

The Study of Halal in Taiwanese Industry

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Abstract

“Halal” means the certificate that guarantee products and service for the Muslim population are legal and permissible. To non-Muslim people, it seems that Halal is legal food for Muslim only; however, for Muslim, Halal represents their way of life. In Taiwan, 0.2% of the population is Muslim and most of Muslim consumers are migrant workers from Southeast Asia, especially from Indonesia. Since many corporates and firms from non-Muslim countries would like to entry Muslim huge market in the recent years, the “Halal” wave hit Taiwan as well. Taiwan governments and businesses cooperate, spending time and money, to build a Muslim friendly environment. The purpose of this paper is to hat are chances and challenges of Halal in Taiwanese industry

Keywords: Halal certification, Food safety, Muslim in Taiwan, Exportation, Tourism.

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INTRODUCTION

Background

According to the Constitution of the Republic of China (Taiwan) Article 7th “All citizens of the Republic of China, irrespective of sex, religion, race, class, or party affiliation, shall be equal before the law.” And Article 13th “The people shall have freedom of religious belief.” People have their rights of believing in any religion, and the right of take part in any religious activities. Maybe not everyone has their own faith, but religious still shape people’s life in ways. Religions do not just comfort people's spirit, but also bring the economic benefit.

In Taiwan, most of the local people believe in Buddhism, Taoism and folk belief. In comparison, although a quarter of the world population believe in Islam, many of Taiwan still see Muslim culture as mysterious and unfamiliar. Islam belief is not a common faith in Taiwan, local Muslim population just represent about 0.2 % of the Taiwanese population¹, which is about 60,000 people. However, the composition of Taiwan including the huge number of migrant workers and immigrants. If we count the number of those foreign Muslims who are legal residents, the number of Muslims in Taiwan will rise to more than 300 thousand; most of whom are migrant workers from Indonesia.

For decades, not only for the cheap labour and material, but also for the rise market of Southeast Asia (SEA), the world started focusing on the new trading partner. Taiwan had no exception. Back to 90s’ Southern Policy, which encouraged Taiwanese company to build factories in SEA, but end up decline with the world economic crisis. In 2008, during the time of President Ma Ying-jeou, concerned at the damaging

¹ Zhi-Ling Chen, "What Is Muslim? Why Taiwanese Should Care More About Muslims ", no. Migrant worker, Taiwan, Culture (2016).

effects of the global economic crisis, Taiwan Executive Yuan approved New Zheng He Plan, in considered to help local manufacturer to broaden their exports. ²Few years after, in 2016, with better understanding of the ASEAN; President Tsai Ing-wen propose her political view of New Southbound Policy.

More than half of the SEA population are Muslim, SEA own the world-biggest Muslin population. Thus, the understanding of Muslim needs is being more and more popular. Nowadays, some business in Taiwan are starting to cater to Muslim consumers, who may be locals, immigrates and visitors. To sell for Muslim or export to Muslim country, processed products such as food, cosmetic and medico goods need to apply for Halal certificate as the basic condition.

After briefly reading and research, there are few researches discussing the Muslim stuff in Taiwan. Therefore, this paper is focus on gain more knowledge of Muslims' needing and expectation of Taiwanese halal, and understand more about the chance and challenges of Taiwanese Halal

Motivation

During the 2016 president election of Taiwan, New South Bound policy is one of the initiatives from President Tsai. With the core of Human-centered, New Southern Policy try to create more link with SEA workers, emigration and their second generation. Upgrade the quality and quantity of Taiwanese products and human resources that will be suitable for Muslim. Create working opportunity, social welfare for the immigrant from SEA, and build better travel environment for Muslim travelers.

Recently in Taiwan, lots of industry still depends on human resources, thus we

² "Zheng He Plan to Lift Exports," (Jan 02 2009 2009).

have a lot of migrant workers from SEA, especially from Indonesia, 38 per cent of the migrant workers are from Indonesia, and 90 per cent of those Indonesian migrant works are muslim. However, even after more than a decade of promote Muslim affairs in Taiwan, Taiwanese still have a lot of misunderstanding about Muslim some even have Islamophobia that they might even afraid of people who wear Hijab.

Thus, the research paper is designed to not only help to do the review of those relative measure of Halal, bring better understanding of Halal and Muslim for Taiwanese; and expect to reduce the gap between Muslim and non-Muslim.

Research Purpose

With the growing population of Muslim, Halal industry is attractive to the Taiwanese businesspeople especially for the processing food and cosmetic manufacturers for its profitable. In recent years, the relation of Islamic country and Taiwan is rapidly increasing. Though there were party alternation, but government of Taiwan had implemented Muslim relative policies for more than 30 years. However, pass through the leading of 4 presidents, Taiwanese still had huge limitation about the knowledge of Islamic culture.

Therefore, by exploring the influence factors of Islamic culture and religion, the research can analyze the current state of the Muslim in Taiwan, Islamic market and potential business opportunities, estimating the future growth of the Islamic market, to understand Taiwanese enterprises entering the Islamic market

Research Questions

1. What are the needing and expectation to Taiwanese Halal?
2. What are chances and challenges of Halal in Taiwanese industry?

Contribution

The researcher did the analysis with interviewed several halal related people, to understand the needing and expectations of Muslim. With more than 3 decades of halal promotion in Taiwan, even nowadays people are not familiar with the culture of Muslim and halal. This research is in a way to bring more understanding about Muslim and halal, and wish to help to reduce the gap between Muslims and non-Muslims in Taiwan. Moreover, this study gives Taiwanese manufacturers and governmental official who are wishing to enter the Muslim market or build halal-friendly environment the information of certification, process, possible challenges and chances in Halal market.

