

1ST INTERNATIONAL HALAL MANAGEMENT CONFERENCE (IHMC) 2017

Jointly organized by:



세종대학교
SEJONG UNIVERSITY



세종사이버대학교
SEJONG CYBER UNIVERSITY

Held on:

17 to 18 August 2017

Venue:

Sejong University, Seoul, Korea.

Theme:

Halal Industry: Prospects and Challenges



the Korean
Food Service
Association
(사)한국외식산업학회



(사)한국호텔관광학회
The Academy of Korea Hospitality & Tourism



한국외대 이슬람문화연구회
The Society of Islamic Culture Studies

PROGRAMME BOOK

CONFERENCE PROGRAMME SCHEDULE

Day 1: 17 August 2017 (Thursday)		
Time	Program	Venue
9.30 – 10.30 AM	Registration and Arrival of Guests ▪ USIM – IHMC Participants ▪ Sejong University – Industrial Talk Participants ▪ Sejong University – Invited Guests	B2 Fl. Lobby
10.00 – 10.30 AM	Opening and Welcoming Speech by ▪ President of Sejong University ▪ Prof. Dr Roshada Hashim, Deputy Vice-Chancellor, Universiti Sains Islam Malaysia ▪ Chairman of The Korean Food Service Association	Gwanggaeto-kwan B2 Fl. Convention Center
10.30 – 10.45 AM	Refreshment and Networking	
10.45 – 11.15 AM	Keynote Address 1 ▪ Prof. Dr Zainal Abidin Mohamed, Deputy Dean, Graduate School of Muamalat, USIM	Gwanggaeto-kwan B2 Fl. Convention Center
11.15 – 11.45 AM	Keynote Address 2 ▪ Mr. Lee, Jeung-Sung, Vice President of Daesang Cooperation.	
11.45 – 12.15 PM	Keynote Address 3 ▪ Mr. Kim Baek-Jae, Representative of Qatar Airways.	
12.15 – 1.30 PM	Halal Luncheon (Gwanggaeto-kwan B2 Fl. Convention Center)	
1.30 – 3.00 PM	Academic Seminar (USIM): Concurrent Sessions 1	Gwanggaeto-kwan 5 & 6 Fl.
	Industrial Seminar (Sejong University) Seminar 1: ▪ The Korea Food Service Association ▪ The Society of Islamic Culture Studies(HUFS)	
3.00 – 3.30 PM	Refreshment and Networking	
3.30 – 5.00 PM	Academic Seminar (USIM): Concurrent Sessions 2	Gwanggaeto-kwan 5 & 6 Fl.
5.00 – 6.30 PM	Welcome Dinner	Convention Center B2 Fl.
End of Day 1		

Day 2: 18 August 2017 (Friday)		
Time	Program	Venue
8.30 – 9.00 AM	Registration and Arrival of Guests	6 Fl. Lobby
9.00 – 10.30 AM	Academic Seminar (USIM): Concurrent Sessions 3	Gwanggaeto-kwan 6 Fl.
10.30 – 11.00 AM	Refreshment and Networking	
11.00 AM – 12.30 PM	Academic Seminar (USIM): Concurrent Sessions 4 ▪ The Academy of Korea Hospitality & Tourism	Gwanggaeto-kwan 6 Fl.
12.30 – 2.00 PM	Halal Luncheon (Gunja-kwan 6Fl, Cafeteria)	
2.00 – 3.30 PM	Academic Seminar (USIM): Concurrent Sessions 5 Industrial Seminar (Sejong University) Seminar 2: The Academy of Korea Hospitality & Tourism	Gwanggaeto-kwan 6 Fl.
3.30 – 4.00 PM	Refreshment and Networking	
4.00 – 5.00 PM	Closing Ceremony ▪ Best Paper Award Presentation	Coference room, Students Hall (B1 Fl)
End of Day 2		

PROFILE OF KEYNOTE SPEAKERS

**PROFESSOR ZAINAL ABIDIN MOHAMED
DEPTY DEAN (GRADUATE SCHOOL OF MUAMALAT)
FACULTY OF ECONOMICS AND MUAMALAT
UNIVERSITI SAINS ISLAM MALAYSIA (USIM)**



Professor Zainal Abidin Mohamed is currently a professor of management at the Graduate School of Muamalat, Universiti Sains Islam Malaysia (USIM), located at Nilai in the state of Negeri Sembilan, 20km south of Kuala Lumpur.

His serious work in the Halal industrial sector started by having his own chicken farm (30,000 birds per cycle) and ensuring that the whole supply chain is as stipulated in the Shariah compliance regulations. He was also involved (UPM) in studying the cleansing of live animals meat that were not fed with halal feed and how long would they replace these meat once halal feed has been administered and can then be reclassified as halal meat.

His current research, related in this field is the study of potential Medical tourism for the Muslim tourists in Malaysia. It is a small market niche but with great potential and an area that Malaysia can be strong in. Recently he gave a keynote speech at the Busan Anti-Aging Conference discussing about possible widening of the anti-aging manufacturers of South Korea towards exporting to Muslim countries especially in the Middle East.

Currently, he is the Deputy Dean of the Graduate School of Muamalat, at USIM, coordinating the graduate programmes of the Faculty of Economics and Muamalat since September 2013. He has held several academic posts in the last 40 years of service such as Department Head, Deputy Dean, Dean, instrumental in developing the Corporate Planning Division of UPM, pioneered the setting up of the Management (including MBA) programme there in 1983, setting up the Graduate School of

Management (in the team to get the first AACSB accreditation in Malaysia, 2009).

Have had participated in several international programmes such as Project Management of the EDI of World Bank in Manila, Harvard Business School Executives training in Kuala Lumpur and Fountainebleau (ITP), a Fullbright sponsored sabbatical in Bloomington, short duration visiting academics at ASCON in Lagos, Nigeria (Commonwealth sponsored), Women's Institute in Harare, Zimbabwe (WI & UPM), with African Institute of Capacity Building in Addis Ababa (UNDP), Universitas Muhammadiyah Yogyakarta, Indonesia.

His teaching, research, publication and advisory work has been towards management in general but inclined towards strategic and operations management, business process reengineering and active in developing case studies for the purpose of teaching and learning. Regularly conduct training for middle and senior level managers as well.

Published three text books, five chapters in books, more than 20 international journal articles, and presented more than 60 papers in international and local seminars, conferences, workshops and training sessions. Have produced directly or otherwise more than 50 cases meant for teaching and learning.

Academically, he holds a Bachelor degree in Agricultural Science (Malaya), an MBA (Wisconsin) and a PhD (Edinburgh). On record, he has supervised and graduated 25 PhD students and trained more than 1000 management executives.

INTERNATIONAL HALAL AND MANAGEMENT CONFERENCE:

Keynote Paper HALAL INDUSTRY: PROSPECTS AND CHALLENGES

August 16th - 17th 2017,
at Sejong University, Seoul, S. Korea

Zainal Abidin Mohamed (PhD)
Prof at Faculty of Economics and Muamalat
Universiti Sains Islam Malaysia (laniaz@usim.edu.my)

INTRODUCTION

- **This address will look at the prospects and challenges in the:**
 - I: General Global Halal Market
 - II: Malaysia's Halal Industry
 - III: Malaysia's Tourism Industry

INTRODUCTION

- Definition and fundamental understanding:

HALAL: WHAT IS :

- : permitted or lawful by the religion of Islam.
- : with reference to food and lifestyle products
- : includes clothing, pharmaceutical as well as cosmetics and personal care
- : when go into Islamic economics then it includes business financing, investments, insurance, gender interaction and religious practices

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INTRODUCTION

- Definition and fundamental understanding:

HALAL IS GUIDED BY ISLAMIC (shariah) LAWS WHICH ARE DERIVED FROM 4 SOURCES:

- a. The Al-Quran
- b. Hadith and Sunnah (Prophet's acts and sayings)
- c. Ijtihad (interpretation of the four Imams)
- d. Ijmak and Qias (implied opinion as decided by the learned Muslims)

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I: HALAL MARKET; WHY?

