

## Halal Product Standardization in Vietnam: Lessons from Indonesia for Inclusive and Sustainable Development

*(Standarisasi Produk Halal di Vietnam: Pelajaran dari Indonesia untuk Pembangunan Inklusif dan Berkelanjutan)*

Andi Setyo Pambudi<sup>1</sup>, Alan Yazid Ali Basjah<sup>2</sup>, Hasan Ashari<sup>3</sup>, Eddy Rusman<sup>4</sup>, Isti Yuli Ismawati<sup>5</sup>, Yudhi Putro<sup>6</sup>

Perbanas Institute<sup>123456</sup>

[andi.setyo06@perbanas.id](mailto:andi.setyo06@perbanas.id)<sup>1</sup>, [alan.yazid13@perbanas.id](mailto:alan.yazid13@perbanas.id)<sup>2</sup>, [hasan.ashari@perbanas.id](mailto:hasan.ashari@perbanas.id)<sup>3</sup>, [eddy.rusman02@perbanas.id](mailto:eddy.rusman02@perbanas.id)<sup>4</sup>, [isti.yuli19@perbanas.co.id](mailto:isti.yuli19@perbanas.co.id)<sup>5</sup>, [yudhi.putro05@perbanas.id](mailto:yudhi.putro05@perbanas.id)<sup>6</sup>



Article Revision History :  
Received on 9 September 2025  
1<sup>st</sup> Revision on 19 September 2025  
Accepted on 15 October 2025

Doi :  
<https://doi.org/10.61597/jbe-ogzrp.v3i4.150>

### Abstract:

**Objectives:** The objectives of this study are to analyze how Vietnam's halal economy can be optimized through lessons learned from Indonesia, examine the role of social inclusivity in strengthening cross-cultural cohesion, understand the integration of halal principles with the sustainable development agenda, and propose a model for international collaboration based on co-learning, co-design, and co-investment.

**Methodology:** This study uses a qualitative descriptive approach through a literature review, field observations in Ho Chi Minh City, and focus group discussions. The research findings reveal that halal serves as a strategic instrument for economic competitiveness, social cohesion, and environmental sustainability. Recommendations include the establishment of a national halal authority, the promotion of environmentally friendly halal practices, and the strengthening of regional halal diplomacy. This study contributes to enriching the literature on halal development in non-Muslim countries while providing practical policy insights for Vietnam and Indonesia.

**Research Results:** The global phenomenon of the halal industry demonstrates its evolution from a normative religious issue to a driver of international economic growth with strong implications for social, cultural, and environmental dimensions. However, a

research gap remains as most academic studies focus on Muslim-majority countries, while the potential of non-Muslim countries like Vietnam remains underexplored. This study is crucial to address the urgency of developing Vietnam's halal industry, which has a strong foundation in agriculture, fisheries, coffee, and spices with high export potential. The objectives of this research are to analyze how Vietnam's halal economy can be optimized through lessons learned from Indonesia, examine the role of social inclusivity in strengthening cross-cultural cohesion, understand the integration of halal principles with the sustainable development agenda, and propose a model for international collaboration based on shared learning, co-design, and co-investment.

**Keywords:** Halal, Vietnam, Indonesia, Sustainability, International Collaboration.

The creation is distributed under :



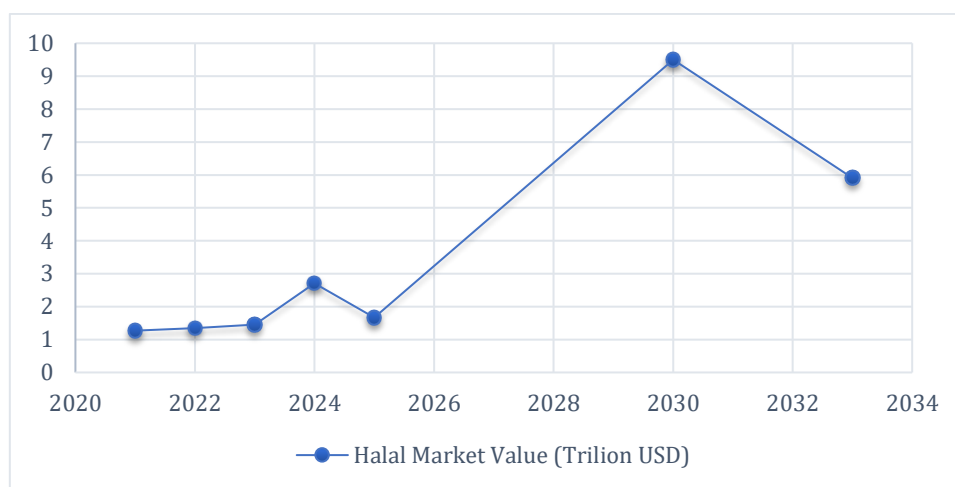
[Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/)

## 1. Introduction

Today's global phenomenon demonstrates that the halal industry has evolved from a merely normative religious issue into a driver of international economic growth with widespread impacts on social, cultural, and environmental dimensions (Napitupulu 2024); (Dewi 2024). The halal industry market has transformed into a global identity that functions not only as a fulfillment of religious obligations but also as a guarantee of quality, hygiene, and sustainability accepted across religions and cultures (Karimah 2025); (Nurdiana, Siradjuddin and Muin 2025). Halal products are now no longer limited to Muslim-majority countries. In non-Muslim countries, awareness of quality, hygiene, and production ethics encourages consumers to choose halal products. The halal label is considered to guarantee safety and transparency, thus attracting the attention of various groups, including vegetarians and those seeking a healthy lifestyle (Muhyidin et al. 2021); (Sari, Alfarizi, and Ab Talib 2024). This

phenomenon demonstrates that halal is not merely a religious identity, but a universal standard relevant across cultures and beliefs.