Limits and Delimits

There are many research papers focused on the performance of products exportation and the seller instead of considered the need of the Muslim, as well as customer. Thus, the research might face some limits and delimits. There are not too many literatures of halal certificates, and considered the time limitation. Thus, most of the primary information are from field visits and in-depth interview. The research paper used the qualitative research method to analyze Muslim, Halal food market and some part of New Southbound Policy that is about Halal.

LITERATURE REVIEW

In the literature review chapter, the researcher used scholarly works to collect and discuss the system, effect of Halal in the world and Taiwan and analysis the development of Islam in Taiwan

Halal Industry

Halal industry are the industries that be regulated by Halal assurance system (HAS), including halal certificate and halal registration. HAS in all countries are clearly define the categories of Halal products. The categories of Halal products are usually meat and the relative products, processed food, pharmaceutical cosmetics and those relative raw materials. ³The above products are under more concerned by Muslim, especially in modern society, raw materials used in processed products and manufacture are with more complexity nowadays; it is necessary to trace the source to ensure halal. In some countries, the governments are promoting halal tour, make it become part of the halal industry, but the regulation from Halal assurance system is still focus on those processed products.

The development of Taiwanese halal can be separate into 2 categories: export oriented and domestic demands. Export oriented focus on processed product exportation, especially food product. For the domestic demands, dates back to late 2000s⁴, Taiwanese government began promoting tourism in the hope of attracting foreign tourists; especially to those citizens from countries that are highly developing

³ Zhi-Cheng Zen, Yi-Hui Zhang, and Yi-Qun He, "Time to Know More About "Halal" Certificate: Southeast Asia Muslim Business Opportunities," in *Where is the Opportunity in SEA* (Commerce Development Research Institute, 2017).

⁴ Yeng-Chung Lin, "A Case Study of Halal Food Safety Certification and Export Performance in Taiwan " (2019-7-8 2019).

at that time to travel in Taiwan to boost the economy, including Muslims.

The Definition of Halal

Halal or Halaal (Arabic: حلال ḥalāl), a term from Shariah (Islamic law), which means legal, allowable and permitted. In non-Muslim society, Halal might only represent legal food for Muslim. But for Muslim, the understanding of Halal is not just about legal food, but about a representation of quality and the way of life: eating, speech, clothing, worship or even the way of doing business.

According to Quran and Shariah: Allah said to people:” You should enjoy food that is legal (Halal) and good (Twayyib)”, “Animal and foods from the ocean are legal for you, people and travelers should enjoy those foods.” Quran regulated the legal (Halal) and the illegal (Haraam) food for Muslim.

Normally natural ingredient such as plants and minerals are all legal, but they will become illegal if it had been poisons or it had been transformed into drugs, alcohol and poison: for instance: wheat is legal but when it transfer into beer, it will become the illegal one.⁵

There are some requirements about Halal meat. For usual, aquatic animals, except those toxic ones, are naturally legal for Muslim and do not necessary to be treated by Halal norms; but Shia Muslim (the Conservatives) only accept those kinds of fish that are with scales. For terrestrial animals, only those meat from healthy terrestrial herbivores and poultries can be acceptable. After all, the acceptable meat after the process of Halal slaughter can finally be seen as Halal.⁶ In addition, the blood of all animals and the fake non-legal products are not acceptable for Muslim,

⁵ Ltd. D.E Chung Hua Foods Co., *2019 Staff Training Manual-Halal Certificate* (Kaohsiung, Taiwan2019).

⁶ Nur Asnawi, Badri Sukoco, and M. A. Fanani, "Halal Products Consumption in International Chain Restaurants among Global Moslem Consumers," *International Journal of Emerging Markets* 13 (10/22 2018). <https://doi.org/10.1108/IJoEM-11-2017-0495>.

such as alcohol-free beer, vegan-ham; especially the imitation of pork products.

Treatment of Halal slaughter including not to scare or torture those animals, use sharp knives to kill the animal rapidly so as to shouter their pain; and very importantly, let the animal bleeding as much as possible to avoid contamination.