- **DECISION: ISSUES:**
 - Total Muslim population:
 - 1.8 billion in 2010 and is 20% of total
 - 2.2 billion in 2030 and is 26.4 % of total
 - 2.6 billion in 2050 and is 30% of total world population

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PART I: THE HALAL MARKET

- **OVERALL SEGMENTS OF THE HALAL MARKET:**
 - **FOOD:** **61%**
 - **PHARMACEUTICAL :** **26%**
 - **COSMETIC:** **11%**
 - **OTHERS :** **02%**

Source: Thomson Reuters

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PART I: THE HALAL MARKET

• POTENTIAL VALUE OF CLUSTERS:

- Cosmetics/personal care: **177 billion**
- Agriculture: **41.5 billion**
- Pharmaceutical **40.3 billion**
- Islamic Finance: **25.0 billion**
- Logistics: **0.17 billion**
- Travel Industry: **0.13 billion**

Source: Thomson Reuters

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I(a): THE HALAL MARKET

- Muslim expenditure on cosmetics and personal care:
- 2013: USD 46 billion,
(out of total USD 180 billion world)
- **2019: USD 73 billion,**
- Compound annual growth rate of 10.8%

Source: Thomson Reuters

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I(a): THE HALAL MARKET

- **TOP 10 HALAL COSMETIC PRODUCERS:**

- | | |
|-------------------|------------------|
| – 1. Singapore | 2. Malaysia |
| – 3. Egypt | 4. Pakistan |
| – 5. Jordan | 6. U.A. Emirates |
| – 7. Indonesia | 8. Oman |
| – 9. Saudi Arabia | 10. Yemen |

Source: Thomas Reuter and Dubai Development Center

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I(a): THE HALAL MARKET

HALAL COSMETIC MARKET:

- GLOBAL GROWTH RATE: 8% ANNUALLY
- GROWTH RATE IN MIDDLE EAST: 12%
- LARGEST MARKET AMONGST OIC:
 - UAE (105), Saudi (76), Algeria (45) all in USD mill.
- UAE (highest per capita consumption)
 - 2015: USD 239
 - 2020: USD 295 (expected)

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I(b): THE HALAL MARKET

Food & lifestyle (Halal market): Muslim expenditure:

- 2014-2015: USD 2 trillion
- 2019: USD 3.7 trillion
- Compound annual growth rate of 10.8%

Source: Thomson Reuters

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I(b): THE HALAL MARKET

- Purchasing power of Halal Food:
 - Saudi Arabia,
 - UAE
 - Turkey
 - USA
 - Iran
 - Algeria
 - Malaysia
 - Singapore

Source: Thomson Reuters

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I(b): THE HALAL MARKET

Food & lifestyle (Halal market): Muslim
Halal market size:

	<u>2009</u>	<u>2010</u>
Asia	400	418 billion
Middle East	151	156
Europe	67	70
America	16	17
Australia/Oceania	1.2	1.6

Source: Thomson Reuters

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PART II: TOURISM

- Sharing some data on Malaysia's tourism:
- It developed from:
 - GENERAL OVERALL TOURISM
 - **MUSLIM TOURISM**
 - MUSLIM HEALTH TOURISM

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II: OVERALL TOURISTS

- **2020: Tourists arrivals in Malaysia: 66.8 mill.**
: spending 42 billion USD
- **2017: Tourists arrivals in Malaysia:**
31.8 mill.
: Spending 30 billion USD
- **2016: Tourists arrivals in Malaysia: 26.8 mill.**
: spending 22.1 billion USD
- **2006: Tourists arrivals in Malaysia: 17.6 mill.**
: spending 9.1 billion USD

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II: OVERALL TOURISTS

	2006	2016	2017	2020
Arrivals (mill)	17.6	26.8	31.8	66.8
Spending (USD bill)	9.1	22.1	30	42

II(a):MUSLIM TOURISTS

MALAYSIA'S edge:

- Named as the second best shopping destination after Dubai.
- Malaysia topped the Halal Travel Index Report
- The country with the best Islamic economy ecosystem for halal travel.

• Source: Crescent Rating & MasterCard (Sept 2016)

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II(a): MUSLIM TOURISTS

- 2017:
- Amongst the 31.8 million tourists (just above Malaysia's population)
- There are about 5 million (16%) Muslim tourists spending about USD 7 billion

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II(a): MUSLIM TOURISTS

INCREASING CONCERN AND PREFERENCE FOR SYARIAH COMPLIANCE FACILITIES:

- MUSLIM TOUR packages
- HALAL FOOD and eating premises
- SYARIAH COMPLIANCE accommodation
- MUSLIM FRIENDLY FOOD STORES: clear separation and label of "halal" and "non-halal" consumer products.

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II(b): MUSLIM HEALTH TOURISTS

- MALAYSIA IS SLOW BUT IS NOW AWARE:
- ACTION TAKEN:
 - ALL GOVERNMENT HOSPITALS ARE MOVING TOWARDS SYARIAH COMPLIANCE (Halal food, Ibadah friendly, equipment used, apparels, halal medication, etc.)
 - 7 SYARIAH COMPLIANCE PRIVATE HOSPITALS HAVE BEEN ESTABLISHED

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II(b): MUSLIM HEALTH TOURISTS

- **BUT REMEMBER:**
 - Each health tourist bring along on average 3 other family members who are healthy and need to be attended too.
 - Have alternative choices for tourism activities
 - Available accommodation nearby
 - All other tourist facilities need to be satisfied too
 - **AND CAN THESE BE ANOTHER OPPORTUNITY FOR THE ANTI-AGING PRODUCTS!**

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III: MALAYSIA'S POTENTIAL

- **WHAT CAN MALAYSIA OFFER:**
 - **32 million total tourists FOR THE YEAR**
 - **5 million Muslim tourists**
 - **28 million population of which**
 - **15 million are Muslims**
- **A POSSIBLE MARKET for halal market but not big enough**

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III: MALAYSIA'S HALAL ISSUES

- **TOTAL NUMBER OF HALAL CERTIFIED COMPANIES ARE LISTED UNDER THE VARIOUS BUSINESS SECTORS**
- **Malaysia is second top halal producers in the world**
- **MALAYSIA'S JAKIM DIRECTORY (Department of Islamic Development):**
 - Halal certified companies : >3,000
 - Halal products registered : 21,893
 - Halal suppliers : 5,125

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III: MALAYSIA'S HALAL ISSUE

- **Available Alternatives:**
 - JAKIM MALAYSIA:**
 - a. **INTERESTED MANUFACTURING COMPANIES OVERSEAS:**
 - i. **TO HAVE A POOL OF PERSONNEL TRAINED IN HALAL KNOWLEDGE; attend 4 and 18 day courses (later to form a Halal Team)**
 - ii. **TO APPOINT 1 HALAL EXECUTIVE (very knowledgeable on the halal issues)**
 - iii. **Prepare for the Halal certification audit process**

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III: MALAYSIA'S HALAL ISSUE

- **Available Alternatives:**

- JAKIM MALAYSIA:**

- a. INTERESTED MANUFACTURING COMPANIES**

- OVERSEAS (contd.):**

- iv. Apply for the certification exercise,
 - v. will undergo a pre audit certification exercise (3-5 days) preferably by JAKIM's Halal pre auditors
 - vi. Do remedial work
 - vii. Finally to invite the Halal Officer from JAKIM to do the certification (2 days)

- b. OR**

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III: MALAYSIA'S HALAL ISSUE

- **Alt b: JAKIM MALAYSIA:**

- INTERESTED MANUFACTURING COMPANIES
OVERSEAS:**

- b. OR:**

- i. Seek a Malaysian partner of the same industry but with a Halal certified status. This Malaysian partner can be a license manufacturer, packager, distributor, exporter.
 - ii. The focus will be on the local Halal Executive (LHE)
 - iii. LHE will liaise with the Korean Company on all issues related to the Halal Certification process

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III: MALAYSIA'S HALAL ISSUE

- **Alt b: JAKIM MALAYSIA:**
INTERESTED MANUFACTURING COMPANIES OVERSEAS:
 - b. OR (continue)
 - iv. Will carry out the pre auditing certification exercise (or outsource to JAKIM's team of pre auditors)
 - v. Do remedial work
 - vi. Finally invite the official JAKIM's auditors

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III: MALAYSIA'S HALAL ISSUE

- **Alt b: RISK MITIGATION:**
 - Need to know number of manufacturers interested for the "Halal Branding"
 - If large, then in the long run Korean manufacturers might want to:
 - to attract a pool of Korean Muslims,
 - Train them and form an agency (permanent link with JAKIM)
 - have a team of Korean nationals able to do pre audit certification
 - Continue healthy links with JAKIM

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HALAL INDUSTRIES: Prospects and Challenges

CONCLUDING
REMARKS:

AN INTERESTING
and CHALLENGING
FUTURE for the
Global Halal
Industry



PROFILE OF KEYNOTE SPEAKER

JEUNGSEUNG LEE
Vice President of Quality Management Division
FOOD BUSINESS UNIT
DAESANG CORPORATION



Mr. Lee is currently a vice president of Quality Management Division in Food Business Unit at Daesang Corporation, located at a central region of Seoul, Korea. He is a respected expert in the food industry and has been appointed as a committee member of government bodies for food regulations: New Food Division in the Office of the Prime Minister, Korea Food & Drug Administration (KFDA) Food Inspection and KFDA Functional Health Foods Inspection.

