



**Agriculture Proposed to the Cabinet "Halal Vision Blueprint"
driving Thailand to become the world's hub
and hoping to revive the economy through COVID**



Ministry of Agriculture and Cooperatives is speeding up the economy amid the coronavirus crisis. Minister Chalermchai Sri-on, approves "Thailand Halal Blueprint" which is ready to present to the Cabinet, pushing Thailand as the World's Halal Hub in hope of penetrating the 48 trillion baht Halal market. Mr. Alongkorn Ponlaboot, Advisor to the Minister, advances the Halal Economic Corridor, revealing 3 projects in the southern agri-food industry. The projects will expand to all regions across the country, targeting 2 billion Muslim people around the world.

On June 23, 2021, Mr. Alongkorn Ponlaboot, as the chairman of the Promotion Committee on Halal-Standard Agricultural Products (Halal Board) announced that Dr. Chalermchai Sri-on, Minister of Agriculture and Cooperatives (MOAC) has signed the "Vision, Policies and Plans for the Development of Halal-Standard for Agricultural Products". MOAC will propose to the Cabinet for approval soon. It is the first time that Thailand has a vision, policies, plans and projects to drive an integrated system. This is aimed at developing Thailand's

Halal agro-food industry towards the goal of becoming the global Halal hub. Minister Chalermchai Sri-on reiterated that in the Covid era, we have to search for new markets for agricultural products and food to create opportunities in the crisis. Halal market is the future. In 2020, the global Halal food and beverage markets valued as high as 1,533.28 billion US dollars (48 trillion baht), with an average growth rate of 20% per year, representing an annual added value of 560 billion US dollars (16.8 trillion baht). It is estimated that the market value will increase to 2,285,190 million US dollars (68 trillion baht) within the next 5 years. This does not include the non-muslim market.



With the potential of Thailand as the No. 2 food exporter in Asia and No. 11 in the world in 2019, and under the "5 Agricultural Sector Reform Strategies" of Minister Chalermchai Sri-on, in cooperation with Ministry of Commerce, Ministry of Industry, Central Islamic Committee of Thailand, Halal Science Center of Chulalongkorn University, Halal Standards Institute of Thailand, Halal Institute, Prince Songkla University, Federation of Thai Industries, Chamber of Commerce, AIC (Agritech and Innovation Center) and all parties will be the driving base for the goals that have been set with strength and dynamics. When goals are clear, policies are clear, cooperation is strong.

Dr. Winai Dahlan, Director of the Halal Science Center of Chulalongkorn University and Chairman of the Sub-committee on the Development of Vision and Policies to promote "Halal" agricultural products said that the vision and policies will drive Thailand to become the leader in the production, processing, export and development of agricultural products and halal food and globally trusted. Thailand will enter the world market with Thai Halal standards

through the use of religion, sciences, technology and innovation principles by 2027. The goal will be achieved through the implementation of 5 guidelines which are (1) enhancing the capacity of the Halal certification agencies (2) building confidence in agricultural and food products with Thai halal standards, sciences, technology and innovation; (3) enhancing the knowledge in production and management from farm levels to the consumers (4) increasing market potential and logistics (5) raising the confidence of consumers both domestic and international markets. This vision can be viewed as the first complete Thailand Halal Blueprint consisting of goals, visions, action plans, projects and budgets. It is a master plan for the development of the Halal Industry of Thailand and enhancing Thailand's competitiveness in the global market.

Mr. Alongkorn also revealed that at the meeting of the Committee on Promotion of Halal-Standard Agricultural Products No. 3/2564 on June 21, 2021, the Sub-committee on Production and Investment Promotion of Halal-Standard Agricultural Products and the Sub-committee on Economic Corridor Development for Promotion of Halal-Standard Agricultural Products and Trade in the Southern Border Areas, have reported the progress of 3 projects to promote Halal agro-industry and plans to expand 5 more projects in Yala, Pattani and Narathiwat Provinces in close cooperation with the Southern Border Provinces Administration Centre (SBPAC). The 3 provinces will become the hub of Halal industry under the Halal Economic Corridor.

The meeting agreed to expand and support an investment in Halal agro-industry in the North, Northeast, Central and East, especially in the border provinces such as Udon Thani, Chiang Rai, Tak, Kanchanaburi, etc. There will be collaborations with the project on 1 Province-1 Agricultural and Food Industrial Estate under the cooperation among MOAC, Federation of Thai Industries and AIC Centers in order to expand the production base from upstream and downstream to all regions across the country. These are aimed at recovering the economy amid the coronavirus crisis, creating job opportunities, building careers and creating products and new markets as quickly as possible. The cooperation will be extended towards the Institute of Professional Qualifications in the development of Halal professional qualifications as well as expanding teaching and learning on Halal management and conducting the project on Halal-Standard goat slaughterhouse by Prince of Songkla University (M.U.-Hat Yai) for entrepreneurs and farmers.

In addition, the meeting also acknowledged the report on the results of solving the problem of fake beef which was found satisfactory. The situation has been continuously monitored in order to build confidence for consumers. These prevention and suppression measures are considered a success but must be continuously implemented.

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