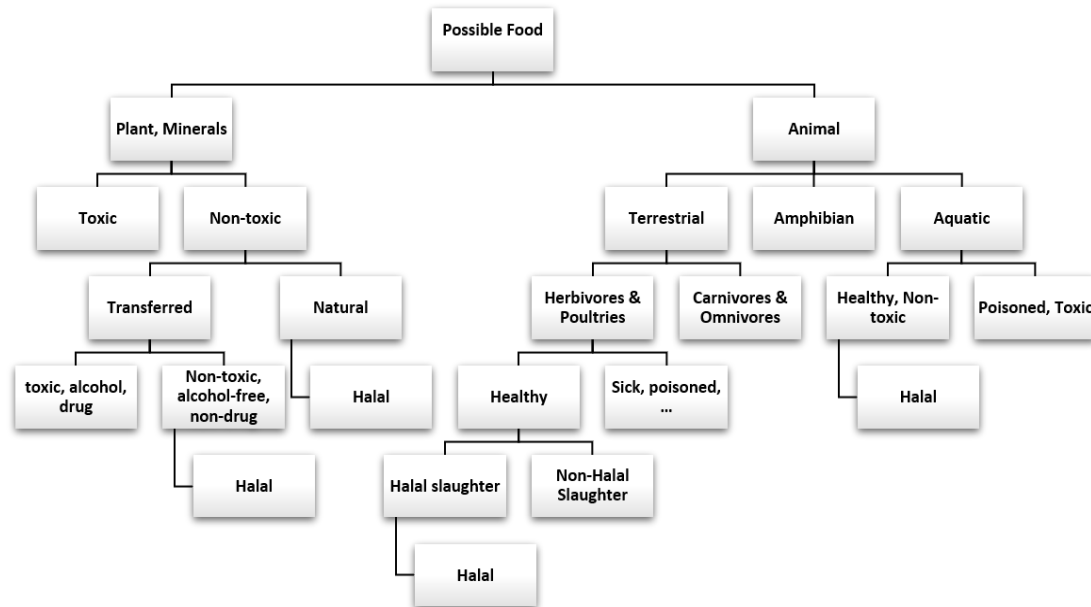


Figure 1. Muslim Edible Ingredients
Source: the researcher

With the serious and careful rules to follow, Halal foods are considered sanitary and healthy; it is not only suitable for the Muslim, but for non-Muslim society. There are provisions for everything in their daily life, all should be Halal.⁷ However, all norms have its exceptions, rule of halal is strict but is not inflexible. Accidentally consume non-halal food can be forgiven. If Muslim is in a danger situation or be forced to consume non-halal food are also can be forgiven. Some strict Muslim insist that they will rather die than having non-halal food; this kind of believing will not be encourage by the belief of Islam.

⁷ "Introduction of Halal Industry," <https://www.thida.org/index.php/halal-in-taiwan>.

Overview of Global Halal Certificate

The earliest record of Halal Certificate is said came from China. During the alternation of Yuan and Ming dynasty⁸, restaurant need to ask for the permit from the mosque to sell legal food for Hui (Muslim in China), after inspecting as a qualify one, finally the restaurant can be said as a halal restaurant and can put on the sign of halal.

Halal certification nowadays is considered a very important index of food safety and sanitary. In marketing, halal certificate is becoming an innovation tool to the business growth, especially in the countries with huge population of Muslim. In the journal of Economics, the article of “Halal Certification vs Business Growth of Food Industry in Malaysia” found that Halal certificate can be seen as a decisive factor in ensuring the business growth in Malaysia’s food industry, helping to expand the business and attract customer.⁹

Usually, Halal label(certification) are approved by local Mosque, it was not until the year 1974, finally do the government of Malaysia created the official systems of Halal Certificate; it was leading by the Institution of Islamic affair which directed by the office of prime minister. This is the world-first governmental Halal Certificate in the world, and was believed as one of the most trustable Halal certificates system in early period. With time passing, there are hundreds of Halal certificate institution, not only in the Muslim countries but also in all over the world. However, most countries in SEA and Middle East still being the leading character and keep developing their standards for Halal.

⁸ "The Introduction Od Halal Certificate," 2019, https://www.taipeimosque.org.tw/about_%20Halal_certification_food.html.

⁹ Asnidar Hanim Yusuf, Syadiyah Abdul Shukor, and Ummi Ahmad Bustamam, "Halal Certification Vs Business Growth of Food Industry in Malaysia," *Journal of Economics, Business and Management* 4 (01/01 2016). <https://doi.org/10.7763/JOEBM.2016.V4.399>.

Halal certification institution in Muslim countries

The Organization of Islamic Cooperation (OIC) defines its membership as Muslim country, with a total of 57 member states. Interestingly, not all the member states are Islamic country, some member states only own few Muslim population. However, member states still make up the majority of the world's Muslim population, from countries such as Indonesia, Malaysia, Arabic countries. These countries are more integrated with their own technical norm standards, such as food, developing a national halal assurance system (HAS), which is also the origin of Halal Certificate. The below are world's famous halal institution from Halal countries.

- Malaysia JAKIM: This is the Department of Islamic As Development Malaysia¹⁰. As the leading character of Malaysia's Halal industry, JAKIM play an important role not only in Malaysian Market but also in the global Halal Market. JAKIM was directly directed and managed by the Malaysia government, the business of Halal certificate had already spread from domestic to the world. It is the most recognized and influential Halal certificate institution in the world now.
- Indonesia MUI: Ulama committee of Indonesia¹¹, is Indonesian' official institute which working on halal assurance system, with the membership of more than 100 examiners and experts in several industry. Their profession focuses on food, pharmaceutical and cosmetic products.
- Emirates Authority for Standardization and Metrology (ESMA): ESMA had

¹⁰ Jabatan Kemajuan Islam Malaysia

¹¹ Majelis Ulama Indonesia

rule for all products, not only Halal, that enter the United Arab Emirates, Before import halal goods to the United Arab Emirates, products should apply for signing registration to EASM; product can enter the Arabian market after products been checked alcohol-free or checked did not contain anything from pigs or pork. Moreover, Dubai, one of the most important cities in the United Arab Emirates, is actively promoting halal certification in the Gulf States of the Middle East through IHAF (International Halal Accreditation Forum), which unites the halal certification technical specifications of member states (including Saudi Arabia, Middle East countries, and some European states)

Halal certification institution in non-Muslim countries

- In the USA, there are two majors leading role of Halal: the Islamic Food and Nutrition Council of America (IFANCA) and Halal Food Council International (HFCI). IFANCA is a non-profit Islamic organization that dedicated to promoting halal food, there are more than 2,200 companies worldwide that receiving IFANCA-halal certificates. And for HFCI, is an international halal certification operator in the United States that can be considered the most famous one; and is also in the list of the world's leading Islamic halal certification association.
- Philippine Islamic Da'wah Council of the Philippines (IDCP): It is made up of 95 national Muslim institutions, this is the most authoritative and formal halal certification body in the Philippines. IDCP, which is chaired by Mr. Atty Abdul Rahman Linzag, has joined the World Halal Conference (WHC); Mr. Atty is also the secretary general of the WHC.

- HCAI Australia: HCAI stands for the Halal Certification Authority International, this is a non-profit organization agency which dedicated to promoting halal food to the world, there are more than a thousand of companies in the world that own the certificate from HCAI. The products guaranteed by HCAI is all around the world.

