



## INFORMATION

## Summary of the Indonesian Halal Industry Master Plan 2023-2029

The Chair of the National Sharia Economic and Financial Committee (Komite Nasional Ekonomi dan Keuangan Syariah/KNEKS), the Vice President of the Republic of Indonesia K.H. Ma'ruf Amin launched the Indonesian Halal Industry Master Plan (Master Plan Industri Halal Indonesia/MPIHI) 2023-2029 in October 2023.

The MPIHI 2023-2029 is a result of the collaboration between the KNEKS's members such as the Ministry of National Development Planning (Badan Perencanaan Pembangunan Nasional/BAPPENAS), the Ministry of Industry, Bank Indonesia, the Ministry of Religion through the Halal Product Guarantee Organizing Agency (Badan Penyelenggara Jaminan Produk Halal/BPJPH), the Ministry of Finance, and other ministries and institutions under the coordination of 3 (three) Coordinating Ministries namely; Economic Sector, Human Development and Culture Sector, and Maritime Affairs and Investment Sector.

The MPIHI 2023-2029 carries the tagline of *"Halal Industry for a Sustainable Economy"* in accordance with developments in the world conditions and the direction of Indonesia's economic transformation, as part of global participation in the future, to achieve the vision of *"Making Indonesia the Center for the World Halal Industry"*. The direction and objective of the MPIHI 2023-2029 is to align the mandate of the national development plan contained in the annual Government Work Plan (Rencana Kerja Pemerintah/RKP), National Medium Term Development Plan (Rencana Pembangunan Jangka Menengah Nasional/RPJMN), and National Long Term Development Plan (Rencana Pembangunan Jangka Panjang Nasional/RPJPN) to support the achievement of the vision of a Golden Indonesia in 2045.

The implementation of the MPIHI is described through a road map for the development of the halal industry from 2023 to 2029, with 4 (four) main strategies namely:

1. Increasing productivity and competitiveness
2. Implementing and strengthening policies and regulations
3. Strengthening finance and infrastructure; and
4. Strengthening halal brand and awareness

These strategies are supported by 11 (eleven) Main programs and 8 (eight) Indicators that can be seen on Page 6 of the e-book of "Indonesian Halal Industry Master Plan 2023-2029".

From the 11 (eleven) main programs, there are 7 (seven) Priority Projects (ProP) development strategies in the halal industry sector to accelerate, expand and advance the halal industry in Indonesia, which have been included in the RKP 2023, including:

1. Strengthening Regulations and Business Facilitation for the Halal Industry
2. Strengthening Halal Industry Actors
3. Development of Halal Industry Infrastructure
4. International Cooperation in the Halal Industry
5. Development of Halal Tourism
6. Strengthening the Halal Value Chain
7. Strengthening the Implementation of Halal Product Guarantees

Through those strategies and programs, the achievement targets contained in the MPIHI 2023-2029 are as follows:

- a. Increasing added value, employment, investment in the real sector, and industrialization;
- b. Increasing high value-added exports and import substitution;
- c. Strengthening the pillars of economic growth and competitiveness;
- d. Strengthening entrepreneurship and Micro, Small and Medium Enterprises (Usaha Mikro Kecil Menengah/UMKM); and
- e. Strengthening halal brand and awareness

Moreover, the halal industry covered by the MPIHI 2023-2029 is divided into 2 (two) namely the

1. *Core halal industry* consists of foods and beverages, pharmaceuticals, and cosmetics, along with related services
2. *Developing halal industry* consists of modest fashion, Muslim-friendly tourism, and a sharia-creative economy

With the vision, road map, strategies, programs, and indicators of MPIHI 2023-2029 are expected to become a comprehensive strategic guide in strengthening the halal industry in Indonesia, constructing an impact on creating more extensive and quality employment opportunities, as well as increasing the Indonesia's contribution in the global economy. In the future, that is expected that to be a strong synergy between all elements in Indonesia so Indonesia can become the center of the world's halal industry.

## References:

- The Indonesian Halal Industry Master Plan 2023-2029
- The National Sharia Economic and Financial Committee (KNEKS) Press Release about the release of the Master Plan 2023-2029 E-book on 26 October 2023

If you require a copy of the reference document above, please do not hesitate to contact [research@ibai.or.id](mailto:research@ibai.or.id)

Thank you for your attention and hope this information would be valuable for you