His in-depth knowledge and serious work in the food industry began with his undergraduate degree in Agricultural Chemistry from the College of Agriculture and Food Sciences at Wonkwang University followed with his pursuit of Master's Degree in Food Technology from the Institute of Life Science and Natural Resources at Korea University.

His previous careers paths include Researcher at Korea's Ministry of Food & Drug Administration (MFDA) (1992-2001), Head Director of Food Safety Center at Daesang Corporation (2003-2006), and Executive Chief Leader of Quality Management Department at Daesang Corporation (2006-2011).

번역 내용:

Education

Wonkwang University, College of Agriculture and Food Sciences, Agricultural Chemistry

Korea University, Institute of Life Science and Natural Resources, Food Technology

Career

1992 - 1997 한국식품위생연구원연구원(구 식약청)

1997 - 2001 식품의약품안전청 연구사 (Researcher at Korea Food & Drug Administration)

2003 - 2006 대상주 식품안전센터장 (Head Director of Food Safety Centre of Food Business Unit)

2006 - 2012 대상주 품질기획팀장 (Team Leader of Quality Management Department of Food Business Unit)

2012 - 2016 현재 대상주 품질경영실장 (Chief Quality Operator of Quality Management Department of Food Business Unit)

현재:

- 총리실 신식품분과 전문위원 A professional committee member of New Food Division in the Office of the Prime Minister
- 식약처 식품심의위원 Professional Committee Member of KFDA Food (Safety) Inspection
- 식약처 건강기능식품심의위원 Committee Member of KFDA Functional Health Foods Inspection



DAESANG

Halal and Quality Management System

2017.08.17

대상(주) 품질경영실장 이정성

(Vice President of Quality Management Division)

Contents

I . Introduction

II . Daesang Halal Policy

III . Daesang Halal Promote Activities

IV . Daesang Quality Control

V . Daesang Quality Management

I. Introduction

Established in 1956 based on its bio-fermentation technology

1. History

- 1956, Foundation "동아화성공업주" → The first product, "Miwon"
- 1964, Starch and Sugar Business
- 1973, Foundation "PT. MIWON INDONESIA"
- 1995, Foundation "MIWON VIETNAM CO. LTD"
- 1996, Retail business "Chungjungone"
- 1999, Health food business "Wellife"
- 2006, Kimchi business "Chongga"
- 2009, Organic food business "ChorocMaeul"
- 2010, Catering Business "Bestco" → Jam, Sauce, Frozen, Salt ...
- 2012, CCM certification → CCM with business partners
- 2013, Ready-to-eat business
- 2014, CCM recertification → Global CCM
- 2016, CCM recertification → Strengthen CSV(Creating Shared Value) activity



• 1973, Foundation "PT. MIWON INDONESIA"

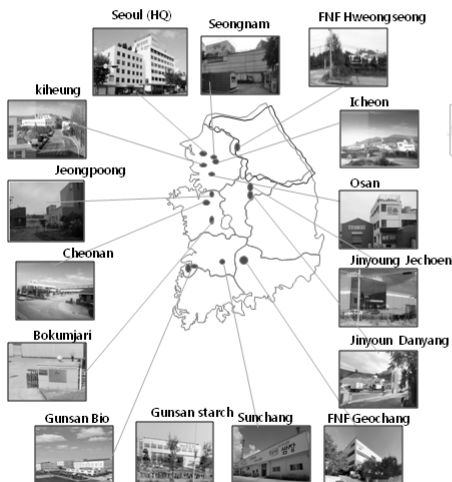
2. Brands



I. Introduction

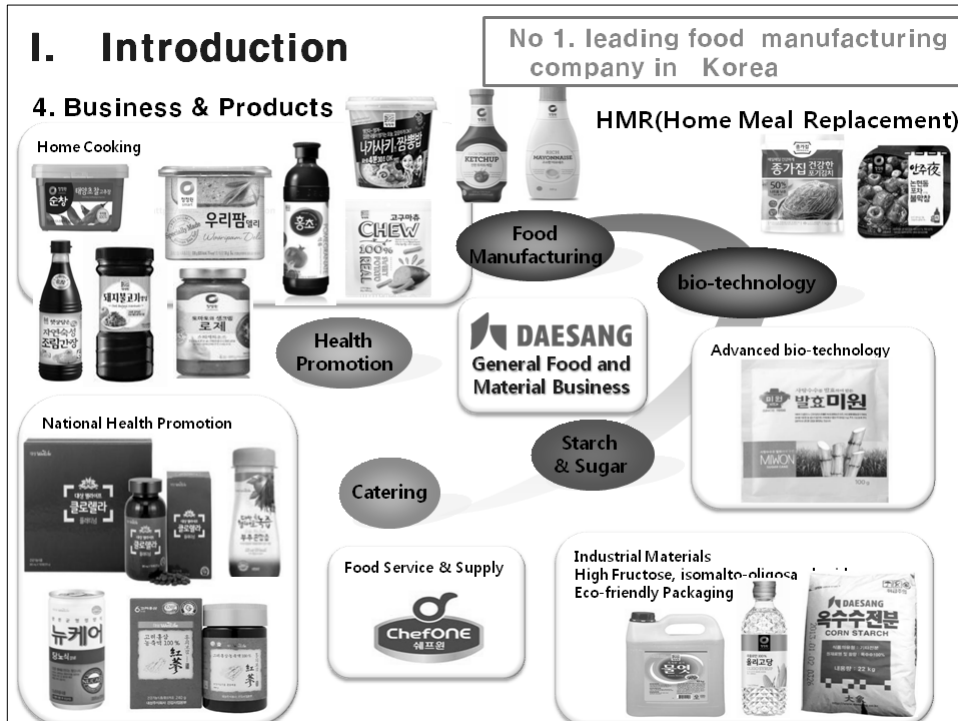
3. HQ, Offices, Factories

<In Korea>



<Global>





I. Introduction

5. Quality Certifications

In 1967, KS certification
 In 1993, ISO certification
 In 2002, HACCP certification
 In 2005, KOLAS certification
 In 2006, GH certification
 In 2008, LOHAS certification (Korean red pepper paste, fermented salty soybean paste, seasoning)
 In 2010, Organic certification
 In 2011, Kosher certification (Shinan-island salt)
 In 2012, CCM certification
 In 2013, HALAL certification (starch syrup)
 In 2014, HALAL certification (Salt, Vinegar etc)
 In 2015, Kosher(Seaweed), GF(Seaweed, Gochujang)
 In 2016, Halal certification(Hongcho)

Global 인증

국내 인증

ISO

CCM

안전재관인증 HACCP

LOHAS

유기농 (ORGANIC)

농림축산식품부

HALAL

HALAL

K

MAJELIS ULAMA INDONESIA

KOLAS

KG

II. Daesang Halal Policy

1. Halal certification

- In 1973, Established PT. Miwon Indonesia in Indonesia
- Halal certified products



- 28 food products: seaweed, mayonnaise, syrups, cooking oils, snacks, noodles
- 70 bio products(food additives, etc.)