The effectiveness of Halal certificate

The system of Halal is very special, compared to most of the international certificates globally, it is a system that amazingly trust mutual recognition. And the certificate of halal is only for requested products, but not for all the products in the applying company. Halal certificate is not only by the halal assurance association to the company but also by one halal assurance association to the other one. Normally, as a company certified by an international certificate such as HACCP, the effect of this certificate can be admitted in whole countries. But when it comes to halal certificate, companies who want to apply for the certificate should considered their target market, because the certification given by the halal association in Thailand might not be admit by the one in Europe. Usually, products that passed the certified will placed halal label on products; specially, in countries of middle East, since all products sell publicly need to be halal, they do the halal registration. So it is not necessary to placed label on products.



Figure 2. The Certificate of Recognition from Malaysia JAKIM to Taiwan THIDA

Many institutions of halal certification inject many different elements for their assurance systems; some association want to develop halal standards into the Western industry standards, so they put the standard of world-level assurance systems such as: GMP, ISO and HACCP, etc., into consideration. That tends to add more about food hygiene and food safety. However, to the conservatives, they believe that this kind of the “developments” are non-emphasis on raw materials, processes and possible cross-contamination problems, so such halal standards are impractical and difficult to follow. There are also many institutions that are “profit-oriented”, and their HASs are not recognized by the international Muslims. They are not qualified, and some even led by non-Muslims, that gradually regard halal certification as "business" rather than a liability.

Therefore, while foods that meet halal requirements can be marked with halal labels on packaging, which should be particularly attractive to Muslims who follow the dietary regulations outlined in the Quran, the halal label itself has limited impact on product awareness, and the conservative Muslims have a negative view of halal food from non-Islam countries and do not believe in halal food produced in a country other than Islam.

Halal Industry in Taiwan

History of Taiwanese Halal

Halal is not only a dietary norm for Muslims, but also a complete living model, in the Quran and its extended sharia, all legitimate thoughts, acts, speech and diet as “halal”, that is, legal, legitimate, licensed.

In terms of diet, Muslims firmly believe that a person's spiritual purity is directly related to their diet. And for Muslims' food safety, it is similar to Taiwanese official promotion of the concept of food safety: "from farm to table"; it emphasizing that from raw materials to consumption of all-round compliance with the norms, is the basic conduct that Muslims must abide by.

In early period, Taiwanese local mosques, such as: Kaohsiung Mosque, Taichung Mosque, etc., were responsible for processing halal certification, but because there was still no large contact with the halal market at that time, mostly are food and tourist operators who participated in apply for certification; in order to meet the needs of their customers and attract more Muslim tourists. At that time, halal is not yet become a popular market so people did not really pay too much attention to it. That caused different standard of verification, poor result of Taiwanese halal, and lousy international recognition and more problems. Fortunately, in 2011, Taiwan Halal

Integrity Development Association (THIDA) was established to integrate Taiwan's halal resources, and actively strive for the recognition of world's main Halal market: Malaysia, Indonesia, Singapore, the United Arab Emirates and the Kingdom of Saudi Arabia, and strive to promote better certification.

Procedure of Halal certificate application

Taiwan's food industry wants to sell products to the Muslim market, they need to be approval that in raw materials, production lines, products and storage are all be audited, in line with the Quran norms so can be issued halal certified. In early halal certification application process, the applicant manufacturer need to take part in the seminar organized by THIDA for halal education and training, to ensure that after understanding the halal concept, the applicant's raw material supplier and even the supplier upstream all raw materials, additives and production procedures need to be equally in line with Islamic regulations, as far as possible to obtain halal certification raw materials, in order to implement the source management, manufacturers need to fill out the "product composition questionnaire", to ensure three elements of raw materials control: product name, manufacturer and products origins. In addition, many emerging raw materials and industrial law cannot confirm whether it can comply with the sharia law, so manufacturers also need to fill in the guarantee of self-confessed to guarantee raw materials' safety if necessary.

