector** : **Halal Industry**  
**Sub-Sector:** : **Regulatory (Industry)**  
**Area** : **Regulatory (Halal Compliance, Quality and Audit) Operation**  
**Job Title** : **Halal Compliance Executive**  
**Level** : **4**

**RESPONSIBILITIES:**

Halal Compliance Executive is responsible to implement Halal Compliance, Quality and Audit activities according to organisation's requirements whilst ensuring that the final product complies with relevant regulations and quality standards. The person also will be involved in halal regulatory advocacy.

**Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e., Malaysian Standards, Halal Malaysian Certification Procedure Manual, Malaysian Halal Management System (MHMS) Manual
- Scientific, technical and process knowledge related to the product/service categories
- Supply chain process
- SOP development
- Product regulations and industry specific requirements

**Skills:**

- Verify compliance of company's product/service and activities to all applicable Halal standards and regulations
- Coordinate response activities internally in regards to non-conformance
- Conduct response activities to authorities in regards to non-conformance
- Conduct risk assessment procedure and action plan
- Monitor performance data of halal related vendors
- Assess evidences on Halal operation related issues and prepare recommendation
- Coordinate implementation of action plan to address Halal operation related issues
- Execute halal crisis management procedure/action plan
- Conduct internal Halal coaching
- Communicate Halal and product regulatory requirements to all relevant internal stakeholders
- Ensure final product complies with regulations and quality standards
- Identify area for Halal regulatory advocacy
- Participate in halal regulatory advocacy

- Assist in conducting compliance assessment of products/services to applicable standards and regulations

**Attributes (Attitude/Safety/Environmental):**

- Good team player and able to work together with all levels of the cross-functional team
- Non-disclosure of the company's confidential information
- High level of dedication and responsibility
- Uphold code of ethics and business integrity
- Apply effective communication skills
- Apply IT skills
- Capable of learning new things

**Industry Sector** : **Halal Industry**  
**Sub-Sector:** : **Regulatory (Industry)**  
**Area** : **Regulatory (Halal Compliance, Quality and Audit) Coordination**  
**Job Title** : **Halal Compliance Assistant Manager**  
**Level** : **5**

### **RESPONSIBILITIES:**

Halal Compliance Assistant Manager is responsible to manage regulatory which include Halal compliance and quality activities according to organisation's requirements and in adherence to the relevant regulations and quality standards. The person will also lead halal regulatory advocacy.

### **Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e., Malaysian Standards, Halal Malaysian Certification Procedure Manual, Malaysian Halal Management System (MHMS) Manual
- Scientific, technical and process knowledge related to the product/service categories
- Crisis management procedure
- Supply chain process
- SOP development
- Product regulations and industry specific requirements

### **Skills:**

- Develop advocacy strategy
- Communicate Halal matters to all relevant internal stakeholders
- Assist in public affairs engagement
- Validate response activities internally in regards to non-conformance
- Verify adequacy of response activities to authorities in regards to non-conformance
- Develop halal risk assessment procedure and action plan
- Validate completeness of documentation for Halal Malaysia Certification application
- Manage internal Halal coaching
- Escalate recommendation to address Halal operation related issues to stakeholders
- Manage implementation of action plan to address Halal operation related issues
- Assist crisis management team
- Develop SOP to define processes, roles and responsibilities of all related stakeholders based on MHMS

- Conduct compliance assessment of products/services to applicable standards and regulations
- Verify final product complies with regulations and quality standards

**Attributes (Attitude/Safety/Environmental):**

- Good team player and able to work together with all levels of the cross-functional team
- Non-disclosure of the company's confidential information
- High level of dedication and responsibility
- Uphold code of ethics and business integrity
- Apply effective communication skills
- Apply IT skills
- Effective decision making
- Reliability and tenacious
- Respect for subordinates

**Industry Sector** : **Halal Industry**  
**Sub-Sector:** : **Regulatory (Industry)**  
**Area** : **Regulatory Management (Halal Compliance, Quality and Audit)**  
**Job Title** : **Halal Compliance Manager**  
**Level** : **6**

### **RESPONSIBILITIES:**

Halal Compliance Manager is responsible for effective execution of Halal compliance according to relevant regulations and standards. The person will also strategise halal regulatory advocacy.