The growth chart of the global halal ecosystem shows a significant increase in the economic value of the halal industry, reflecting the continued strengthening demand dynamics in the international market. This trend aligns with the growth of the global Muslim population, which has a direct impact on the increased consumption of halal products, as indicated by data *Islamic Economist And American Halal Foundation*.



Source: IMARC Group, 2024

**Figure 1. Projection of Halal Market Value in the World**

From a market perspective, the halal food sector is a key driver, with its value projected to surge from USD 2.714 trillion in 2024 to USD 5.912 trillion in 2033, with a compound annual growth rate (CAGR) of 8.92%, according to a report by IMARC Group. This consistent growth underscores the expanding and increasingly integrated halal market within global trade.

The increasing trend in halal product consumption is not only coming from the Muslim community (Prayoga and Satriana, 2025) ; (Fauzi et al. 2024). Non-Muslim consumers are also increasingly choosing halal products for reasons of safety, quality, and compliance with sustainability values. Research by (Bonne and Verbeke 2008) shows that hygiene, quality, and consumer trust significantly influence the decision to purchase halal products, even in countries with minority Muslim populations. Thus, halal has transformed into a universal global standard. This development

emphasizes the importance of halal standardization as a governance instrument that not only ensures Sharia compliance but also emphasizes transparency, supply chain traceability, and consumer protection (Husin et al. 2025); (Bonne and Verbeke 2008).

First, academic studies on halal often focus on religious normative aspects, while the sustainability dimension and socio-economic implications have not been explored in depth (Dewi 2024); (Tieman 2011) Second, most halal studies focus on Muslim-majority countries such as Indonesia, Malaysia, and the Gulf states, leaving the context of countries with Muslim minorities like Vietnam relatively unexplored. Yet, these countries have significant economic potential as agricultural and fishery producers that can be directed to the global halal market. Third, there is fragmentation of halal standards between countries, creating barriers to international trade. Halal certification from one country is not always recognized in another, so businesses face additional costs to obtain dual certification (Wilson and Liu, 2010).

In this context, research on the halal product standardization model in Vietnam based on learning from the Indonesian halal ecosystem is relevant and important. The purpose of this study is to examine four key aspects related to the development of halal product standards in Vietnam, based on lessons learned from Indonesia's experience. First, the study aims to analyze how the economic potential of the halal industry in Vietnam can be optimized through the transfer of experiences and best practices from Indonesia. Second, this study seeks to explain the role of the social dimension and inclusiveness of halal in strengthening cross-cultural cohesion in a country with a Muslim minority population. Third, the study aims to understand the integration of the halal concept with the environmental agenda as part of Vietnam's sustainable development strategy. Fourth, this study aims to formulate a model for international collaboration based on *onco-learning*, *co-design*, and *Andco-investin* addressing fragmentation of standards, regulatory politics, and strengthening the competitiveness of the halal ecosystem at the global level.

The urgency of this research is based on at least three reasons. First, economically, the global halal market offers enormous opportunities. According to the 2019–2024

Indonesian Sharia Economic Masterplan, Indonesia aims to become a global halal production center with a focus on the food, fashion, pharmaceutical, and tourism sectors. However, Indonesia remains weak in halal product exports compared to Malaysia and the United Arab Emirates, which have already positioned themselves as global halal hubs (BI and KNEKS, 2020). For Vietnam, developing a halal industry could be an export diversification strategy to expand market access to the Middle East, South Asia, and OIC countries, which collectively have high purchasing power.

Second, socially, halal has the potential to be an instrument of cross-cultural inclusivity. Halal products guarantee fairness, transparency, and consumer protection through a rigorous supply chain traceability system. In the context of globalization, the presence of halal standards can strengthen international diplomacy by promoting ethical values, sustainability, and trust. This is crucial for Vietnam, which seeks to strengthen economic and cultural ties with neighboring countries, including Indonesia, while enhancing its reputation as an open and competitive nation.

Third, environmentally, the halal concept closely aligns with the Sustainable Development Goals (SDGs) agenda. The principles of cleanliness, hygiene, and the prohibition of the use of hazardous materials align halal with SDG 12 on sustainable consumption and production. The concept of "green halal" is even emerging as a new approach that emphasizes the integration of halal with environmentally friendly practices (Ab Talib, Rubin, and Zhengyi 2013). Thus, halal is not only a religious issue, but also a practical solution in supporting the global sustainability agenda.