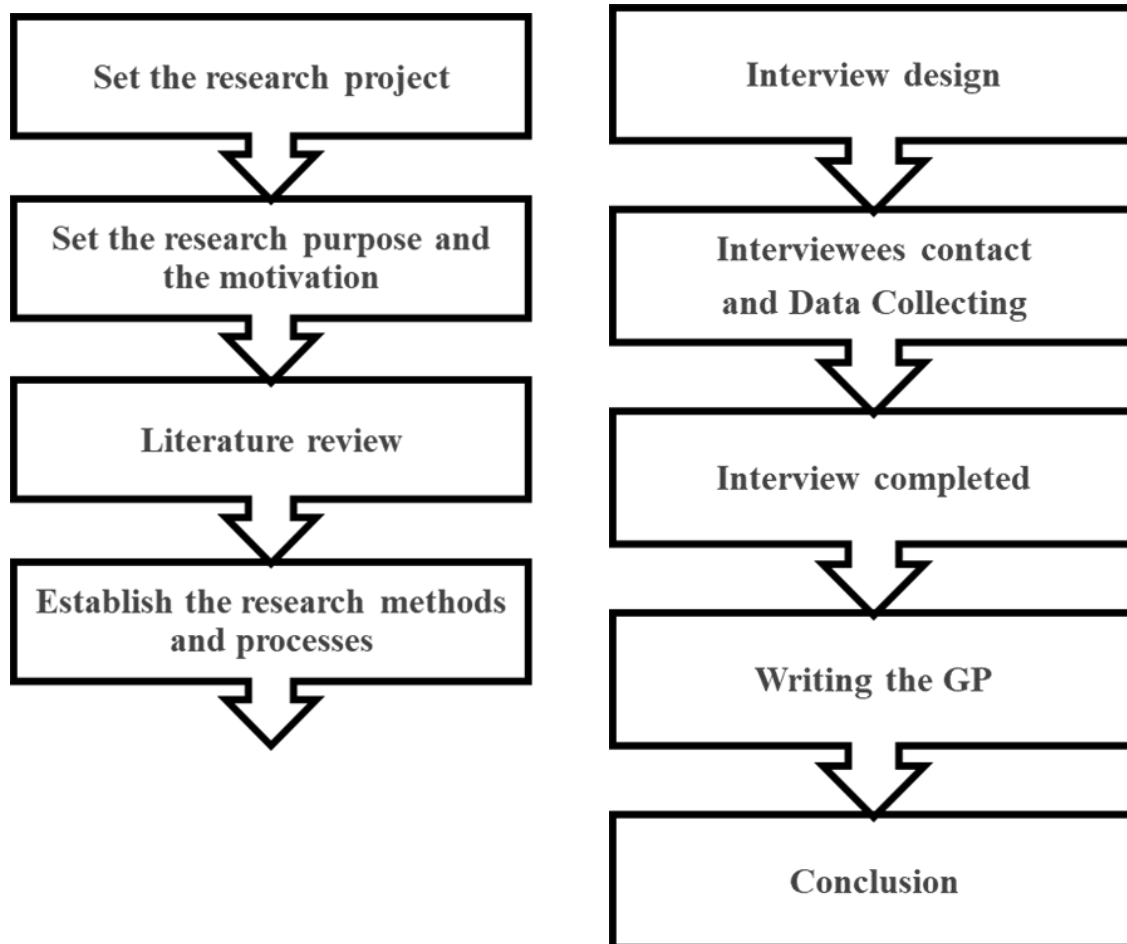
After the required documents are all prepared in detail, manufacturers need to pay the document review fee to THIDA for the first phase of document review, after the first phase of document review, all the documents will be given to the superior members of THIDA, since both documents been checked, THIDA will arrange for the Commissioner to send a field visit to the manufacturer's factory for doing detecting;

which will be observed according to the production process, from the raw material entrance, storage, production, warehousing to shipment, also specially detecting to those products that was considered have doubts at the time of the documents reviewing. After the visit to the factory, the Commissioner will make the document of factory-detection which based on the situation of the factory and give to THIDA audit.

After full review, THIDA will draw up the contract according to the application content and provisions. After complete signing contrast and pay the certification review fee, THIDA will give the halal certification label and the certification; there will be the certified code for products and the company. Those products be accepted by the certificate will be mark on the certification, once the products were on the certification, they can mark the halal label on the out pack.

METHODOLOGY

Research Process



In this research, the researcher aims to understanding the needing and expectation of Muslims in Taiwan, and explore the chances and challenges of Halal in Taiwanese industry. First, researcher set the project of research, with the research purpose, and the motivation from the review of different information and experience. The research is following the order that establish the research, design and do the interview. After all, the conclusion would include finding and the result of the research.

Source of Data

The study of Halal is not a common thing in Taiwan, and is more about how human relations, thus, most of the data resources are collected from interview. The research made interview with several halal relative people, including: former Imam of Taipei Grand Mosque, who is also Kaohsiung city government's consultant of Halal promotion now, manufacturers, shop owners and buyers that are practicing the process of business with the halal systems and some Muslims who live in Taiwan.

Table 1. Information of interviewees.

	Identity	Date	Place
Mr. Mak	Taiwanese trader in Brunei	2019/06/20	Taipei City
Mrs. Lou	Former Supervisor of THC	2019/06/20	Taipei City
Nani	Migrant worker from Indonesia	2019/07/28	Kaohsiung City
Vinvin	Exchange student from Indonesia	2019/09/17	Kaohsiung City
Mrs. Chen	Taiwanese Food Manufacturer	2019/10/05	Kaohsiung City
Umar	Formal student from Malaysia	2019/11/08	Kaohsiung City
Majid	Owner of Mamak Express	2020/01/15	Taipei City
Mr. Ma	Former imam of TPE Grand Mosque	2020/02/17	New Taipei City

Source: the researcher

DATA ANALYSIS

Overall, the research comes out with two results: 1) the needing and expectation to Taiwanese Halal; 2) Chances and Challenges to Halal in Taiwan; and those findings could be detailed as follow:

The Needing and Expectation to Taiwanese Halal

After interviewed with my interviewees, some of them are purchasers of halal products, producers, and the official of Taiwan halal; since there are view of different side (purchasers and providers) the analysis would be divided into two parts, they are: 1) purchasing issue, 2) knowledge of halal and Muslims.

Purchasing issues

In Taiwan, the needier of halal products are mostly the Muslin, and those who understand the quality of products under Halal system. There are just a few of Local Muslim, most of the Muslims in Taiwan are those who come to Taiwan for work or study. According to the answer of my interviewees, five of them are Muslim and they are standing on the side of purchasers/buyers, from their point of view, here are some situation that Muslims in Taiwan are mostly faced during purchasing:

“If I need to buy some processed food or ingredient, I usually go to local market, I can buy natural things there, like vegetable and fruits. That’s better for me, I mean... I can see foods directly, you know? Which make me feel more comfortable while eating. For meat, I don’t like to buy meat in the local market, I’m not sure how do they threat it. I doubt if that the “safe one.” But I buy and cook some fish sometimes.” (Umar)

“I usually go to Big King¹², I can find everything there. There are Big Kings in some Taiwanese city, ohh, you know there’s one close to Kaohsiung Main Station. In Big King, I know what I need, I pick what I want; I don’t need to check if there’s any halal label. That’s from my hometown, I know what are those things.” (Nani)

According to the information from interview, foreign Muslims in Taiwan have some questions when they need to buy Taiwanese products, since Quran regulated the thing they can eat, Muslim need to understand what they are eating and make sure those foods are under proper process (especially for meat products). Thus, they prefer to go to local market for raw materials and to SEA supermarket, in the former one they can directly “see” the foods which is easier for them to check the “safety” (religiously), however, they are more rule for meat products, so if they are doubt of safety issue, they prefer not to purchase the meat products. And for the latter one, the products in SEA supermarket are imported from their original country, or are those products they already know; thus, they have more understanding about them and can be more easily to trust that food.