### **Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e., Malaysian Standards, Halal Malaysian Certification Procedure Manual, Malaysian Halal Management System (MHMS) Manual
- Scientific, technical and process knowledge related to the product/service categories
- Crisis management procedure
- Supply chain process
- SOP development
- Product regulations and industry specific requirements

### **Skills:**

- Plan and execute advocacy strategy
- Strategise communication on Halal matters to all relevant internal stakeholders
- Collaborate with other parties in public affairs engagement
- Assess effectiveness of overall MHMS implementation
- Validate of halal risk assessment procedure
- Verify halal risk assessment action plan
- Mentor internal Halal coach
- Align recommendation made to address Halal operation related issues with stakeholders
- Direct implementation of action plan to address Halal operation related issues
- Collaborate with crisis management team
- Approve SOP to define processes, roles and responsibilities of all related stakeholders based on MHMS
- Approve compliance assessment of products/services to applicable standards and regulations

**Attributes (Attitude/Safety/Environmental):**

- Good team player and able to work together with all levels of the cross-functional team
- Non-disclosure of the company's confidential information
- High level of dedication and responsibility
- Uphold code of ethics and business integrity
- Apply effective communication skills
- Apply IT skills

**Industry Sector** : **Halal Industry**  
**Sub-Sector** : **Manufacturing / Production**  
**Job Title** : **Halal Supervisor**  
**Level** : **3**

### **RESPONSIBILITIES:**

Halal Supervisor is responsible to supervise, control and co-ordinate the activities of workers involved directly in manufacturing/productions industries such as in the material preparation, processing, packaging until the storage operations in accordance with relevant regulations and quality standards.

### **Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e., Malaysian Standards, Halal Malaysian Certification Procedure Manual, Malaysian Halal Management System (MHMS) Manual
- Specific industry practices requirement-e.g., GMP, GHP, GLP, VHM, HACCP, OSHA and etc.
- Supply chain process
- SOP development
- Scientific, technical and process knowledge according to product categories

### **Skills:**

- Interpret scientific / technical / operation / process fundamental knowledge
- Assist in performing Sertu activities
- Update daily activities highlighting Halal operation related issues and providing recommendation to Halal Executive/IHC/Immediate superior
- Coordinate application process/activities according to schedule
- Assist in communicating Halal standards requirements to stakeholders
- Assist in developing Halal SOP
- Assist in engagement with halal regulatory bodies and relevant authorities
- Compile documentation to meet submission requirements for Halal Malaysia Certification process
- Assist internal audit procedure/action plan
- Assist in Continuous Improvement Activities/Increase Quality
- Administer company's MYeHALAL application
- Assist Internal Halal Committee (IHC) during Halal site inspection internal / external (authority/vendor)
- Assist in developing company's Halal Management System according to MHMS
- Assist in updating latest Halal documentation (new certificate)

- Assist in internal halal coaching
- Highlight Halal operation related issues and provide related evident to superior

**Attributes (Attitude/Safety/Environmental):**

- Good team player and able to work together with all levels of the cross-functional team.
- Non-disclosure of the company's confidential information.
- High level of dedication and responsibility.
- Good practising Muslim;
- Good interpersonal skills;
- Good report writing skills.

**Industry Sector** : **Halal Industry**  
**Sub-Sector** : **Manufacturing / Production**  
**Job Title** : **Halal Executive**  
**Level** : **4**

**RESPONSIBILITIES:**

Halal Executive is responsible to carry out Halal initiatives and ensure adherence of operational activities and requirements pertaining to Halal compliance and certifications of products and ingredients.

**Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e. Malaysian Standards, Halal Malaysian Certification Procedure Manual, Malaysian Halal Management System (MHMS) Manual
- Scientific, technical and process knowledge related to the product/service categories
- Supply chain process
- SOP development
- Product regulations and industry specific requirements

**Skills:**

- Coordinate Sertu activities
- Coordinate MHMS activities
- Verify compliance of company's product/service and activities to all applicable Halal standards and regulations
- Coordinate response activities internally in regards to non-conformance
- Conduct response activities to authorities in regards to non-conformance
- Conduct risk assessment procedure and action plan
- Monitor performance data of halal related vendors
- Assess evidences on Halal operation related issues and prepare recommendation
- Coordinate implementation of action plan to address Halal operation related issues
- Execute halal crisis management procedure/action plan
- Conduct internal Halal coaching
- Communicate Halal and product regulatory requirements to all relevant internal stakeholders
- Ensure final product complies with regulations and quality standards
- Identify area for Halal regulatory advocacy
- Participate in halal regulatory advocacy
- Assist in conducting compliance assessment of products/services to applicable standards and regulations

**Attributes (Attitude/Safety/Environmental):**

- High level of dedication and responsibility.
- Analytical problem solving
- Good presentation, communication and leadership
- Interpersonal skill.
- High level of Halal awareness and forward thinking on future development.
- Good coordination and use of resources.
- Organization and distribution of documents.
- Halal auditing system –various methods.
- Good understanding of data system/module.
- Practise Halal Code of Ethics
- Good team player and able to work together with all levels of the cross-functional team.
- Non-disclosure of the company's confidential information.

**Industry Sector** : **Halal Industry**  
**Sub-Sector** : **Manufacturing / Production**  
**Job Title** : **Halal Assistant Manager**  
**Level** : **5**

**RESPONSIBILITIES:**

Halal Assistant Manager, Technologist is responsible to assist the manager in managing all Halal related matters and ensuring that products meet standards set by the companies and regulatory authorities. They may assist to develop and review quality and safety policies and manage audits by third-party inspectors. Halal Assistant Managers may train technician and oversee manufacturing and production processes.

**Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e., Malaysian Standards, Halal Malaysian Certification Procedure Manual, Malaysian Halal Management System (MHMS) Manual
- Specific industry practices requirement e.g. HACCP, GMP, GLP, VTM, HACCP OSHA, GHP and etc);
- Understanding of products, processes and operations;
- Management of Personnel Resources - Motivating, developing, and directing people as they work.
- Able to interpret standard operating procedure;
- Understanding of methodology for entire operation activities;
- Auditing procedures;
- Risk management system

**Skills:**

- Implement scientific/technical/operation/ process fundamental
- Negotiation in bringing others together and trying to reconcile differences
- Implement Halal & Shariah fundamentals
- Develop, monitor & review SOP
- Conduct strategic communication program
- Facilitate Liaison activities
- Strategize company direction in ensuring Halal compliance and effective Halal management system.
- Ensure implementation of Halal Code of Ethics
- Coach and lead Halal matters (*related to all competency*) Coach, Training & Mentoring

- Exercise business acumen
- Assist to plan & schedule halal audit activity
- Plan & schedule halal training program
- Analyze & summarise audit findings
- Evaluate & review training progress & effectiveness
- Manage, update record and database
- Keeping abreast / evaluate /proposed latest halal related technology applications
- Assist to design, propose & review training module
- Perform evaluation and appraisal of subordinate

**Attributes (Attitude/Safety/Environmental):**

- Good team player and able to work together with all levels of the cross-functional team.
- Non-disclosure of the company's confidential information.
- High level of dedication and responsibility.
- Good practising Muslim;
- Good interpersonal skills;
- Good report writing skills.

**Industry Sector** : **Halal Industry**  
**Sub-Sector** : **Production/Manufacturing**  
**Job Title** : **Halal Manager**  
**Level** : **6**

**RESPONSIBILITIES:**

Halal Manager, Halal Specialist is responsible to manage all Halal related matters and ensuring that food products meet standards set by the companies and regulatory authorities. Halal Manager may develop and review quality and safety policies and manage audits by third-party inspectors. They also may train technician and oversee manufacturing and production processes.

**Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e., Malaysian Standards, Halal Malaysian Certification Procedure Manual, Malaysian Halal Management System (MHMS) Manual
- In depth understanding of Halal and Shariah requirements (MS Standard, HACCP, GMP and GHP);
- Experience in network building and public relation
- Understanding of products, processes and operations;
- Negotiation in bringing others together and trying to reconcile differences;
- Management of Personnel Resources - Motivating, developing, and directing people as they work.
- Able to interpret standard operating procedure;
- Knowledge of related tools and equipment;
- Food processing activities;
- Auditing procedures.