This topic is interesting to address because it brings together two dynamics rarely combined in research: halal integration and inclusive sustainability in the context of countries with Muslim minorities. Most literature still places halal within the context of Muslim community consumption, despite its growing relevance to global consumers. By utilizing Vietnam as a case study, this research contributes to the development of new perspectives on how halal can be adopted in non-Muslim countries to strengthen global competitiveness and promote sustainable development.

The benefits of this research can be seen from three main aspects. From an academic perspective, this research provides a theoretical contribution in broadening the halal discourse from a normative perspective toward inclusive sustainable development. This enriches the halal literature by emphasizing its connection to the triple bottom line framework. From a practical perspective, this research provides policy recommendations for governments and businesses in Vietnam and Indonesia to strengthen the national halal ecosystem, particularly in addressing the fragmentation of standards and the challenges of global harmonization. From a social perspective, this research supports halal diplomacy efforts that can strengthen international relations by promoting ethical values, sustainability, and cross-border collaboration.

Thus, research on international collaboration models for developing Vietnam's halal industry based on learning from Indonesia's halal ecosystem holds significant urgency, both in economic, social, and environmental contexts. This research is relevant not only for Indonesia, which is striving to strengthen its position as a global halal hub, but also for Vietnam, which has significant potential to enter the global halal market. Furthermore, this research contributes to the sustainable development agenda by positioning halal as an inclusive instrument capable of bridging economic interests, fostering social harmony, and protecting environmental sustainability.

## 2. Theoretical Study

The concept of halal in classical literature is rooted in Islamic law, which defines the boundaries between what is permitted (halal) and what is prohibited (haram) in consumption and daily life practices. However, over time, the concept of halal has undergone a significant transformation from a religious norm to a global standard encompassing health, ethics, and sustainability. Halal, in the context of food, requires adherence to the principles of cleanliness, hygiene, and traceability, from raw materials and the production process, storage, distribution, to final consumption (Bonne and Verbeke 2008). This approach emphasizes that halal encompasses not only a spiritual dimension but also practical implications related to quality, transparency, and consumer protection.

From a sustainable development perspective, halal is closely linked to the triple bottom line framework, which emphasizes the integration of economic, social, and environmental aspects. (Elkington 1997) argues that sustainable development demands a balance between economic profit, social welfare, and environmental sustainability. These values are reflected in the halal principles, which prohibit practices harmful to health, require ethical treatment of animals, and encourage environmentally friendly production systems. (Tiemann's 2011) research shows that implementing halal in supply chain management can strengthen global product competitiveness while meeting consumer demands for quality and sustainability.

Contemporary literature also emphasizes the importance of halal standardization as a global instrument. Malaysia, through the Department of Islamic Development Malaysia (JAKIM), has successfully developed a halal certification system that is widely recognized internationally and has become a model for many countries. The MS 1500:2009 standard addresses not only religious aspects but also quality management systems and food safety (Wilson and Liu, 2010). Malaysia's success demonstrates that halal can be a nation-branding strategy and an instrument of economic diplomacy. Meanwhile, Indonesia, through its Halal Product Assurance Agency (BPJPH), is also developing a comprehensive system following the enactment of Law No. 33 of 2014. However, significant challenges remain, including institutional capacity, MSME readiness, and harmonization of international standards (BI and KNEKS, 2020).

The fragmentation of halal standards across countries is a central issue in the literature. Differences in Islamic jurisprudence (fiqh), political interests, and domestic regulations often mean that halal certification from one country is not recognized in another, creating trade barriers. Efforts to unify global standards have been made through the Standards and Metrology Institute for Islamic Countries (SMIIC) under the Organization of Islamic Cooperation (OIC), but implementation still faces challenges due to competing interests (Alserhan 2011). Research by (Ab Talib, Rubin, and Zhengyi 2016) confirms that harmonizing halal standards is crucial for strengthening the credibility of the global halal market, particularly in addressing issues of certification fraud and weak traceability systems.

In addition to regulatory aspects, the literature also highlights the importance of technological innovation in strengthening the halal ecosystem. The digitalization of certification, the use of blockchain, and the implementation of the Internet of Things (IoT) are considered capable of strengthening transparency, accountability, and efficiency in the halal supply chain (Ab Talib, Rubin, and Zhengyi 2013). This innovation is crucial given the high consumer demand for information transparency and product quality assurance. Countries that are able to integrate digital technology into their certification systems are predicted to have a competitive advantage in the global halal market.

In the context of a non-Muslim country like Vietnam, literature on the halal industry remains relatively limited, despite its significant economic potential. (Bonne and Verbeke 2008) noted that demand for halal products in Europe is increasing, not only due to the growth of the Muslim population but also due to non-Muslim consumers' interest in hygienic and ethical products. In Asia, particularly Vietnam, research on halal opportunities and challenges remains limited, despite the country's comparative advantages in the agriculture, fisheries, and food processing sectors, which offer significant potential for development within a halal framework.

This gap makes studying halal standardization in Vietnam crucial, both to enrich academic discourse and as a practical contribution to sustainable development policies. From a triple bottom line perspective, halal can be positioned as a strategic instrument that supports economic competitiveness, strengthens social inclusion, and encourages environmentally friendly production practices. Challenges such as fragmented standards and weak international harmonization need to be addressed through cross-border collaboration, technology integration, and a multistakeholder approach. Thus, halal is not merely a religious issue, but part of the global sustainability architecture relevant to a multicultural country like Vietnam.

