

Halal Food Product Market in Egypt and in Indonesia

Muhammad Ishaq Shamad^{1,a,*}, Muhammad Amin Shamad^{2,b}

^aUniversitas Muslim Indonesia, Makassar-Indonesia. ^bEmbassy of the Republic of Indonesia, Cairo-Egypt

Abstract. The objective of this study to describe halal food product market in Egypt and in Indonesia. The background that various Indonesian halal food products have been able to dominate foreign markets. Besides Egypt is one of the destinations for various halal food export products from Indonesia. There are over 7,000 food processing and manufacturing companies in Egypt, generating sales of \$22.2 billion and Egypt imported \$4 billion in food ingredients. This study uses a qualitative method with data collection through documentation, as well as data analysis using data display, verification and conclusions. The results of the study show that various Indonesian food and beverage products that have been certified halal, are considered by Cairo consumers for various Indonesian products. Indonesia has a strong opportunity to market halal food and beverage products in Egypt, this is because Indonesia is a country with the largest Muslim population in the world. In addition, Indonesian products are halal-certified, recognized and in accordance with the standardization of the Egyptian Export-Import Supervisory Agency. This is a great opportunity for food and beverage industry players and other halal products from Indonesia to penetrate the Egyptian market. The Indonesian Embassy in Cairo has taken preliminary steps to explore the promotion and improvement of Indonesian halal food products to Egypt. Meanwhile, the Egyptian company has marketed Indonesian halal products such as biscuits, coffee, sweets and other snacks. These products have been officially registered with the Egyptian Ministry of Commerce since the enactment of the 2016 regulation on company registration and food products. In addition, other halal food products that have been grounded among Egyptians are instant noodles which have been in since 1999 and set up a factory in 2009 in Badr City. This includes one of the halal cosmetic brands that has been circulating among Indonesian and Asian students in Cairo. The data obtained shows that Egypt's imports of Indonesian halal products reached USD 799.24 million. These Indonesian halal products dominate 64.94% of the total value of Indonesia's exports to Egypt amounting to USD 1.169 billion, of which the most likely ones are palm oil and its derivatives, coffee beans, coconut, processed food products, vegetable oil, cocoa powder, spices. - Spices and other food commodities.

Keyword: halal food- product market