



European
Commission

SOUTH-EAST ASIA
IP SME HELPDESK

HALAL CERTIFICATION

UNDERSTANDING THE HALAL CERTIFICATION PROCESS FOR INDONESIA

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INSTITUTO HALAL

Instituto Halal is the entity that certifies, under the Halal Guarantee Mark of the Islamic Board, products and services suitable for consumption by the Muslim population, both for the domestic market and for Muslim-majority countries or destinations where significant Muslim populations reside.

With 25 years of experience, offices in Spain, Mexico and Portugal, we have more than 600 clients spread throughout the world.



+ 600 CLIENTS



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ASEAN

THE HALAL MARKET IN SOUTHEAST ASIA



Diversity of Markets and Halal Regulations

Within ASEAN, the demand for and regulation of halal products vary significantly:

ADVANCED REGULATION

Indonesia and Malaysia have strict halal regulatory requirements due to their large Muslim populations and the economic importance of halal products. Singapore also has significant regulations, although its Muslim population is smaller, due to its role as a global trade and connectivity hub.

LIMITED/MODERATE REGULATION

Other countries, such as the Philippines, Thailand, and Vietnam, have a smaller proportion of Muslim population and, therefore, lower domestic demand for halal products. However, the growing Muslim tourism industry and the potential for exports have led these nations to consider implementing halal regulations and increasing demand for halal products.



INDONESIA

THE HALAL MARKET IN SOUTHEAST ASIA



Instituto Halal - Indonesia relationship

The BPJPH, the country's new halal authority, has recognized the Halal Institute as a foreign halal certification body for Spain.

We regularly participate in events, fairs and conferences in the country, such as H2O or WIES.

Collaboration with Indonesian entities, highlighting the close relationship with the Indonesian Embassy in Spain, as well as with the OFECOME in Jakarta.

We are one of the first certification bodies recognized by the MUI, since 2006, and recently by the new competent body, the BPJPH.



Mandatory Halal Certification

Products

- *Imported*
- *Distributed*
- *Marketed*

They must be halal certified



Indonesian Territory



Key Players in the BPJPH System

The Previous Model (MUI)

Before the implementation of the new system, halal certification in Indonesia was structured around MUI.

LPPOM MUI assumed the technical evaluation and audit, while MUI intervened in the issuance of the halal fatwa.

With the new framework, the issuance of the certificate passes to BPJPH, based on the fatwa issued by MUI.

The New Model (BPJPH)

BPJPH

Government authority.

It issues the official certificate and manages the SIHALAL platform.

MUI

Issues the fatwa (religious ruling) that supports the certification. Role limited to the doctrinal sphere.

LPH

Lembaga Pemeriksa Halal: Accredited inspection and auditing bodies. Instituto Halal acts as a recognized LPH.



The Indonesian Regulatory Framework

Indonesia has spent more than a decade building the world's most ambitious halal product assurance system.

Understanding its evolution is essential to understanding current requirements.



HALAL REGULATION: INDONESIA

At the regulatory level, a series of rules or regulations are established, among which the following stand out:

Law of the Republic Indonesia N° 33 - 2014 Halal Product Assurance.

Law of the Republic Indonesia N° 11 - 2020 about Job Creation.

Government Regulation of Republic Indonesia N° 39 - 2021 Management of Halal Product Assurance.

Ministry of Religious Affairs Decree N° 748 - 2021 Types of Products must be halal certified.

Ministry of Religious Affairs Decree N° 1360 - 2021 Material that excluded from Halal Certified Mandatory.

Head of Halal Product Assurance Organizing Agency Decree N° 57 - 2021 Criteria of Halal Product Assurance System.

Head of Halal Product Assurance Organizing Agency Decree N° 20 - 2023 Concerning Decree N° 57 - 2021.



The Certification Must Be Issued By

A Foreign Recognized Halal Certification Body (FHCB). Only accredited bodies are valid.

It must be located in

Country of Origin

Located in the country where the product is manufactured

× No cross-border certification

Which Products Are Affected?

This table reflects the implementation schedule according to Law 33/2014 and GR 42/2024. It is recommended to check for updates directly with BPJPH or your certification body.

Product category	Company size	Mandatory date
Food and drinks	All	October 17, 2026
Cosmetics and personal hygiene	All	October 17, 2026
Medications and supplements	All	October 17, 2026
Chemicals	All	October 17, 2026
Biological and GMO products	All	October 17, 2026
General consumer goods	All	October 17, 2026
Pharmaceuticals (advanced stage)	All	Post-2026 (staggered)

**For more information on
decree KMA/748**



Penalties for Non-Compliance

Administrative Sanctions (GR 42/2024)



Administrative fine

Economic penalty applicable to the importer or distributor.



Revocation of the halal certificate

Cancellation of the issued certificate.



Product recall

Obligation to withdraw all units from the market.

Commercial Consequences

Customs rejection

Products blocked at the Indonesian border with no possibility of entry.

Distribution Prohibition

Existing products removed from shelves and sales channels.

Market loss

Access permanently blocked to more than 280 million consumers.

Reputational damage

Negative impact on brand image within the global halal ecosystem.



The Certification Process: 5 Steps

The official halal certification process for exporting to Indonesia follows a structured flow that culminates in registration on the SIHALAL platform. Below are each stage and its key requirements:

01 Identify the product category

Determine if the product falls within the mandatory scope of 2026.

02 Select a recognized FHCB

Choose a foreign halal certification body accredited by BPJPH.

03 Prepare the SJPH

Build the complete Halal Product Assurance System within the organization.

04 Register at SIHALAL

Submit the application through Indonesia's digital halal platform.

05 Obtaining the BPJPH registration number

BPJPH issues a foreign halal certificate registration number that must appear on the labeling

The total estimated time from the start of document preparation until obtaining the certificate registered in SIHALAL ranges between 3 and 5 months.

It is recommended to start the process before June 2026 to allow sufficient time before the October deadline.



Labeling and New National Halal Logo

Del logo MUI al logo BPJPH

Circular BPJPH CL 7/2025 mandates the use of the new official halal logo issued by BPJPH on all packaging of certified products. The old MUI-LPPOM circular logo is no longer valid for products renewing or applying for new certification.

Transition period: Companies that still have stock of packaging with the old logo can use it up until October 2026. After that date, only the new BPJPH logo will be valid.



LABELING REQUIREMENTS

Placement

Halal certified products must bear the corresponding halal label, which must include the logo and the certificate or registration number.

The halal label must be placed on the product packaging or on a visible part of it, where it is easy to see and read.

minimum size

The logo cannot be reduced below the legibility threshold.

Products in very small packages do not need a halal label if: the package is too small for all the required information, they are sold and packaged directly in front of the buyer in small quantities, or they are sold in bulk or in limited quantities.



Registration in BPOM and Customs Management

The BPJPH halal certification and the BPOM health registration are independent and complementary requirements.

A product cannot be marketed in Indonesia without meeting both requirements.

BPJPH

Halal Certification

Issues the official halal certificate. Manages the SIHALAL platform. Mandatory for the specified categories.

BPOM

Health Registration

Badan Pengawas Obat dan Makanan: Food and Drug Control Agency. Requires pre-import registration. Process called Notifikasi Kosmetika for cosmetic products.





**OBTAINING THE HALAL
CERTIFICATE**



**PARTICIPATION IN EVENTS AND
CONFERENCES, FOSTERING
NETWORKING**



**IDENTIFY AND CONTACT
SPECIALIZED DISTRIBUTORS**

HOW TO ACCESS THIS MARKET?



CONTACT US

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