



WIEF-AFF ROUNDTABLE 2015

Tokyo, Japan
26 May 2015



Halal Implementation at Nestlé Malaysia

AGENDA

- Halal implementation – a humble start towards certification
- Growing Awareness of Consumers
- Growing Stringency in Standards
- Going global

Halal Implementation at Nestlé Malaysia

The Journey...

- Started in Nestlé Malaysia in early 1970's
- Formation of Halal Committee in the 1980's

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The Journey...

- More structured Halal Committee and establishment of Halal Policy in 1992
- At forefront to receive introduction of Halal certification by JAKIM in 1994

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The Journey...

- Recognition of Halal at Nestlé global in 1995
- Established a Nestlé Halal guidelines for inter-market supply in 1997
- Involved in the Halal technical committee establishing the general guidelines MS1500:2004 for Halal food
- Established Halal Affairs in 2012

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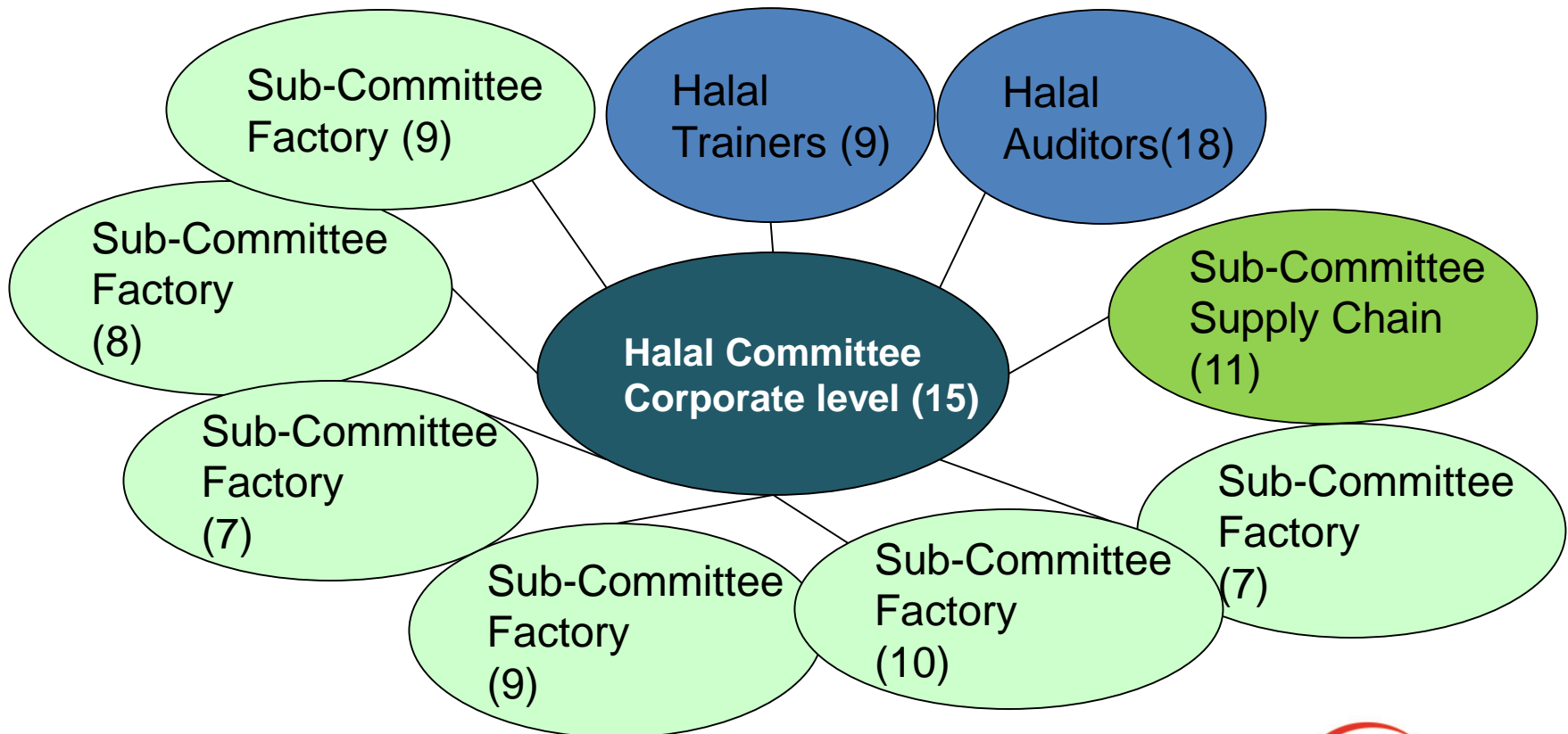
Halal Policy

As a responsible corporate citizen, Nestlé Malaysia produces, imports and distributes only HALAL products which have been certified by the Department of Islamic Development Malaysia (JAKIM) and the relevant recognized Islamic authorities.

We are firmly committed to ensure the peace of mind of all consumers.

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Organization of Halal Team



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Growing Awareness:

- General Consumers/Customers
- Specific Consumers
- Halal Expertise/Industries

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Growing Stringency:

- Integrity
- Understanding (in-depth)
- Enhancing Assurance
- Surveillance - Enforcement
- Mandatory Compliance
- Protect Consumers

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Growing Stringency:

- Commitment from the Industries
- Credibility in certification
- Working together (understanding)
 - All Halal stakeholders
- With Good intention – in line with the concept of Halal

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Going Global:

- Foreign Standards & Regulations
- Recognized Bodies?
- Validity of certificates.

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The key
messages:

Halal Integrity:
No compromise

Halal is hygiene
& food safety.

Social
responsibility

Good for
everyone

A great
demand

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Thank You

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