II. Daesang Halal Policy



1. Certification product

Local Sale Indonesia



MIWON & MAMASUKA

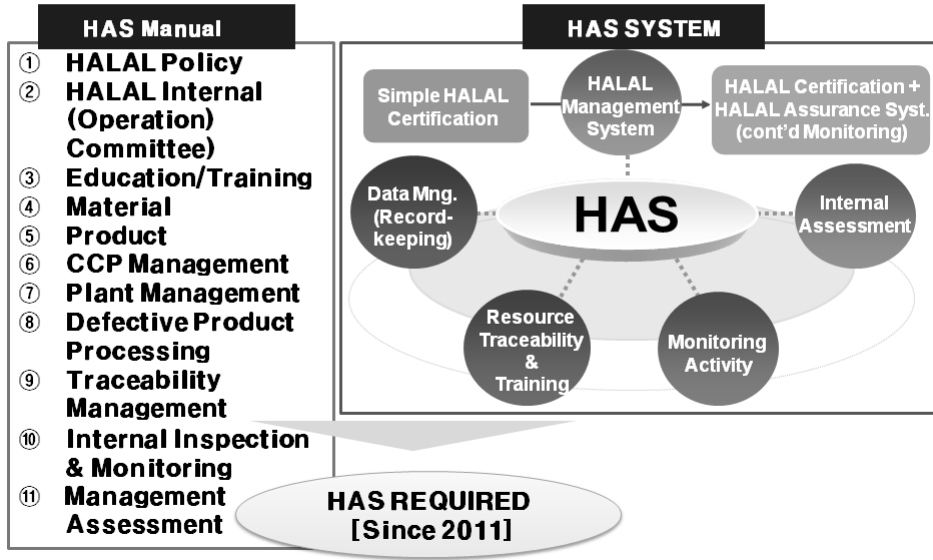


Mama Suka = Mommy likes

II. Daesang Halal Policy



1. HALAL Assurance System of Daesang Corp.



HAS- DAESANG HALAL POLICY



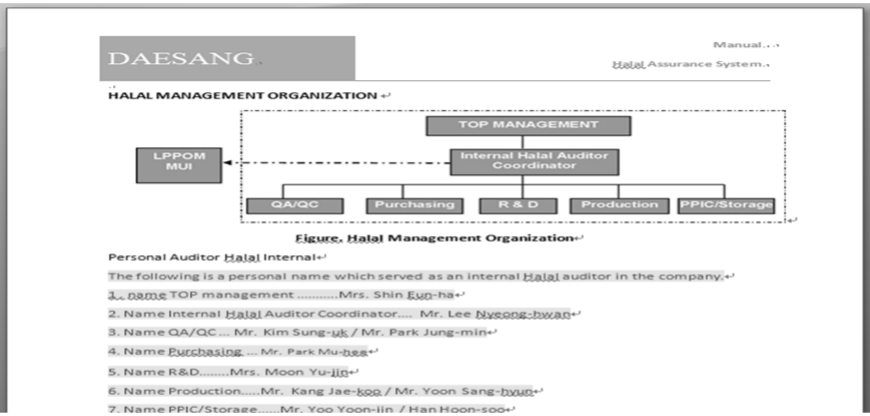
Daesang Corp. is committed to consistently produce Halal products in meeting consumers' needs including those of the Muslim consumers. We will achieve this by :

- 1. Ensuring all finished products made for the Indonesian market are certified Halal by LPPOM MUI.*
- 2. Ensuring all raw materials procured and used in production of our Halal products are Halal or qualified.*
- 3. Ensuring the production systems are clean and free from non-Halal(haram) and filthy ingredients.*

대상주식회사는 무슬림을 포함한 소비자가 원하는 규격에 충족하는 Halal 제품을 지속적으로 제조 공급함을 선언하며, 다음의 사항을 수행한다:

1. 인도네시아시장에 공급하는 완제품은 인도네시아 이슬람 식품의약품안전청에 의해 보증된 Halal에 의해 제조됨을 보증한다.
2. 당사의 제품 생산을 위해 구매 및 사용된 원료는 모두 Halal 또는 할랄식품에 사용 가능한 원료임을 보증한다.
3. 당사의 할랄 제조시스템은 Halal이 아니거나(Haram), 불결한 재료가 없으며, 위생적임을 보증한다.

HAS-DAESANG HALAL MANAGEMENT ORGANIZATION



❖ HALAL Internal Committee (Operation Team)

- 경영진으로부터 임명된 그룹으로서, HAS 운영에 책임과 권한이 있음
(기획 → 시행 → 평가 → 지속적 개선 등)
- 경영진은 공식 임명장 수여와 HAS운영에 필요자원을 운영팀에 지원해야 함.
- HAS 운영팀은 Halal 인증 요구사항(정책, 절차, 기준)을 반드시 숙지해야 함.
- 운영팀의 구성은 전사적으로 참여해야 함.(QA, 구매, 연구소, 생산, 물류)

HAS-Education & Training

❖ Education & Training

- Documentation of Education & Training Procedure (can be combined with other system)
- Contents of Education & Training Process – Goal, Schedule, Attendance, Record, Evaluation, introduction of Educator, Training Manual, 'how-to'
- Internal Education & Training: Min. once a year, Record-keeping required
- External Education & Training

Internal Education & Training:



HALAL INTERNAL TRAINING ATTENDANCE

- ☐ COMPANY : Cosmos Confectionery Co., Ltd
- ☐ SUBJECT : about HALAL
- ☐ DATE : Sep. 19, 23014

No.	NAME	Sign	remark
1	PARK KWANG HO	[Signature]	
2	JUNG MYUN	[Signature]	
3	KIM YOON YEOP	[Signature]	
4	JUNG MI NYEO	[Signature]	
5	HAN JU YEON	[Signature]	
6	KANG JIN SOOK	[Signature]	

Internal Education & Training:



HAS – Material, Products & Plant Management

❖ Material/Products

- Material
 - 원 부재료, 첨가물, 가공보조제, 기구 포함
 - 동물 원료는 Halal로부터 유래되어야 하며, 이슬람 율법에 따라 도축되고, Halal 인증서로 입증해야 함.
 - 식물 원료는 유효한 근거자료 제시
 - 금지 물질은 돼지, 알코올 음료, 피, 짙은 고기 및 유래물질

❖ Plant Management

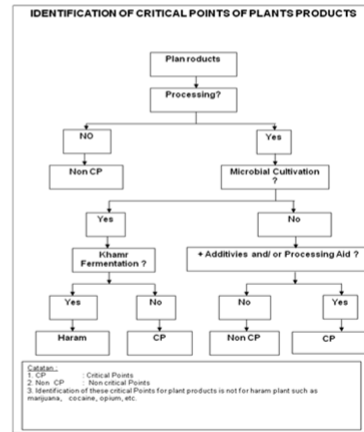
- 적용범위: 원부재료 입고/보관, Main process, 제품의 보관 및 출하 등 생산관련 모든 범위
- 공유 금지: 돼지 또는 유래물질 및 생산된 제품과 인증 받지 않은 원료 등과 생산시설
- 생산라인 및 설비 공유 시, 물로 7번 세척하고 맛, 향, 색 등의 오염을 제거할 수 있는 다른 물질(축 포함)로 추가 세척. 교차오염 없음을 입증
- 보관시설(임시보관 포함)에 Haram과 불결한 원료 및 제품으로부터의 교차오염 없음을 입증

DAESANG

Manual 4
Assurance Systems

4.2 DECISION TREE FOR HARAM CRITICAL POINTS IDENTIFICATION.

4.2.1 IDENTIFICATION OF CRITICAL POINTS OF PLANT PRODUCTS.

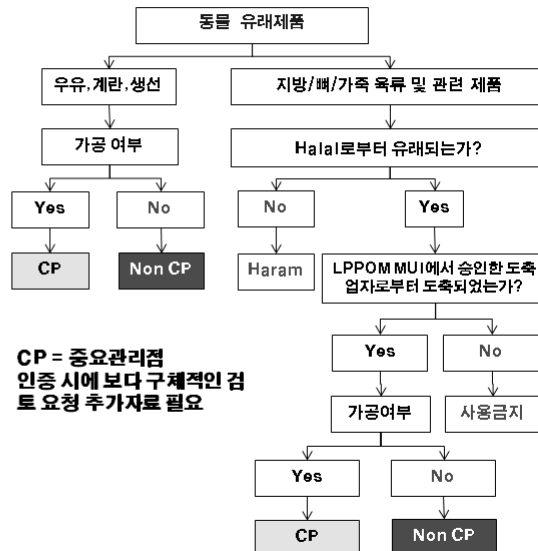
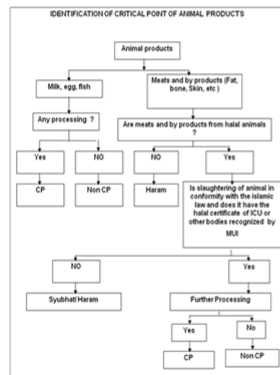