### 3. Research Methodology

This study uses a descriptive qualitative approach to deeply understand the dynamics of halal standardization within an inclusive sustainable development framework and

to explore the opportunities and challenges of its implementation in a non-Muslim country like Vietnam. A qualitative approach was chosen because it provides contextual and interpretive understanding of a complex socio-economic phenomenon where regulatory factors, culture, and global trade practices interact (Creswell and Poth 2018).

Data were collected through three main sources. First, a comprehensive literature review of academic publications, global halal industry reports, policy documents, and international regulations related to halal. This study focused on literature relevant to the concepts of halal, sustainability, standardization, and implementation practices in various countries. Second, direct observation during Community Service (PKM) activities at the University of Economics and Finance (UEF), Ho Chi Minh City, Vietnam, from August 7–10, 2025. Observations were made on the dynamics of academic discussions, cross-cultural interactions, and the responses of the Vietnamese academic community to halal issues. Third, a focus group discussion (FGD) involving doctoral students, supervisors, and academic partners in Vietnam explored diverse perspectives on the urgency and strategies for developing halal food standardization.

The data obtained was then analyzed using content analysis techniques to identify key themes, issues, and emerging challenges. The analysis emphasized the link between the halal concept and the sustainable development framework, particularly in the economic, social, and environmental dimensions. Data validity was strengthened through source triangulation, comparing the results of literature studies, observations, and focus group discussions (FGDs) to ensure consistency of findings. With this methodology, the research is expected to yield a comprehensive understanding and applicable strategic recommendations for the development of the halal industry in Indonesia and Vietnam.

#### **4. Research Results**

Indonesia and Muslim-majority countries such as Malaysia, Saudi Arabia, and the United Arab Emirates have developed comprehensive halal industry ecosystems,

spanning the food, cosmetics, pharmaceutical, and tourism sectors. Through strict regulations and strong institutions like the BPJPH (Indonesian Halal Product Regulatory Agency), Indonesia demonstrates leadership in halal certification and product expansion into the global market. This experience serves as an important reference for developing countries like Vietnam, which is experiencing rapid economic growth. Vietnam has significant potential to develop its halal industry, particularly through the agriculture, fisheries, and processed food sectors. By adopting best practices from Muslim countries, Vietnam can build a credible and inclusive halal system while expanding access to international markets. From a triple bottom line perspective, halal industry development contributes to three key dimensions: economic growth through export diversification, social empowerment through ethics and consumer protection, and environmental sustainability through clean and transparent production practices.

#### 4.1 Optimizing the Economic Potential of Vietnam's Halal Industry through Learning from Indonesia

The global halal industry is emerging as one of the most promising sectors in the global economy. Halal product consumption is estimated to reach US\$1.9 trillion by 2025, up from US\$1.27 trillion in 2019 (Dinar Standard 2022). This potential demonstrates that the halal market is not merely a religious phenomenon but also a global economic force.

**Table 1. Halal Standardization and Market Potential in Asia**

Country	Key Authorities /Standards	Scheme and Coverage	Recognition/Networking	Leading Sectors	Market Potential
Indonesia	BPJPH (admin), MUI (fatwa), Law 33/2014	Mandatory certification in stages for F&B, pharmaceuticals, cosmetics, logistics	OIC/SMIIC harmonization direction; selective MRA	F&B, spices, fisheries, cosmetics, tourism	Domestic demand is huge; export opportunities increase if harmonization and halal laboratories strengthen

Country	Key Authorities /Standards	Scheme and Coverage	Recognition/Networking	Leading Sectors	Market Potential
Malaysia	JAKIM; MS 1500	Comprehensive upstream-downstream scheme; Halal Parks	Strong global reputation; reference in many countries	F&B, pharmaceuticals, cosmetics, logistics	Regional export hub; premium "Malaysia Halal" brand
Brunei Darussalam	MUIB (Brunei Halal)	Strict assurance; "Brunei Halal" label	Known for high quality	Premium F&B, seafood	Small domestic market; premium export niche
Singapore	MUIS; HalMQ	Multi-scheme (restaurant, manufacturing, logistics)	Widely accepted; export gateway	F&B services, niche manufacturing	Service hub & re-export to global Muslim market
Thailand	CICOT & Thailand Halal Institute (HAL-Q)	Factory/pro-duct certification ; "Kitchen of the World" endorsement	Good regional recognition	Processed chicken, seafood, processed food	Major non-Muslim exporters to the OIC; potential continues to grow
Vietnam	(developing; some foreign CBs recognized)	No single national authority yet; certification via accredited CB	CB dependent recognition (e.g. JAKIM/ESMA recognized)	Coffee, rice, seafood, spices	High potential if the form of halal authority & logistics/traceability ecosystem
Pakistan	Pakistan Halal Authority (PHA)	National standards; focus on meat & gelatin	Widely accepted in OIC	Red meat/poultry, gelatin, processed food	Strong exports to the Middle East/OIC
United Arab Emirates (UAE)	UAE Halal (MoIAT/ESMA); GSO 2055	National Halal Mark; imports must comply	GSO/GCC harmonized	Re-export hub, logistics, certification	Halal export trade & consolidation center

