

WEBINARS

HALAL READY: EXPORTING WITH CONFIDENCE

Wednesday, Sep 17, 2025 | 10:00 AM - 11:00 AM
Registration: Wednesday, Sep 3 - Tuesday, Sep 16, 2025 | 8:00 AM
Microsoft Teams | United States of America

https://www.wusata.org/e/WYL10VH

EVENT DETAILS

BUYER AUDIENCE

Worldwide

Halal Ready: Exporting with Confidence

September 17, 2025, 10am to 11am PDT

The Microsoft Teams link will be sent via a Calendar Invite after registration is completed

Presented by Bryant Christie Inc.,

This seminar is designed for Western U.S. exporters, particularly growers, packers, processors, and food marketers who are seeking to enter or expand in halal-focused markets worldwide. The session will provide a practical overview of the global halal economy, highlighting certification pathways, key export markets, and evolving consumer expectations. Attendees will gain insights into how halal standards affect supply chain management, labeling, and product positioning, as well as lessons from recent U.S. exporters who have successfully navigated halal compliance. The presentation will also cover strategies for selecting the right certification body, aligning production practices, and avoiding common pitfalls that lead to shipment delays or rejections. A speaker from ATO Malaysia will offer insights for U.S. exporters on the importance of halal certification and its impact on market growth. Participants will leave with actionable steps to prepare products for halal certification, meet regulatory requirements, and develop resilient and trusted market access strategies in the global halal sector.

Detailed Webinar Overview:

1. Welcome & Objectives

- **Why does being "Halal Ready" matter for US exporters?**
  - Market size: $2 trillion+ global halal economy.
  - Key growth regions: Southeast Asia, the Middle East, South Asia.
  - Rising demand for halal-certified exports from the U.S.

2. Understanding Halal

- Definition of "Halal" vs. "Haram" (permissible vs. prohibited).
- Core halal standards across food & non-food categories.
- Global halal certification bodies & credibility differences.
- Common myths & misconceptions (e.g., halal ? only meat products).

3. Export Readiness: Practical Steps

- **Certification Pathway**
  - Choosing the right certifier for the target market.
  - Audit & documentation requirements.
  - Typical costs & timelines.
- **Supply Chain Alignment**
  - Ingredient sourcing & segregation.

- Production & handling requirements (avoid cross-contamination).
- Packaging & labeling for halal markets.

- **Customs & Market Access**
  - Export documentation that may require halal verification.
  - Market-specific standards (Malaysia, Indonesia, GCC vs. others).

4. Risk & Compliance Management

- Avoiding shipment rejection due to non-compliance.
- Spotting "red flag" ingredients & processes early.
- Role of third-party labs & certifiers in mitigating risk.

5. Global Perspective on Halal

- Insights from Abe Inouye, Agricultural Trade Specialist at USDA-FAS, Washington, DC on certification differences across key markets, global consumer expectations, and strategies for U.S. exporters to align with halal requirements across Southeast Asia, the Middle East, and beyond.

6. Q&A & Resources

- Interactive Q&A.

Learning Outcomes:

1. Explain the fundamentals of halal requirements and how they apply to food and non-food exports.
2. Identify priority halal markets and understand consumer and regulatory expectations in regions such as Southeast Asia, the Middle East, and South Asia.
3. Evaluate certification options and select an appropriate halal certification body based on target market requirements.
4. Recognize supply chain and production adjustments needed to maintain halal integrity, including ingredient sourcing, segregation, packaging, and labeling.
5. Anticipate and mitigate risks, including shipment rejection, compliance gaps, and reputational issues.
6. Apply practical strategies for preparing products for halal export and building resilient, long-term access to halal markets.
7. Draw insights from real-world case studies of U.S. exporters that have successfully achieved halal certification and market penetration.

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373