HAS – Identification of Animal Products Critical Point

DAESANG

Manual 4
Assurance Systems

4.2.2 IDENTIFICATION OF CRITICAL POINT OF ANIMAL PRODUCTS.



HAS - Defective Product Processing / Internal Assessment & Monitoring

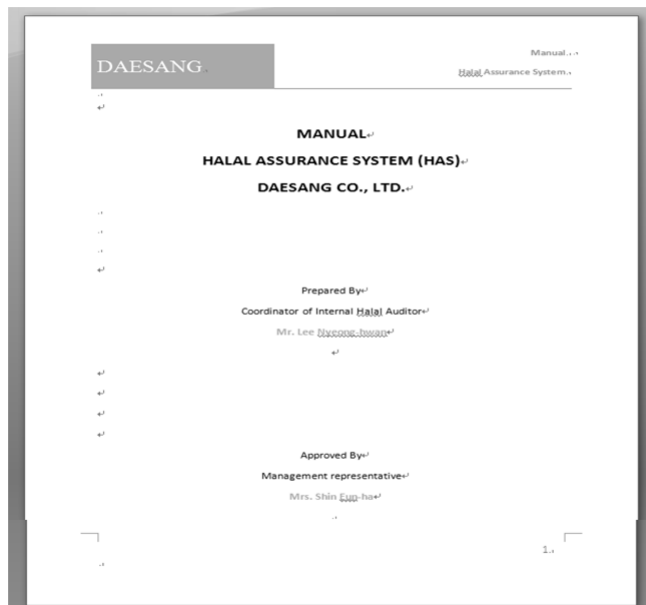
❖ Defective Product Processing

- Defective Halal Products cannot be sold upon customer's request
- Any sold items must be re-collected
- Defective Product Processing Record must be documented and maintained

❖ Internal Assessment & Monitoring

- Conducted by Halal Operation Team
- Application Range: HAS and every aspect of operation
- Once per 6 months (Minimum)
- Include Evaluation Checklist and can be conducted with collaboration of other systems (Quality, Food Safety)
- Audit Result is shared by auditor
- Corrective actions must be made based on findings from internal assessment
- Set-up of mandatory corrective actions and due dates: offers solution-based setting for defective matters, prevent recurrence
- Summary of Internal Assessment must be submitted to Institute of Halal Certification
- Record of Internal Assessment must be documented and maintained

HAS - Operation Manual



III. Daesang HALAL Promotion

Product 1. Mayonnaise

- 2011년 수입 마요네즈 중 유일한 MUI 할랄 인증
- 용기 차별화: PE 용기제품 출시 소비자 사용 편의성 제공, 별모양 캡 분출구



- 친숙한 이미지의 MAMASUKA 로컬 브랜드 사용
- 품질 차별화: 정통 마요네즈 시장 개척 (기존 마요네즈 dipping sauce 개념)

III. Daesang HALAL Promotion

Korea First MUI Certification product



Local Production



2010.11
Evaluation of the Halal Certification of Giheung factory

2011.01 MAMASUKA
Mayonnaise launching(300g, 480g)

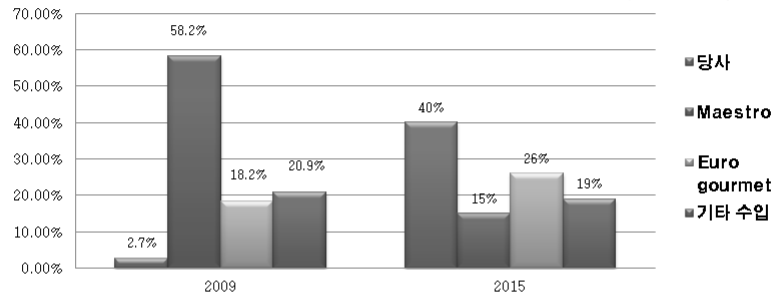
2012.03
Mayonnaise launching(1Kg)

2013. 03
Local production initiation (수라바야)

III. Daesang HALAL Promotion

Current Indonesia Mayonnaise MS

Mamasuka MS 2.7% to 40%



III. Daesang HALAL Promotion

Product 2. Seaweed

- 1) 2012년 한국산 김 중 유일한 MUI 할랄 인증
- 2) 현지 스낵 패키지 제품 개발

Mamasuka 재래김 2P, 4p



- 3) 품질 차별화: 태국 스낵김과 다른 차별화 포인트 → 한국산 김 그대로 접근
- 4) MAMASUKA 로컬 브랜드 사용 : 친숙한 이미지 활용

MAMASUKA 재래김

태국 STC社 스낵김 2종 (MUI 할랄 인증)

매장 內 진열 사진 (좌: Indomaret, 우: Carrefour)

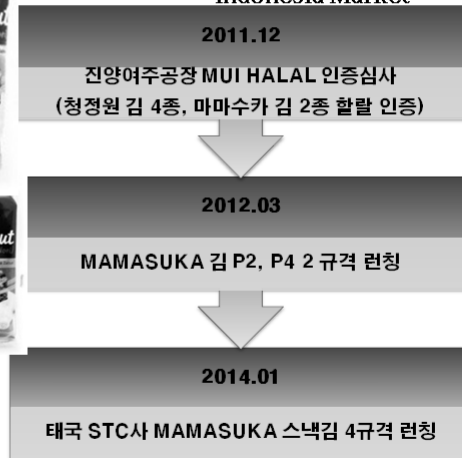
III. Daesang HALAL Promotion

Product 2. Seaweed



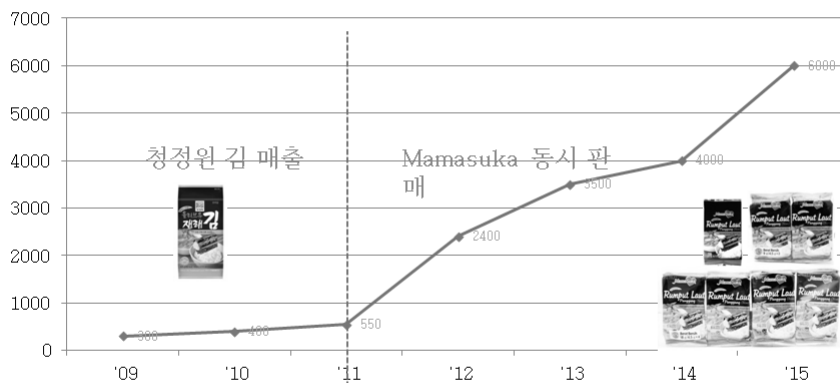
MAMASUKA 스낵김 2종 (Crispy / Tempura)

Seaweed _ Timeline of Advancement in Indonesia Market



III. Daesang HALAL Promotion

MAMASUKA Annual Sales of Seaweed (Unit: 1 million won)

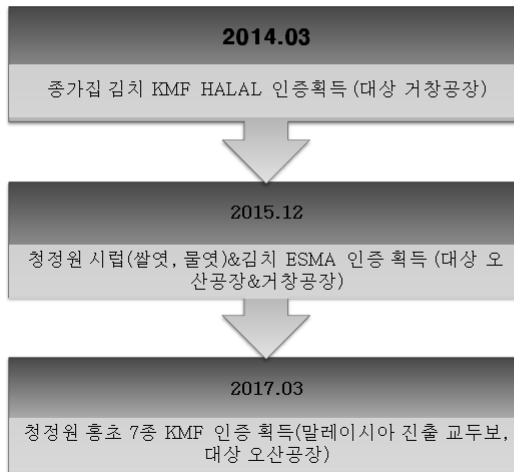


<주요 입점 현황>

- Indomaret 8,500개 점포
- Alpha-mart 8,000개 점포
- Carrefour 84개 점포
- Hypermart 28개 점포
- Hero. Giant 280점포 외

III. Daesang HALAL Promotion

Hongcho&Syrup(Rice, Corn)&Kimchi _ Malaysia/Mid-East Market



KMF 할랄 인증 종가집 김치



ESMA 인증서 (쌀엿, 물엿)