**Skills:**

- Articulate scientific/technology/manufacturing processes fundamental
- Ensure compliance to Halal and Shariah requirement [(industry (diff. authorities) & Halal Malaysia Certification (JAKIM)]
- Synthesize new/improvement to existing SOP
- Plan strategic communication program
- Plan liaison activities
- Exhibit industry expertise in halal standards development
- Demonstrate Halal Code of Ethics
- Participate in high level halal initiative

- Lead Halal matters
- Demonstrate business acumen
- Adhere to corporate direction/strategy
- Strategise latest halal related technology applications
- Plan advance Implementation of scientific/technical/operation/ process
- Implement Halal & Shariah requirement.
- Validate related SOP execution.
- Conduct strategic communication program
- Plan Liaison activities
- Advocacy of related Halal matters
- Manage crisis management procedure/action plan
- Manage risk management procedure/action plan
- Manage internal audit procedure/action plan
- Manage regulatory procedure/action plan [(industry (diff. authorities) & Halal (JAKIM)]
- Ensure implementation of Halal Code of Ethics
- Coach and lead Halal matters (*related to all competency*)
- Coach, Training & Mentoring
- Exercise business acumen
- Validate on corrective action on halal audit finding
- Ensuring execution of halal training plan.
- Evaluate & review training progress & effectiveness
- Manage, update record and database
- Keeping abreast / evaluate /proposed latest halal related technology applications
- Design, propose & review training module
- Perform evaluation and appraisal of subordinate
- Report to top management and authorities

**Attributes (Attitude/Safety/Environmental):**

- Good team leader and able to work together with all levels of the cross-functional team.
- Non-disclosure of the company's confidential information.
- High level of dedication and responsibility.
- Good practising Muslim;
- Good interpersonal skills;
- Good report writing skills.

**Industry Sector** : **Halal Industry**  
**Sub-sector** : **Services**  
**Job Title** : **Halal Supervisor**  
**Level** : **3**

**RESPONSIBILITIES:**

Halal Supervisor is responsible to execute field work from beginning to the end process, perform inspection based on Halal Assurance System (HAS) requirement and Shariah fundamental. He/she also responsible to supervise and coordinate activities of workers.

**Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e., Malaysian Standards, Halal Malaysian Certification Procedure Manual, Malaysian Halal Management System (MHMS) Manual
- Services method
- Benefits of company services to customer
- Product and services know how
- Technical requirements of service
- Requirement //HAS/Legal
- Standard / GMP/ HACCP
- Incident Management Process
- Product knowledge

**Skills:**

- Execute field work from beginning to the end process.
- Perform inspection based on has requirement and Shariah fundamental.
- Supervise and coordinate activities of workers.
- Update daily activities highlighting Halal operation related issues and providing recommendation to Halal Executive/IHC/Immediate superior
- Coordinate application process/activities according to schedule
- Assist in communicating Halal standards requirements to stakeholders
- Assist in developing Halal SOP
- Assist in engagement with halal regulatory bodies and relevant authorities
- Compile documentation to meet submission requirements for Halal Malaysia Certification process
- Assist internal audit procedure/action plan
- Assist in Continuous Improvement Activities/Increase Quality
- Administer company's MYeHALAL application

- Assist Internal Halal Committee (IHC) during Halal site inspection internal / external (authority /vendor)
- Assist in developing company's Halal Management System according to MHMS
- Assist in updating latest Halal documentation (new certificate)
- Assist in internal halal coaching
- Highlight Halal operation related issues and provide related evident to superior

**Attributes (Attitude/Safety/Environmental):**

- Good team player and able to work together with all levels of the cross-functional team.
- Non-disclosure of the company's confidential information.
- High level of dedication and responsibility.
- Ability to communicate clearly
- Time management skill
- Ability to read customer
- Trouble shooting and solution findings related to routine work
- IT Literacy

**Industry Sector** : **Halal Industry**  
**Sub-sector** : **Services**  
**Job Title** : **Halal Executive**  
**Level** : **4**

### **RESPONSIBILITIES:**

Halal Executive is responsible to implement HAS including keeping the records of any related work activities in the service offered, prepare contingency plan involving customer complaint, vendor complaint, production issues and to be involved in training, plan guidance and mentoring of staff.

