Guide on:
2nd World Halal Standards Day (WHSD)
May 17, 2025

Theme of the 2nd WHSD:

"Innovating Halal: Embracing Food Tech and Sustainability with OIC/SMIIC Standards"

Background:

World Halal Standards Day, commemorated annually on May 17, marks the adoption of the first OIC/SMIIC halal standards in Yaoundé, Cameroon, in 2011. It is a globally recognized day initiated by the Standards and Metrology Institute for Islamic Countries (SMIIC) to highlight the importance of harmonized halal standards across OIC member states and beyond.

As the halal food industry rapidly evolves, driven by globalization, consumer awareness, and technological advancement, there is an urgent need to align halal standards with emerging trends in food technology, sustainability, and digital innovation. The 2025 theme reflects this transformation and reinforces the role of OIC/SMIIC standards in shaping a resilient, inclusive, and future-ready halal ecosystem. Therefore, the organization of events like webinars, seminars or public awareness campaigns, or celebration messages during the week of the 17 May or association of any relevant planned events of 2025 (or sessions of events) with the theme by our member institutions and relevant organizations is expected.

Objective:

To promote the adoption and advancement of OIC/SMIIC halal food standards in the context of:
- Innovative food technologies
- Sustainable practices
- Digital traceability and smart halal certification
- Consumer health and ethical transparency

Possible Key Focus Areas:

1. Food Technology & Innovation

- Questioning/evaluating Halal compliance in plant-based, functional, and lab-grown food products
- Standards for halal food additives and processing aids

2. Sustainability & Ethical Consumption
- Halal food production aligned with environmental sustainability
- Circular economy practices in halal supply chains
- Eco-packaging and waste reduction in line with halal values

3. Digital Halal Assurance
- Cross-border recognition of halal certification through digital platforms
- Smart labeling and QR-code systems to verify halal authenticity
- Strengthening consumer trust through transparent standards

4. OIC/SMIIC Standards in Action
- Promotion and implementation of key OIC/SMIIC documents:
- OIC/SMIIC 1: Halal Food – General Requirements
- OIC/SMIIC 2: Conformity Assessment – Halal Certification Bodies
- OIC/SMIIC 24: Halal Food Additives, and others
- Capacity building and standard harmonization initiatives
- Encouraging member states to adopt and implement SMIIC standards

Proposed Activities:
- Celebration messages
- International webinar and roundtables with food tech leaders and halal experts
- Policy dialogues on sustainability and digital traceability
- Public awareness campaigns (e.g., #InnovatingHalal2025)
- Launch of case studies and pilot programs using OIC/SMIIC standards
- Forums on innovation challenges for halal startups

Target Audience:
- Relevant organizations of the OIC Member States
- Standardization, certification and accreditation bodies working in the field of the Halal
- Food manufacturers and industry innovators
- Policy-makers and regulators
- Consumers, academics etc.

Expected Outcomes:
- Increased awareness, adoption and implementation of OIC/SMIIC halal standards
- Possible Strategic roadmap for integrating food tech and sustainability into halal regulation
- Strengthened global trust in halal systems through transparency and innovation
- Empowered stakeholders with knowledge on emerging halal food trends