Country	Key Authorities /Standards	Scheme and Coverage	Recognition/Networking	Leading Sectors	Market Potential
Saudi Arabia	SFDA Halal Center; SASO	Strict import requirements; source verification	Reference standards in the GCC	Meat, dairy, F&B	Giant domestic market; the region's key regulator
India	FSSAI for food safety; some private halal CBs	Not centralized; many institutional schemes	Recognition varies by market	Buffalo meat, spices, processed food	Huge potential; need for standard consolidation
Japan	Private CB (without specific national law)	Voluntary scheme; tourism & export focus	CB dependent recognition	F&B, horeca, tourism	Niche grows ahead of Muslim events & tourism
China	Regional authorities; various CBs	There is no single national standard; halal cluster (Ningxia, Xinjiang)	Mixed confessions	Meat, noodles/processed, logistics	Large manufacturing capacity; access to OIC needs harmonization

Source: Adapted from (Muhyidin et al., 2025); (Dinar Standard 2022), (BI and KNEKS 2020), (Wilson and Liu 2010), (Tieman 2011)

Indonesia, with a Muslim population of over 230 million, has prioritized halal products as a strategic development agenda. The Indonesian Sharia Economic Masterplan 2019–2024, for example, aims to make Indonesia a global halal hub, focusing on food, beverages, Muslim fashion, pharmaceuticals, and halal tourism (BI and KNEKS 2020). However, Indonesia's halal exports still lag behind those of Malaysia and the United Arab Emirates. This fact highlights the gap between its substantial domestic potential and its relatively limited global contribution (OIC 2021).

Vietnam is strategically positioned to develop the halal industry, particularly through leading sectors such as agriculture, fisheries, coffee, and spices. Despite its significant export potential, most Vietnamese products have not yet been integrated into the

halal certification system, thus limiting access to the global Muslim market (Nguyen and Do 2021). By adopting best practices from Indonesia (including strengthening certification institutions, establishing halal laboratories, and promoting halal branding), Vietnam can more systematically optimize its comparative advantages.

Within the triple bottom line framework concerning economic aspects, the development of the halal industry not only contributes to increased export value but also encourages market diversification, which has previously been concentrated in the West and China. Access to markets in the Middle East, South Asia, and the OIC countries opens new opportunities for Vietnam to expand its trade network and strengthen its global competitiveness (Rahman 2020). Based on literature studies and field observations in Ho Chi Minh City (August 8, 2025), it was found that halal integration has the potential to be a catalyst for sustainable economic growth based on ethics and inclusivity.

**Table 2. Economic Potential of Vietnam's Halal Industry**

Aspect	Explanation	Relevance for Vietnam and Ho Chi Minh City	Reference
Agricultural and Fisheries Production Base	Vietnam excels in exporting coffee, rice, seafood and nuts, but most of these have not been positioned within the halal framework.	With halal certification, these superior products can penetrate the Muslim market, expanding the export reach of Ho Chi Minh City as a trading center.	1.Karimah et al., 2025 2.Nguyen and Do, 2021; FAO, 2021 3.FGD (August 8, 2025)
Export Market Diversification	Vietnam's exports are still concentrated on China and Western countries.	Halal integration allows market diversification towards the Middle East, South Asia, and OIC countries through Ho Chi Minh City's international port.	4.(Sari, Alfarizi, and Ab Talib 2024) 5.Rahman, 2020 6.FGD (August 8, 2025)
Product Added Value	Halal certification increases product competitiveness by providing assurance of hygiene, quality, and traceability.	MSMEs and exporters in Ho Chi Minh City can leverage the halal label to increase the selling value of agricultural products and processed foods.	7.Fauzi et al., 2024 8.Bonne and Verbeke, 2008 9.FGD (August 8, 2025)

Aspect	Explanation	Relevance for Vietnam and Ho Chi Minh City	Reference
<i>Green Halal Economy</i>	The green halal concept combines halal principles with sustainability, for example halal organic products or environmentally friendly seafood.	Vietnam can position Ho Chi Minh City as a hub for premium, eco-friendly halal products for global consumers.	10. Anisah, 2024 11. Ab Talib et al., 2016 12. FGD (August 8, 2025)

Source: Processed from literature study and synthesis of FGD/Academic Discussion 8 August 2025

From an inclusive development perspective, strengthening the halal economy in Vietnam also has a multiplier effect on the welfare of farmers, fishermen, and MSMEs. With halal certification, their agricultural and fishery products will have higher added value in the global market (Bonne and Verbeke 2008). Knowledge transfer from Indonesia can help Vietnam overcome initial obstacles, particularly in regulatory aspects, certification management, and halal supply chain mechanisms. Indonesia is building a halal ecosystem through policies, certification, and branding, although it still faces export challenges. Vietnam can emulate the Indonesian model, with Ho Chi Minh City as a certification center, halal laboratory, and halal product promotion center for ASEAN.