#### **Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e., Malaysian Standards, Halal Malaysian Certification Procedure Manual, Malaysian Halal Management System (MHMS) Manual
- Business method
- Benefits of company services to customer
- Product and services know how
- Technical philosophy
- Requirement/HAS/Legal
- Standard / GMP/ HACCP
- Incident Management guidelines
- Strategic plan Knowledge of Fatwa
- Knowledge of business acumen

#### **Skills:**

- Coordinate Sertu activities
- Coordinate MHMS activities
- Verify compliance of company's product/service and activities to all applicable Halal standards and regulations
- Coordinate response activities internally in regards to non-conformance
- Conduct response activities to authorities in regards to non-conformance
- Conduct risk assessment procedure and action plan
- Monitor performance data of halal related vendors
- Assess evidences on Halal operation related issues and prepare recommendation
- Coordinate implementation of action plan to address Halal operation related issues
- Execute halal crisis management procedure/action plan
- Conduct internal Halal coaching

- Communicate Halal and product regulatory requirements to all relevant internal stakeholders
- Ensure final product complies with regulations and quality standards
- Identify area for Halal regulatory advocacy
- Participate in halal regulatory advocacy
- Assist in conducting compliance assessment of products/services to applicable standards and regulations
- Implement HAS including management of the records of any related work activities in the service offered

**Attributes (Attitude/Safety/Environmental):**

- Good team player and able to work together with all levels of the cross-functional team.
- Non-disclosure of the company's confidential information.
- High level of dedication and responsibility.

**Industry Sector** : **Halal Industry**  
**Sub-sector** : **Services**  
**Job Title** : **Halal Assistant Manager**  
**Level** : **5**

**RESPONSIBILITIES:**

Halal Assistant Manager is responsible to review the performance of HAS implementation, including analysing records for any activities in their services offered, plan field work changes based on client requirements.

**Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e., Malaysian Standards, Halal Malaysian Certification Procedure Manual, Malaysian Halal Management System (MHMS) Manual
- Business method
- Benefits of company services to customer
- Product and services know how
- Technical philosophy
- Standard / GMP/ HACCP
- Incident Management
- Shariah requirement for the services
- Non-compliance to the Shariah requirement
- Knowledge of non-compliance to the Shariah requirement
- Strategic plan
- Knowledge of Fatwa

**Skills:**

- Implement work process fundamentals
- Negotiation in bringing others together and trying to reconcile differences
- Implement Halal & Shariah fundamentals
- Develop, monitor & review SOP
- Conduct strategic communication program
- Facilitate liaison activities
- Strategise company direction in ensuring Halal compliance and effective Halal management system
- Ensure implementation of Halal Code of Ethics
- Coach and lead Halal matters (related to all competency) Suggestion: Coach, Training & Mentoring

- Exercise business acumen
- Assist to plan & schedule halal audit activity
- Plan & schedule halal training program
- Analyse & summarise audit findings
- Evaluate & review training progress & effectiveness
- Manage, update record and database
- Assist to design, propose & review training module
- Perform evaluation and appraisal of subordinate
- Review the performance of HAS implementation
- Analyse records for any activities in their services offered
- Plan field work changes based on client requirements

**Attributes (Attitude/Safety/Environmental):**

- Good team player and able to work together with all levels of the cross-functional team.
- Non-disclosure of the company's confidential information.
- High level of dedication and responsibility.
- Man power planning
- Time management skill
- Trouble shooting and present solution of findings

**Industry Sector : Halal Industry**  
**Sub-sector : Services**  
**Job Title : Halal Manager**  
**Level : 6**

**RESPONSIBILITIES:**

Halal Manager, Halal Specialist is responsible to oversee and verify Halal related processes according to SOP, standards, risk management plan and regulatory procedures development. They are also required to validate all the related Halal matters and report to top management, as well as awareness programme and customer service management.