KMF 할랄 인증 홍초

IV. Daesang Quality Management Activity

창립 60주년 DAESANG

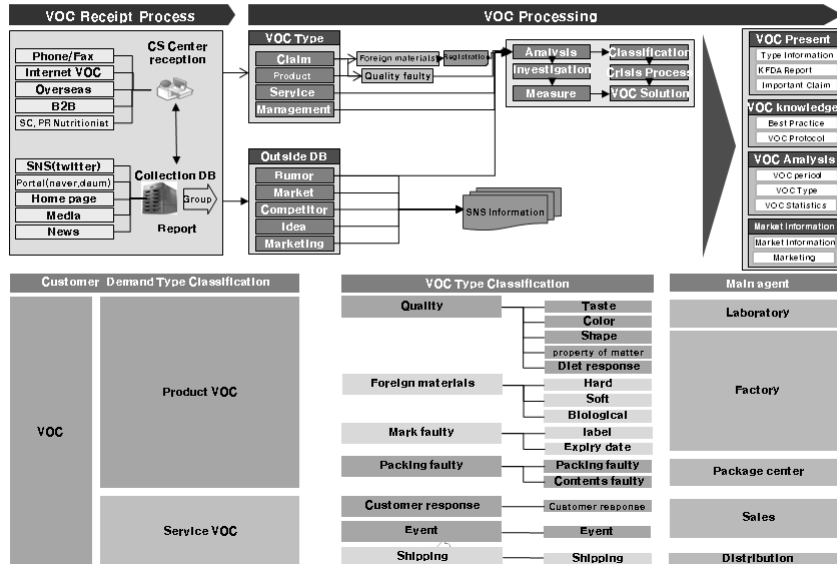
24

ccm
소비자 중심 경영
공정거래위원회 | 한국소비자원

Daesang Quality Management

1) Consumer Complaints Management

A. VOC Integrated Management System



“Zero” Complaints

1) Consumer complaints Management

B. New VOC management(Blocking)

① Day/Night VOC reception and New VOC Monitoring

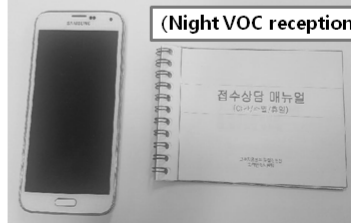
VOC
Repeated/New



(Day VOC reception)



(Night VOC reception)



“Zero” Complaints

1) Consumer complaints management

C. Repeated VOC management

① Theme VOC improvement (Tech. skill -up)

- VOC reporting more than 5/yr

- a. In charge person and setting a goal(reduced by: 40%)
(Production, R&D, Distribution; each part takes its responsibility)
- b. Support to improvement for OEM
(Stay-management with OEM until the problem is resolved)

② Production quality system- level up

- a. (Quality) Microorganism **swap test** & support QC
- b. (Foreign Materials) 5S, Quality mindset education

③ Personal hygiene related VOC improvement(gene test for hair)

- Manufacturing site where hair VOC has been occurred
- a. Hair gene DB for workers at packaging room
- b. Locker, rest area, cleaning and education

④ Pest control solution

⑤ Metal materials validation



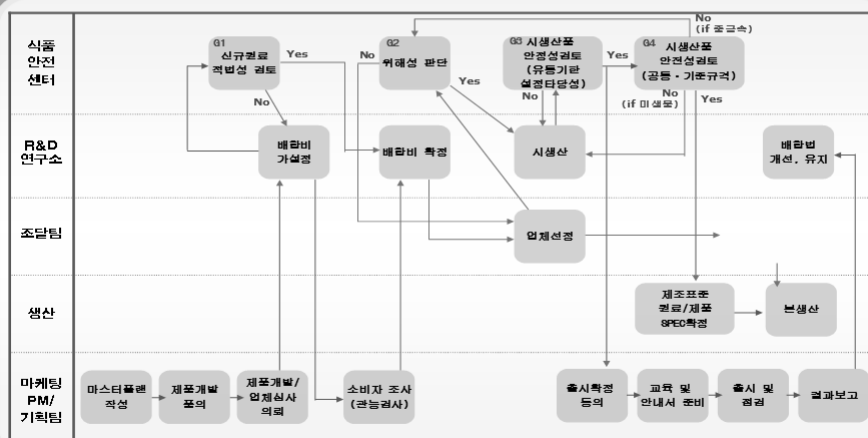
27

“Zero” Complaints

2) VOC prevention activity

A. Pre-verification activity for development stage

① Safety Gate System for new product



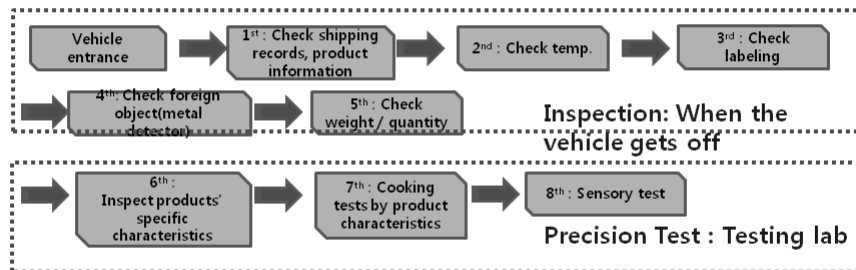
“Zero” Complaints

2) VOC prevention activity

B. Perform warehouse inventory inspection

- Compares all stocked products, packaging and samples, and performs cooking tests

◆ Testing procedure



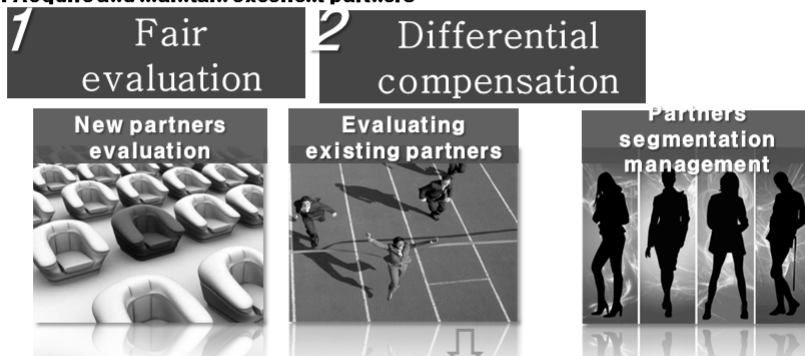
◆ Testing result : Inadequate shelf life("27.5" → "0" %)

Total non-conformity for 3yr (case)			Inspection of 9,789 cases In 2014			Inspection of 13,566 cases In 2015			Inspection of 11,017 cases In 2016		
160			56(0.57%)			59(0.44%)			45(0.54%)		
Total	Shelf-life	Quality	Packaging error	Foreign materials	Break	Weight/Quantity	Mislabeling	Temp.	Mixed products	Sensory	Appearance
160	44	26	20	18	15	12	8	6	5	3	2

“Zero” Complaints

2) VOC prevention activity

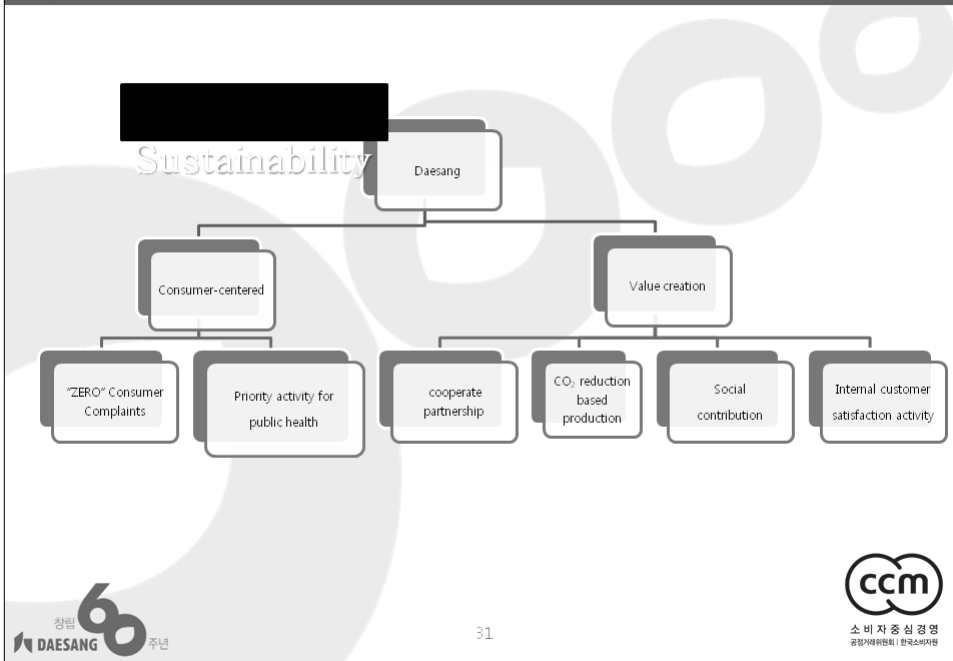
C. Acquire and maintain excellent partners