In modern society, food labels are highly using in the world; we believed, with clear and detailed information, people might have better understanding about the composition of processed food. But why they still doubt even when all the information is already on the package, and don’t really want to do the purchase?

“There are always a lot of information sign on the pack, I wonder why they put so much things inside foods, there are some chemical nouns on almost everything.... sometimes I even think about are they even all edible?” (Vinvin)

¹² Big King is the chain store of Southeast Supermarket, which is very famous in Southeast Asia society in Taiwan

“According to Taiwanese law of food label nowadays, all ingredients have to be listed specifically on the package of the food after the issue of ‘Gutter Oil Incident’ we followed the rule of government, but some customers don’t understand the full name of some ingredient and doubt the used of that ingredients. This situation not only happened to foreign customers but also to Taiwanese.” (Mrs. Chen)

From the information above, we can see, the origin of “food labeling” is to help customers understand the food products and in a way to build up the trust to products, but it seems than providing sufficient information still become a problem. Since not all people do have the knowledge of labeling, chemical, and those relative regulations.

“And you know what? The biggest reason I like to go to local market is that I can ask for discount; local market is soooo my type haha...” (Umar)

“I go to Big King a lot, the price there is so great and so low, can you imagine, a pack of instant noodle only cost 8NTD, that is so cheap. I’m so glad that my friend introduced that place to me.” I was interesting to buy some products with halal label when I went to the supermarket which close to where I lived; but the price is so expensive! I wonder why they are so expensive. Hey Kuro, maybe you can tell me after you finish your research. ”(Vinvin)

“Not all products are halal, thus, we need to carefully separate our processing line, and make sure our raw materials are also halal. Every year, we need to pay THIDA for the halal factory inspection. All things above are really costly, so the price of our products will also increase. I’m lucky, I am a manufacturer but most of my products are selling overseas, if I just focus the market in Taiwan, my situation might be more difficult, this is a really tough market for halal factory.” (Mrs. Chen)

According to the information from the interview, price is one of the very simple but important point, most of the Muslim interviewee shared: Taiwanese halal products are normally with higher price, thus, they prefer to go to Southeast products supermarket, for instance place like Big King, to buy foods.

In Taiwan, even now there are a lot of Muslim, most of them are still migrant workers. Most of the migrant workers come to Taiwan in a hope of earning more money than in their hometown and maybe they can lead a better life to themselves or to their family. They usually live in a frugal style, so as to save more money. People need to eat every day, that is the necessary payment. For company to follow the rule of halal, they need to pay more for the raw ingredients, and the cost of inspection is also not a small price since the rule for halal inspection need to be perform at least once a year. In Taiwan, the system of halal is still under processing, there are still lack of halal infrastructures. Thus, company who wants to make halal food need to pay a lot to build all equipment, which cause made-in-Taiwan halal products are usually more expensive than those imported goods from SEA. At the end, all above make Muslims preference of buying things inside SEA market. On the other hands, Taiwanese halal manufacturers had their difficulties of selling, with the prices that is not comparable to import goods, company also turns to foreign markets.

Knowledge of halal and Muslims

Since Islam is not a main faith in Taiwan, even in modern society, most of the Taiwanese do not have enough knowledge about Muslim and the system of halal. there is a knowledge gap between the Muslim and non-Muslim.

“I’m not sure what can I eat actually, I have my Halal-friendly card¹³, but I

¹³ Vinvin is an exchange student, she is now learning Chinese in Kaohsiung City, for purchase legal food, she asked school and her friend’s help to make a Halal-Friendly card, which explain the proper

still face a lot of challenge when I want to buy cooked food inside and around the campus. Also, when I go to the restaurant, seldom do owner understanding Halal. With my own experiences and those of my friends, this situation happened more in southern Taiwan. That happened to me very few times, but some restaurants do not welcome me to enter...(Vinvin)

“I work on all weekdays, my company provided lunch for us, sometimes we have meal which cooked by our co-worker, sometimes boss will buy lunch or snacks for us. Most of the foreign worker in our company are from Indonesia, only one of us is not Muslim. My boss know we are Muslim, so in our company, the director of purchase seldom input pork or sausage. Actually, I’m not sure if all foods they provide are really halal, but I come here for work and earn money, those free meals are already making me feel so grateful, because I can keep my money for other use. (Nani)

“As the halal company, the certified units provide class every year, if companies want to apply or continue the effects of halal certificate, they need to go and learn in the class, they even have the test after class. The contents of those class are about the knowledge of halal certificate” (Mrs. Chen)

Most people in Taiwan’s understanding about halal food might only be Muslims do not allow to have foods that are contain pork or any other pig products. However, there are much more rule for it. Halal represent legal products for them, and is also a symbol of quality products; the system can go very detailed, though people still do not understand yet. Muslims sometimes had not options but have to have some meal that they can only told themselves to believe that are acceptable. Halal factories is one of the ways to shared have more knowledge. From my interviewees, they said that they can felt the progress of Taiwanese actually, people communicated with them and tried

to know about the differences and the sameness between each other.