#### 4.2 The Role of Social Dimensions and Halal Inclusivity in Cross-Cultural Cohesion

The halal industry has promising global prospects, but its development faces complex challenges such as cross-border regulations, political and economic dynamics, standards harmonization, and consumer trust. To avoid the trap of market euphoria, a strategic approach is needed that builds the foundation of an inclusive and sustainable halal industry. Halal principles emphasize supply chain traceability, consumer protection, and ethical trade, values that align with the social pillars of the triple bottom line concept (Elkington 1999). (Bonne and Verbeke 2008) state that halal products reflect fairness and transparency, which contribute to increased public trust in producers. Therefore, strengthening social aspects in the halal industry not

only supports business sustainability but also strengthens institutional legitimacy and social cohesion in multicultural societies.

In a multicultural country, the halal concept serves as a mechanism for social inclusivity that is increasingly relevant globally. Halal products are not only consumed by Muslim communities but also attract non-Muslim consumers who prioritize hygiene, safety, and quality. Wilson and Liu (2010) emphasize that halal has evolved into a global brand representing ethical values, fairness, and quality. Therefore, halal serves as a meeting point between cultures and religions. Based on a literature review combined with field observations in Ho Chi Minh City, Vietnam (August 8, 2025), it was found that the social dimension of halal contributes to cross-cultural cohesion. This observation was reinforced through focus group discussions (FGDs) involving doctoral students, supervisors, local communities, and academic partners. The FGDs aimed to identify perceptions and strategies for developing halal food standardization based on a social approach in Vietnam. The results indicate the need for policy adaptation and a collaborative approach between institutions to strengthen the understanding and implementation of halal principles in a culturally diverse local context.

**Table 3. The Role of Social Dimensions and Halal Inclusiveness and Development Potential in Vietnam and Ho Chi Minh City**

Aspect	Explanation	Relevance for Vietnam and Ho Chi Minh City	Reference
Challenges of Halal Industry Development	Regulatory issues, political economy, harmonization of standards, technology, and consumer trust are the main obstacles that must be managed to ensure a strong and sustainable halal ecosystem.	Ho Chi Minh City needs to build credible halal certification regulations and infrastructure to access global markets.	1. Bonne and Verbeke, 2008 2. Tieman, 2011 3. FGD (August 8, 2025)
Halal Social Values	The halal principle emphasizes supply chain traceability, consumer protection, and trade ethics, thus becoming a symbol of fairness and transparency.	Halal products can strengthen Vietnamese consumers' trust in local producers, improving the export image.	4. Napitupulu et al., 2024 5. Bonne and Verbeke, 2008 6. FGD (August 8, 2025)

Aspect	Explanation	Relevance for Vietnam and Ho Chi Minh City	Reference
Inclusivity in a Multicultural Society	Halal is not only consumed by Muslims, but also non-Muslims because it is synonymous with hygiene, safety, and quality.	In cosmopolitan Ho Chi Minh City, halal has the potential to be an inclusive instrument that brings together the minority Muslim community and non-Muslim consumers.	7. Amiza and Stiawan, 2025 8. Wilson and Liu, 2010 9. FGD (August 8, 2025)
Cross-Cultural Dialogue	Halal functions as a medium for cultural and religious dialogue and strengthens trade relations between nations.	The implementation of halal standards can improve Vietnam's relations with Muslim countries, especially Indonesia.	10. Napitupulu et al., 2024 11. Nguyen and Do, 2021 12. FGD (August 8, 2025)

Source: Processed from literature study and synthesis of FGD/Academic Discussion 8 August 2025

For Vietnam, the implementation of halal standards has the potential to broaden the social horizons of society by instilling new values regarding global trade ethics. Halal can serve as a medium for cross-cultural dialogue, strengthening ties with Muslim countries, including Indonesia (Nguyen and Do, 2021). In the long term, this could enhance Vietnamese society's understanding of diverse values, enhance social cohesion, and open up opportunities for collaboration between diverse communities.

Learning from Indonesia, halal promotion should be carried out with an inclusive approach. Indonesia has successfully built a narrative that halal is not only a religious obligation, but also a standard for product quality and safety (BI and KNEKS 2020). This inclusive communication strategy can be emulated by Vietnam to ensure the acceptance of halal products by both domestic and international consumers across religions. Indonesia has also succeeded in building a narrative that halal is a standard for quality and safety, not just a religious obligation. This inclusive communication strategy can be adopted by Vietnam, with Ho Chi Minh City positioned as a new hub for halal products in Southeast Asia.

### 4.3 Integrating Halal with the Environmental Agenda as a Sustainable Development Strategy

Environmental issues are increasingly becoming a concern in global trade. Consumers now demand not only quality products but also environmentally friendly products. The halal concept closely aligns with the environmental agenda, emphasizing cleanliness, hygiene, and the prohibition of the use of hazardous materials. This aligns halal with the Sustainable Development Goals (SDGs), particularly SDG 12 on sustainable consumption and production ([United Nations, 2015](#)).

The concept of "green halal" integrates halal principles with environmentally friendly practices. For example, the use of organic raw materials, low-emission production systems, and sustainable waste management ([Ab Talib, Rubin, and Zhengyi 2013](#)). Furthermore, halal standards also require the ethical treatment of animals, thus aligning with animal welfare principles from a global environmental perspective ([Tieman 2011](#)).