**Knowledge:**

- Halal and haram concept (Shariah)
- Related rules and regulations i.e., Local authority rules and regulation, Trade Descriptions Act 2011 (Act 730)
- Halal Malaysia Certification references i.e., Malaysian Standards, Halal Malaysian Certification Procedure Manual, Malaysian Halal Management System (MHMS) Manual
- Business management
- Wide range of technological application
- Benefits of company services to customer
- Product and services know how
- Technical philosophy
- Incident Management
- Shariah requirement for the services
- Non-compliance to the Shariah requirement
- HAS and documents related
- Knowledge of non-compliance to the Shariah requirement
- Knowledge of Strategic plan
- Knowledge of Fatwa
- Knowledge of business acumen

**Skills:**

- Oversee and verify Halal related processes according to SOP and standards
- Oversee and verify risk management plan
- Oversee and verify regulatory procedures development
- Validate all the related Halal matters and report to top management.
- Plan public relationship and corporate affairs communication.
- Plan customer service management and marketing & sales.

**Attributes (Attitude/Safety/Environmental):**

- Good team player and able to work together with all levels of the cross-functional team.
- Non-disclosure of the company's confidential information.
- High level of dedication and responsibility.
- Man power planning
- Ability to communicate clearly
- Time management skill
- Trouble shooting and present solution of findings
- IT Literacy and public presentation.

**Industry Sector : Halal Industry**  
**Sub-sector : Regulatory/ Manufacturing/ Services**  
**Job Title : Chief Halal Officer/Halal Senior Specialist**  
**Level : 7**

**RESPONSIBILITIES:**

Chief Halal Officer or Halal Senior Specialist is responsible to manage all Halal related matters and ensure that Halal compliance meet quality standards set by the companies and regulatory authorities.

**Knowledge:**

- In depth understanding of Halal and Shariah requirements
- Experience in network building
- Products, processes and operations
- Negotiation techniques in bringing others together and trying to reconcile differences
- Management of Personnel Resources - Motivating, developing, and directing people as they work
- Public Relations

**Skills:**

- Strategise response and adopts proactive approaches towards any threats (i.e.: social media postings) that will impact/jeopardize company's positioning and reputation among stakeholders
- Establish Halal governance
- Lead halal management committee
- Imbed Halal integrity within company policy
- Endorse yearly master operational plan/activities (auditing, new application, renewal, training etc.)/halal budget
- Member in crisis management team
- Represent the company and industry at national/global level on Halal matters
- Determine Halal Policy and decision making protocol on Halal matters
- Vet and approve any external communication related to Halal matters
- Strategize Halal initiative
- Plan strategic communication program
- Plan liaison activities
- Strategise crisis management procedure/action plan for Halal matters
- Exhibit industry expertise in halal standards development, talent development, technology initiatives, suitable value systems to sustain corporate positioning in Halal industry
- Demonstrate Halal Code of Ethics

- Lead stakeholders' management with all related agencies, suppliers/vendors and parties in the Halal industry

**Attributes (Attitude/Safety/Environmental):**

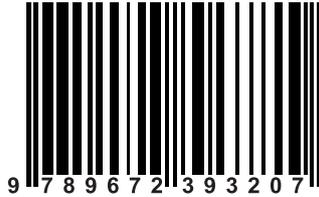
- High level of dedication and responsibility.
- Man power planning
- Has tenacity
- Time management skill
- Trouble shooting and present solution of findings
- IT Literacy and public presentation.
- Is visionary and effective strategist

**ANNEX 8:****PRELIMINARY HALAL REGULATORY  
(GOVERNMENT) SUB SECTOR OCCUPATIONAL  
STRUCTURE (OS)**

<b>INDUSTRY SECTOR</b>	<b>HALAL INDUSTRY</b>		
<b>SUB-SECTOR</b>	<b>Regulatory (Government Agency)</b>		
<b>LEVEL/ SUB-SECTOR</b>	<b>Enforcement</b>	<b>Audit</b>	<b>Policy</b>
<b>L8</b>	N/A	N/A	N/A
<b>L7</b>	N/A	N/A	N/A
<b>L6</b>	Principal Assistant Director		Principal Assistant Director
<b>L5</b>	Senior Assistant Director		Senior Assistant Director
<b>L4</b>	Assistant Director		Assistant Director
<b>L3</b>	Assistant Officer		N/A
<b>L2</b>	N/A	N/A	N/A
<b>L1</b>	N/A	N/A	N/A

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HALAL INDUSTRY 2021**