“We are all human beings, religions don't sharp us to become a different person, you can live in your life, and I can have mine, but sometimes we can show and share to each other.” (Umar)

“I used to think Muslims are not friendly and maybe a bit violence, after I work and talk with them, of course they are different from me, but who else not?” (Mrs. Chen)

“We work hard to promote the believe and the information of Islam and Muslim culture, I was also the professor in college to teach Arabian, in my class was usually 95-100 per cent Taiwanese. Is not only about language, I always told my students, the meaning of learning a language is to make us more open-minded and empathetic to others. And this is what the world needs right now.” (Mr. Ma)

“As the cooperater between Mosques in Governmental official, we have Tripartite Talks once in 2-3 month, to know the situation of both sides, and renew the information.” (Mrs. Lou)

With the image and news from social medias, some Taiwanese are afraid of Muslim, since international news are mostly about ISIS, and some radical religiousists. But from the view of interviewees, they believe most of this are came from unknowing. Once people talk and learning from each other, things will be better. They expect Taiwanese can understand more and be respect to their culture. For this issue, Mosque and official halal organizations are working on spread halal knowledge to citizens. Since Taiwanese government wants to encourage more Southeast Asia visitors, especially Muslims, to come to Taiwan for tourist or for any other travel reason, government need to be the role to lead Taiwanese community become a Muslim-Friendly one community. Step by steps, from school and providers to more

and more people. although it looks like Taiwanese are standing on the beginning of the halal-friendly society, but this is process; everything started from simple.

Chances and Challenges of Halal in Taiwanese Industry

The data of the result are from interview and with experiences of directly visited Taipei International 5in1 Food Exhibition. And compared with data of Halal officially organizations in Taiwan and the contents of Muslim interviewees.

Halal Organizations in Taiwan

There are several halal organizations in Taiwan, since different organization working on some similar and some different main works, after years of integration and negotiation. They started cooperation and separated different types of HAS.

Table 2. The Main Halal official organization in Taiwan

Name	Led by	Business Matters
Taiwan Halal Center	TAITRA	Gain world halal information
THIDA	Taipei Cultural Mosque	Exported foods and products
Taipei Grand Mosque	Taipei Grand Mosque	“Halal Convenient” Exhibition, governmental subsidies
Chinese Muslim Association	World Halal League	Halal (friendly) restaurant, Muslim friendly tourism Slaughterhouse

Source: the researcher

They separated industry into different areas, and concentrate on certify and inspect to that area or data collection. For halal industry in Taiwan, this bring a simple benefit: convenient; since each organization have their own expertise and rules, once

they separate industry into different types. it is easier for appliers to prepare for those inspections, any other halal pre-work and document for the operator from Halal organization. Companies do not need to spend too much time for working on those paper works once they already completed the first-time halal inspection; afterward they can do corrections from the first version, which is also means, it become easier to do the first part of halal certificate applying. Therefore, companies can save a lot of time for doing paper works and use those times to create more halal products, make progress to their own halal equipment and serve their customers.

“Almost every year, I think about should I continues apply for my halal certificate, because the certification fee seems to be higher and higher year by year. Is that really worth to keep it or not?” (Mrs. Chen)

But, on the other hand, with these systematic assigning tasks, it somehow made Taiwan halal became a kind of monopoly market. There are not non-profit halal organizations and institutions in Taiwan. Mosques and Halal organization perform HAS is a for-profit business. Industries or companies do not have many choices or even have no choices if they want to turn to other halal organizations in Taiwan, since they already divided into different industry to each halal organization. Therefore, inspection fee and certification fee are hard to be negotiated. Actually, according to data from THC¹⁴, about 30 per cent of company gave up their continues of halal

¹⁴Oral sharing from Mrs. Lao, however this is not a good image for THC so is not written on the official website. And Tsai Jia-Ching, "The Study of Islamic Market and Halal Certification" (Soochow

certification applying because of application fees.

Taiwanese Halal products

With the promotion of Taiwanese governmental official and the raise of SEA market, the number of companies and restaurant who apply for halal certificate are getting higher and higher in recent years. Usually, companies and factory apply for halal certificate mostly for products exportation.

“Products from Taiwan are under good quality control (QC), with beautiful and attractive packing, as a buyer I really like Taiwanese products; even though they are often more expensive. But honestly, I think a lot of Taiwanese company are still not prepared to enter international market! Bilanguage label is just a simple standard for selling to foreign market...especially after ” (Mr. Mak)

“We went to several international food exhibitions, usually as the exhibitor. Also, in some Muslim countries like: Indonesia, Malaysia, Qatar. People are interesting in our packing ways and our technologies. Actually, most of buyers are still Chinese and Taiwanese in that countries. I think the problem of taste-differences is more important ...” (Mrs. Chen)

From directly visited Mr. Mak and some interviewees in Taipei international Food Exhibition, I see and understand more about those Halal companies' exhibitions and their products. Afterward I shared them with those Muslim interviewees. After years of promotion, for buyers and trader, Taiwanese products are considered good

quality and beautifully packing; processing with high technology. It attractive also in Muslim countries. However, labeling is still a big challenge, most of products only have mandarin label. There were some international food safety issues in years ago, and some of them were from Taiwan, so people do pay attention to Taiwanese products.

Officially promotion of Halal tourism

Since 2016, with policy of the current (2020) Taiwanese president-Tsai Ing-Wen, New Southbound Policy (NSP) is operating, in the white paper of NSP, there is a part that talked about Halal tourism in Taiwan, and reduce the gap between Taiwanese and the Muslims. For promoted this policy, government official had some measures, including: provide some funds to encourage shop owner to provide some halal facility (for example bidet) inside the factory or restaurant to serviced Muslim, but the most important question is still about food: eating.