Vietnam faces significant environmental challenges due to agricultural intensification and the exploitation of fisheries resources. Excessive pesticide use, river pollution, and marine ecosystem degradation are pressing issues requiring sustainability-based solutions ([FAO 2021](#)). Within the context of the triple bottom line, environmental aspects can be strengthened through the integration of halal certification, which emphasizes environmentally friendly production practices. Products such as halal organic coffee and sustainable seafood have the potential to be positioned as premium commodities in demand in the global market, particularly for consumers concerned with ethics and sustainability.

Indonesia can become a strategic reference through its green halal initiative, which combines halal principles with environmental regulations. This practice not only enhances the competitiveness of Indonesian halal products but also strengthens their contribution to the global sustainable development agenda ([Rahman 2020](#)). Based on literature studies and direct observations in Ho Chi Minh City (August 8, 2025), it was found that the green halal approach has the potential to be a transformative

instrument for Vietnam in building an inclusive, competitive, and environmentally sound green economy.

**Table 4. Environmental Dimensions in the Development of Vietnam's Halal Industry**

Aspect	Explanation	Relevance for Vietnam and Ho Chi Minh City	Reference
Linkages to SDGs	The halal principle is aligned with SDG 12 on sustainable consumption and production through hygiene, cleanliness, and the prohibition of hazardous materials.	Vietnam can leverage halal standards to enhance the reputation of its environmentally friendly export products.	1. Prayoga and Satriana, 2025 2. United Nations, 2015 3. FGD (August 8, 2025)
GreenHalal	Integrating halal with environmentally friendly practices, such as halal organic products, low-emission production systems, and sustainable waste management.	Ho Chi Minh City can be positioned as a hub for premium green halal products in Southeast Asia.	4. Anisah, 2024 5. Ab Talib et al., 2016 6. FGD (August 8, 2025)
Ethical Treatment of Animals	Halal emphasizes humane slaughter and animal welfare.	Vietnam's fisheries and meat industries can gain added value by implementing these standards for exports.	7. Husin et al., 2025 8. Tieman, 2011 9. FGD (August 8, 2025)
Local Environmental Challenges	Vietnam faces land degradation, river pollution, and marine exploitation due to production intensification.	Environmentally based halal certification can be an instrument for improving sustainable agricultural and fisheries practices.	10. Amiza and Stiawan, 2025 11. FAO 2021 12. FGD (August 8, 2025)

Source: Processed from literature study and synthesis of FGD/Academic Discussion 8 August 2025

#### 4.4 An International Collaboration Model to Address Halal Standardization Challenges

Despite the enormous prospects for the halal industry, structural challenges remain significant obstacles to its development. The fragmentation of halal standards across countries has led to regulatory disharmony, with halal certification from one country not always recognized by another. Consequently, businesses must bear the costs of

multiple certifications, hindering the efficiency of cross-border trade. Furthermore, regulatory politics is often used as an instrument of domestic market protection, while differences in interpretation of Islamic jurisprudence, technological limitations, and consumer trust issues complicate the process of harmonizing global halal standards (Prayoga and Satriana 2025); (Tieman 2011); (Wilson and Liu, 2010).

From a triple bottom line perspective, these challenges can be addressed through an international collaboration model based on co-learning, co-design, and co-investment. Co-learning encourages the exchange of knowledge and best practices between countries, allowing Indonesia to share its experiences with Vietnam in building a halal ecosystem (BI and KNEKS 2020). Co-design enables the collective design of halal standards through international forums such as the OIC, Codex Alimentarius, or ISO, thereby reducing regulatory fragmentation (Alserhan 2011). Co-investment emphasizes the importance of collaboration in the development of halal infrastructure, including laboratories, research centers, and halal industrial parks.

Halal diplomacy is a strategic instrument for strengthening regional cooperation. Indonesia has the potential to lead the formation of the ASEAN Halal Framework, involving Vietnam, to strengthen regional integration in global halal trade. This approach aligns with the triple bottom line principle, particularly in strengthening environmental governance, social inclusiveness, and regional economic sustainability.

**Table 5. International Collaboration Model in Vietnam's Halal Industry Development**

Aspect	Explanation	Relevance for Vietnam and Ho Chi Minh City
<i>Co-learning</i>	Exchange of knowledge and best practices between countries regarding the halal ecosystem.	Vietnam can learn from Indonesia's experience to build a credible halal certification system.
<i>Co-design</i>	Joint halal standard design through international forums such as OIC, Codex Alimentarius, and ISO.	Vietnam can actively participate in this forum to strengthen global recognition of domestic halal certification.
<i>Co-invest</i>	Cross-border investment collaboration for halal infrastructure such as laboratories,	Ho Chi Minh City can be developed as a halal investment hub with Indonesia for the ASEAN market.