- Registration after new partner evaluation

- Support / upbringing strategy
- Expel unqualified

IV. Daesang Quality Management



Priority activity for public health

1) Development of sodium and sugar reduction products

- Take sodium 2.5 times more than WHO recommended daily intake/Health concerns with excessive sugar intake for children
- Increased incidence of adult diseases due to lack of nutrients and functional ingredients due to aging society



Cooperate Partnership Activity

1) Support Partners

- 업력사 시현 프로그램들 운영 (재무적·비재무적) / 동반성장위원회, 동반성장 지수조사 '우수' 등급 획득 (15년~16년, 2년 연속)

- 사회적 요구 해결과 기업 수익 동시 창출 (고객 가치창출 및 증대 활동)

재무 부분

■ 저금지원

- 상생펀드 192억 조성, 협력사 대출 지원 (99.7%)

■ 금형 및 동판 무상 지원 (10.1억)

- 금형 무상 지원 1.8억 / 동판 8.3억 지원

■ 결제 수단 및 대금지급기 개선

- 현금지급률 (41%) / 대금지급기 일 (8.4일)

■ 매출확대 지원

- 중국 전진, 한국우수상품전 동행 참여

비재무 부분

■ 특허 부문 기술(개발)지원

- 공동특허 4건 진행, 당사 보유 특허 기술 12개 공유

■ 매년 품질 부문 기술(개선)지원

- 방충방서 협력사 관리 지원 (11개 업체씩)
- 머리카락 이물 방지 DB구축 지원 (7개 업체)
- 시험검사 표준화 교육 (24개 업체)
- CCM 인증 무상 컨설팅 및 교육비 지원

■ 매년 품질 전문가 교육 지원

- 능력 64개 협력사, 89명 교육 이수



DAESANG 대상주식회사



기술개발지원 간담회

포장재 공동 기술개발을 위한 아이디어 제안 및 특허분쟁 의문점 해소를 위해 중앙연구소 IP센터/패키지팀 주최로 2015년 9월 10일 (대강구) 청매원에서 간담회(참석 7개사 참여)

Green Management Activity

Environmental friendly product development and supply

- 기존 석유화학제품의 폐기물처리 문제, 분해시 독성물질 배출, 악취 등 해결요구/ 친환경 바이오매스 사용 필요성 증가

소재 개발 방향

연구개발 및 제품화

환경문제 적극 동참

바이오매스소재
(석유화학제품 대체)

자연 분해성 소재

인체 안전성 소재

1. 친환경 코팅 소재 개발 및 제품화

- 옥수수 전분 유래 코팅소재
- 인체 안전성 확보
- 악취 감소
- 생산 시, 탄소 배출 절감

전분 코팅 (DS-WaveSTA)

- 전분 에멀전 수지 3종 (ESCOAT R401) (ESCOAT R211) (ESCOAT R202)



2. 친환경 접착제 개발 및 제품화

- 옥수수 전분 유래 접착제
- 안전성 확보
- 기존 작업 공정에 바로 적용 가능

전분 접착제 (MeltSTA P1402) (MeltSTA P1301) (MeltSTA P2301)



3. 친환경 발포 소재 개발 및 제품화

- 옥수수 전분 유래 발포 소재
- 자연분해 식기 소재
- 석유화학소재 식품용기 및 단열재 대체
- 재활용 가능

전분 발포소재 1종 (DS-SHFoam)



Pursuit of
environment
sustain-
ability

DAESANG 대상주식회사

Social Contribution Activity

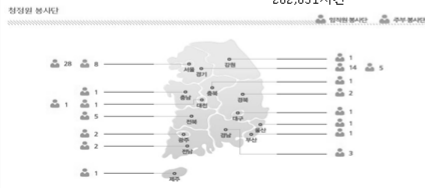
2006년 사회공헌팀을 신설하고 청정원 임직원 봉사단과 주부 봉사단을 발족, 전 임직원이 매달 정기 3시간 이상 봉사 수행

국내

구분	내용
2월	설날 떡국 나누기
3월	청정원 희망의 나무나누기
4월	청정원 사랑의 반찬 나눔, 청정원 여의도 셋강술 조성
5월	어버이날 향록나누기, 상봉동 청정원 사랑나눔 바자회
7월	휴가 전 현철 먼저 캠페인, 우리는 패밀리의 청정원 가족캠프
10월	신설동 청정원 사랑나눔 바자회
11월	'파이팅!' 청정원술가족캠프
12월	나눔수록 맛있는 향록 선물세트 제작

□ 청정원 봉사단 현황

-임직원 봉사단 : 전국 사업장 66개 -누적 봉사인원 : 81,382명
-청정원주부봉사단 : 서울,경기,대전 -누적봉사시간 : 282,851시간



해외

구분	내용
베트남	- 농촌지역 소 기부 농사 지원 - 미래의 조羹 장학금 수여
인도네시아	- 열기열 예방 소독활동 지원(긴급구호활동) - 장학사업



35

Social contribution

▶푸드뱅크연계: 청정원 사랑의 반찬나눔



▶환경보호: 청정원 희망의 나무나누기



▶가족애증진: 청정원 가족캠프



▶노동상생 실천: 비야리마을 1사1촌결연



▶문화예술 산업발전 후원: 청정원 화상 후원



▶책임있는 소비문화 확산: 예약부도 근절 캠페인



Internal customer satisfaction activity

■ Purpose

- Operate various programs and programs for internal customer satisfaction and implement
GWP(GREAT WORK PLACE)

1) Suggestion system

- 내부직원들의 불만을 개선하고 있음
- 2015년 : 109건 등록, 61건 답변, 45건 개선

2) Family friendly management

- 가족과 함께 하는 가족사랑데이 / 가화만사성 이벤트(코스식 저녁식사 배송) 운영
- 출산 축하 휴가제도 및 청정원 어린이집 운영

부부학교 운영 (2회/년)

아이와 함께 하는 쿠킹클래스 운영 (2회/년)

가족사랑데이 운영 (1회/월)

감사합니다



청정원

PROFILE OF KEYNOTE SPEAKERS

DR. BAEK-JAE KIM

AIRPORT SERVICES MANAGER (ICN STATION) OF QATAR AIRWAYS

AOC-INCHEON COMMITTEE MEMBER, CUS CLUB CHAIRMAN

Ph.D IN AVIATION BUSINESS, KOREA AEROSPACE UNIVERSITY



Dr. Baek-Jae Kim is currently working in Incheon (ICN) International Airport as Airport Services Manager of Qatar Airways. His role as an Airport Services Manager is managing and leading the team in ICN station include passenger services, ground handling, maintenance, catering, finance control, human resources, etc. And also he is working as a CUS Club committee chairman of AOC (Airlines Operators Committee) Incheon for many years.

Qatar Airways is one of the youngest airlines to serve all six continents and also the fastest-growing airline in the world. It connects more than 150 destinations with a fleet of the latest-generation aircraft. Since launch in 1997, Qatar Airways has earned many awards and earned a 5-star rating by Skytrax. He opened the first middle-east carrier operating in Korea back in October 2003 with 3 flights a week services by A330-200 fleet between Incheon, South Korea and Doha, the State of Qatar. However, it's now increased to 8 flights a week services by modern B777-300ER aircraft type for passenger and 4 freighters a week services by B777-200ER for air cargo.

His previous aviation background is United Airlines for around 6 years and Air France for around 4 years respectively. As he worked for US carrier and EU carrier previously, he understands global aviation industry well especially flight operation and passenger handling at the airport.

He also has academic background in aviation field. He has Bachelor's degree in Economics at Hankuk University of Foreign Studies, Master's degree in Aviation, Transportation & Logistics at Korea Aerospace University and Ph. D in Aviation

Business at Korea Aerospace University.

He attended and presented his research papers at the famous aviation conference, ATRS (Air Transport Research Society) in every year. Topic of his thesis for a doctorate was 'Influences of Carbon Charges to Airlines' Route Network' which discussed about environment issue of aviation. Aside from this, he published many papers and articles in the academic journals.

He delivered lectures at the Universities such as Korea Aerospace University, Korean National University of Transportation, Incheon National University, Hanseo University, Osan University, Dong Seoul University, Baekseok Arts University, etc.