“Before, most of my customers are those Taiwanese who want to enjoy some international food ha ha ha. But normally them won’t come again, this is just a tasting for them. But since... I think it was 2017, I have more customers from my home land” (Majid)

“with halal label, I’m sure which restaurant I can entry, but the taste there might not be that well. I went to Taipei twice; I was so surprised that there are actually not very few of Muslin or Muslim friendly restaurant.” (Umar)
”

If people from SEA come to Taiwan for tourist, normally means they are standing in a rich level, they might have enough money for playing or buying things.

To halal manufacturers and restaurants, this is a big chance to their business. And with the supporting measures, Muslims and people from SEA do started have more interest to come to Taiwan. For attract customers, government official cooperate with THC and Mosque to do the promotion, and educate shop owners.

However, most of the Halal restaurant focus in Taipei city, but migrants workers are mostly in Taoyuan, central and south Taiwan, and for people comes to travel, they are arranged to visit to tourism spot like Sun Moon Lake, Hualien, so the biggest challenge for Taiwanese halal is mostly abut unequal of placing resources.

“

CONCLUSION

To sum up for this research, in recent years, halal became a hit in the world, with its great market populations and people's expectation of economic raise are focusing by the world. If Taiwan wants to be part of this huge industries lined. People in Taiwan should understand more about Muslim, try not to be afraid of something that is just unfamiliar to us.

Though halal in Taiwan is still under procedure, analyze the current state of the Muslim in Taiwan, can understanding Islamic market and potential business opportunities, estimating the future growth of the Islamic market, expectation still help a lot for : Halal certificate is like a diploma of University, is the simple condition of enter Muslim world, not only for exporting but also for attracting Muslims. But get a diploma doesn't mean you can find a job rapidly. For enter this market or attract customers, there are a lot of pre-work; To enter the target market before doing a good job of relevant market research, in order to meet the preferences and approval of consumers.

In needing and expectation, most Muslims buyers had faced the problem of Purchasing and the researcher found that there were also have the condition that is Taiwanese are now still lack of Halal and Muslim's knowledge. And for chances and challenges, Taiwan halal organizations cooperated together, but also superstrate the expertise to different types, the good is that is easier for new halal enterer to understand the process since the type will refer to an organization. But it is also the reason why cause all processing fee is not easy to negotiate.

People might think it is not necessary to understand a religion or a group of people that is not usually to see, but this group of people represent one-fourty of people

who live in Taiwan. This research expects in the future, more Taiwanese will understand Halal and the Muslim.

上面資料分析覺得有問題的地方可以再把建議的事項可以加在這個部分(標示建議)

附件 訪談問題 (半結構式訪談)

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Strategic Value Analysis of Pacific Islands of Taiwanese Diplomatic Relation Countries

INFORMED CONSENT FORM

(to be completed after Participant Information Sheet has been read)

- The purpose and details of this study have been explained to me. I understand that this study is designed to further knowledge and that all procedures have been approved by Department of International Affairs of Wenzao Ursuline University of Languages. Yes No
- I have read and understood the information sheet and this consent form. Yes No
- I have had an opportunity to ask questions about my participation. Yes No
- I understand that I am under no obligation to take part in the study. Yes No
- I understand that I have the right to withdraw from this study at any stage for any reason, and that I will not be required to explain my reasons for withdrawing. Yes No
- I understand that all the information I provide will be treated in strict confidence and will be kept anonymous and confidential to the researchers unless (under the statutory obligations of the agencies which the researchers are working with), it is judged that confidentiality will have to be breached for the safety of the participant or others. Yes No
- I agree to participate in this study. Yes No
- If No to above, I confirm that the bodily samples taken during this study can **only be** used for this study and should be disposed of upon completion of the research [29th May, 2020]. Yes No

Your name _____

Your signature _____

Signature of investigator _____

Date _____

Strategic Value Analysis of Pacific Islands of Taiwanese Diplomatic Relation Countries

Participant Information Sheet

Kai-Yun, LIN , BA Researcher, Department of International Affairs, Wenzao Ursuline University of Languages University. Contact number: +886 935 469 191 Email: kuro5252stepup@gmail.com
Renher Hishe, Supervisor, Department of International Affairs, Wenzao Ursuline University of Languages University.

What is the purpose of the study?

The purpose of the study is to discover the needing and expectation of Muslims in Taiwan, and find out chances and challenges of Halal in Taiwan

Who is doing this research and why?

This research is a bachelor graduation project of Department of International Affairs and is part of student research project supported by Wenzao Ursuline University of Languages. The research project is: The Study of Halal in Taiwanese Industry. It is under the supervision of Dr. Renher Hishe of Department of International Affairs.

What will I be asked to do?

You would be encouraged to share and talk about your experiences as a Muslim or a Halal related profession in Taiwan. Halal is one of the world-famous issues in recent years, but with years of promotion, it is still been understand by very few people in Taiwan.

How long will it take?

The interview will take about 30- 40 minutes.

What will happen to the results of the study?

The research project would be presented in the Graduation Project Conference of International Affairs in 2020

Will my taking part in this study be kept confidential?

Your responses will be kept confidential and only be used for academic purpose. Each interview will be assigned a number code help to ensure that personal identifiers are not revealed during the analysis and writing of findings. The audio recordings would be collected during the interview for analysis and be deleted after the research.

Once I take part, can I change my mind?

Yes! After you have read this information and asked any questions you may have we will ask you to complete an Informed Consent Form, however if at any time, before, during or after the sessions you wish to withdraw from the study please just contact the researcher. You can withdraw at any time, for any reason and you will not be asked to explain your reasons for withdrawing.

I have some more questions; who should I contact?

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