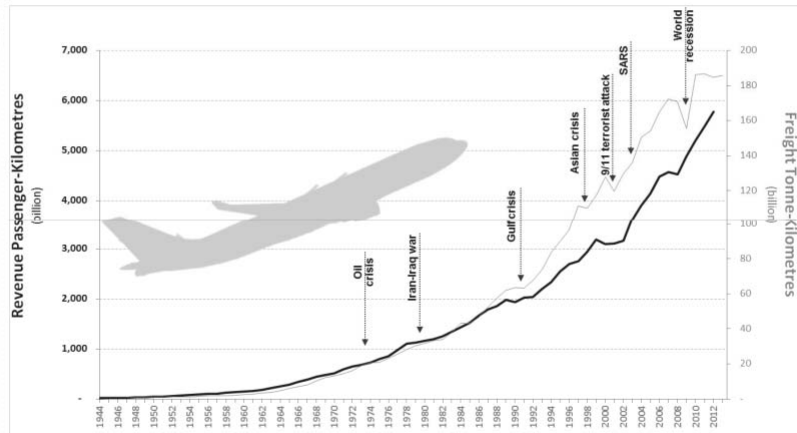
***In-flight Halal Meal Services
of Airlines in South Korea***

Emirates ETIHAD AIRWAYS QATAR AIRWAYS

Excellence in Flight KOREAN AIR LSG Sky Chefs DOICO

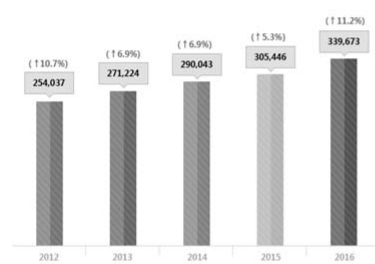
Dr. Baek-Jae Kim
Airport Services Manager
Qatar Airways

Trend of International Air Traffic



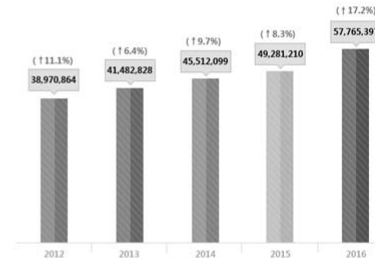
Source: ICAO reporting forms, ICAO estimates

Air Transport Record of ICN Airport



Aircraft Movement Record

- 2015: 305,446 flights
- 2016: 339,673 flights (+11.2%)



Passenger Handling Record

- 2015: 49,281,210 passengers
- 2016: 57,765,397 passengers (+17.2%)

Source: Website of Incheon Airport (IAC)



Emirates Route Map
Helping you discover over 140 destinations in six continents
See where we fly 



Launched: October 25, 1985
C.E.O.: HH Sheikh Mohammed bin Rashid Al Maktoum



Worldwide Network: Over 150 destinations on six continents with 259 wide-body aircraft.
Ownership Structure: Government of Dubai



Emirates carried 56 million passengers and 2.6 million tons of air cargo in the FY 2016/17
Website: www.emirates.com







Launched: January 20, 1994
C.E.O.: Mr. Akbar Al Baker (Qatari)



Worldwide Network: Over 150 destinations
Ownership Structure: National carrier of the State of Qatar.
Re-launched in 1997.



Airlines earned a 5-Star rating by Skytrax.
Airline of the year by Skytrax in 2011, 2012, 2015 and 2017.
Website: www.qatarairways.com



*Established by Royal (Emiri) Decree in July 2003
Interim Group CEO: Mr. Ray Gammell*



*Worldwide Network: Over 110 PAX and Cargo destinations
The National Carrier of the United Arab Emirates*



*Number of aircraft: 120 modern and young fleet
Website: www.etihadairways.com*

Middle East Carriers in ICN airport

	<i>Emirates (EK)</i>	<i>Qatar Airways (QR)</i>	<i>Etihad Airways (EY)</i>
The date of establishment	25 May 1985	20 Jan 1994	Jul 2003
Inauguration to ICN, South Korea	01 May 2005	30 Oct 2003	11 Dec 2010
Current aircraft type to ICN	A380-800	B777-300H	B787-900
Configuration of operating aircraft	14F/76C/427Y	24C/388Y	28C/271Y
Total seat capacity (Day/Year)	517 (Day) 215,589 (Year)	412 (Day) 171,804 (Year)	299 (Day) 109,135 (Year)

Source: Historical data and facts of middle east carriers

Definitions of Halal related words

- **Halal**
 - Halal is a Quranic term which means allowed or lawful.
 - Halal foods and drinks are permitted for Muslim consumption.
 - Halal operations must comply with the Islamic law.
- **Haram**
 - Haram is a Quranic term which means prohibited or unlawful.
 - Haram foods and drinks are absolutely prohibited for Muslim.
- **Mushbooh**
 - Mushbooh is an Arabic term which means suspected.
 - If one does not know the Halal or Harm status of a particular food or drink, such a food or drink is doubtful. It requires investigation.
- **Alcohol**
 - Alcohol is forbidden in Halal diet, as per its nature.
 - Items containing alcohol is checked and verified at level below 0.05% (which is then considered as alcohol free).

Source: SOP of Halal Management, DO&CO

Risk Evaluation, Verification, Storage and Equipment of Halal food

- **HALAL Risk Evaluation**
 - Risk assessment has to be performed to find relevant risks for cross contamination.
- **Verification of HALAL supplied food**
 - In the ordering system HALAL certified purchased articles should be clearly labeled with HALAL.
- **Storage of HALAL Food**
 - HALAL Food which is not packed has to be stored in separate stores.
 - All HALAL Food which is packed can be kept in the same store with packed NON-HALAL Food.
- **Equipment**
 - Cross Contamination between NON-HALAL and HALAL Equipment has to be avoided.

Source: SOP of Halal Management, DO&CO

Current status of In-flight catering in ICN

	Korean Air Catering	LSG Sky Chefs	Sharp DO&CO
PAX	29 AC, AE, AF, BA, <u>BI</u> , BR, CA, CI, CX, <u>GA</u> , HA, HY, JL, KC, KE, LJ, LO, <u>MH</u> , NX, OK, OM, PR, <u>QR</u> , QV, R3, SQ, SU, UA, ZH	17 AA, AY, AZ, CZ, DL, HX, HZ, KL, LH, MU, NH, OZ, S7, TG, TK, VN, 3U	3 <u>EK</u> , <u>EY</u> , 8Y
CGO	4 5X, 7L, LD, RU	2 CV, FM	2 PO, 5Y

Carriers served only Halal Meals: BI / GA / MH / QR / EK / EY



History of Korean Air Catering – The first airlines caterer in Korea.

Source: Korean Air Catering introduction presentation



Korean Air Lines Co., Ltd., operating as **Korean Air**, is the largest airline and flag carrier of South Korea. Korean Air was founded as Korean National Airlines in 1946. After several years of service and expansion, the airline was fully privatized in 1969.

In ICN airport, they provide catering services for 29 passenger carriers include Korean Air and 4 cargo carriers. (60% of total volume)

Source: Korean Air Catering introduction presentation

Halal Accreditation of Korean Air Catering



- Incheon International Airport (ICN) -

- Gimpo International Airport (GMP) -

Halal Certificates by Malaysia Airlines since 2010



LSG Sky Chefs is the brand name of **LSG Lufthansa Service Holding AG**, which is the world's largest provider of airline catering and in-flight services.

It is a subsidiary of **Deutsche Lufthansa AG**. LSG Sky Chefs partners with more than 300 airlines worldwide across 214 airports and operates almost 210 customer service centers in 51 countries, producing around 591 million meals a year.

In ICN airport, they provide catering services for 17 passenger carriers include Asiana Airlines and 2 cargo carriers. (36% of total volume)

Source: LSG Sky Chefs website



DO & CO is an Austrian catering company, headquartered in Vienna, Austria. It is active in segments such as airlines, train and international events catering.

In ICN airport, they provide catering services for 3 passenger carriers and 2 cargo Carriers only as it's newly entered to the market in Korea. (4% of total volume)



Sharp DO & CO Korea LLC

It's joint Venture between Do & CO and Sharp Aviation K, Inc. in Korea. 50:50 stake in the business.



Source: Sharp DO & CO Korea LLC introduction presentation

Halal Accreditation of Sharp DO&CO



Halal Certificate by MHCT Agency, Malaysia - 2016