Aspect	Explanation	Relevance for Vietnam and Ho Chi Minh City
	research centers, and industrial areas.	
Halal Diplomacy	Diplomatic instruments to strengthen trust, trade cooperation, and integration of the global halal market.	Vietnam can build an image as an open and inclusive country through regional halal diplomacy.
Addressing Standard Fragmentation	The fragmentation of halal certification between countries causes trade barriers and additional costs.	Through the ASEAN Halal Framework cooperation, Vietnam can minimize barriers to halal product exports.

Source: Analysis Results, 2025

The above analysis shows that halal product standardization in Vietnam, based on lessons learned from Indonesia, can significantly contribute to economic, social, and environmental development. Vietnam has a strategic opportunity to capitalize on the potential of its agricultural and fishery products by adding halal value as a competitive advantage. Halal also serves as an inclusive social instrument that strengthens cross-cultural cohesion, while supporting the environmental agenda through the integration of green halal. However, challenges such as standard fragmentation, regulatory politics, and consumer trust issues must be addressed through international collaboration based on co-learning, co-design, and co-investment. Thus, halal becomes not only a normative religious standard but also an inclusive sustainability instrument that strengthens the global standing of Indonesia and Vietnam.

## 5. Conclusion

This study demonstrates that Vietnam's halal product standardization model, based on lessons learned from Indonesia's experience, has strategic relevance across four key dimensions. First, from an economic perspective, Vietnam holds significant potential through its agriculture, fisheries, coffee, and spices sectors, which could achieve significant added value if integrated into the global halal ecosystem. Second, from a social perspective, halal serves as an instrument of cross-cultural inclusivity that can strengthen social cohesion and increase consumer confidence, both Muslim

and non-Muslim, in a multicultural country like Vietnam. Third, from an environmental perspective, the integration of the green halal concept aligns with the sustainable development agenda and the SDGs, thus helping Vietnam improve its production practices while building an environmentally friendly image in the global market. Fourth, from an international collaboration perspective, strategies based on co-learning, co-design, and co-investment are key to addressing standards fragmentation and regulatory politics, as well as strengthening halal competitiveness globally. Thus, this study confirms that halal is not only a normative religious instrument but also a strategic pillar for inclusive economic, social, and environmental development in Vietnam.

Based on the research findings, several strategic recommendations are available for Vietnam in developing its halal industry. First, the Vietnamese government needs to establish a credible national halal authority to ensure centralized, transparent, and internationally recognized certification standards. Second, Ho Chi Minh City can be made a national halal development center through the establishment of halal laboratories, research centers, and export-oriented halal industrial parks. Third, collaboration with Indonesia is crucial to accelerate knowledge transfer, through training, joint research, and the exchange of best practices in halal governance. Fourth, the adoption of green halal should be prioritized so that Vietnamese products not only meet Sharia standards but are also environmentally friendly in line with global market demands. Fifth, halal diplomacy needs to be strengthened by actively participating in international forums such as the OIC and the ASEAN Halal Framework, so that Vietnamese certification is more widely recognized. Implementing these recommendations will enable Vietnam not only to penetrate the global halal market but also to build an inclusive, competitive, and sustainable halal ecosystem, in line with lessons learned from Indonesia's experience.

## 6. References

- Ab Talib, Mohamed Syazwan., Rubin, Lim and Zhengyi, Vincent Khor. "Qualitative Research on Critical Issues In Halal Logistics." *Journal of Emerging Economies and Islamic Research* 1 (2) : (2013). 1-20.

- Alserhan, Baker Ahmad. "The Principles of Islamic Marketing". England: *www.gowerpublishing.com*. (2011).
- Bonne, Karijn, and Verbeke, Wim. "Religious Values Informing Halal Meat Production and the Control and Delivery of Halal Credence Quality." *Agriculture and Human Values* 25 (1) : (2008). 35–47.
- Dewi, Anisah. "Green Halal: Synergy of Halal Industry and Sustainable Development." *An-Natiq Journal of Interdisciplinary Islamic Studies* 4 (2) : (2024). 119–130.
- Dinar Standard. "State of the Global Islamic Economy Report: Unlocking Opportunity." *DinarStandard*, (2022). 1–40.
- Elkington, John. "Cannibals with Forks: The Triple Bottom Line of 21st Century Business". *Capstone*, (1999).
- Fauzi, Muhammad Ashraf, Noor Saadiah Mohd Ali, Nazirah Mat Russ, Fazeeda Mohamad, Mohamed Battour, and Nor Nadiha Mohd Zaki. "Halal Certification in Food Products: Science Mapping of Present and Future Trends." *Journal of Islamic Marketing* 15 (12) : (2024). 3564–3580.
- Husin, Hasanuddin, Sri Maryati, Muhammad Irfan, Febriansyah Suci, and Rahmi Nafisah. "Education on Halal Animal Slaughter in Suak Ribee Village, West Aceh." *Jurnal Pengabdian Pembangunan Pertanian Dan Lingkungan* 2 (2) : (2025). 19–24.
- Karimah, Salsabila., Fahrudin, Ladiya Mahaputri., Humaira, Firyal Nazhifa., Apriliyana, Risma Dwi., Fibahrani, Halwa Sabrina Rasin., and Supriyadi, Tedi. "Analisis Pengalaman Dan Strategi Wisatawan Muslim Untuk Mencari Makanan Halal Di Vietnam". *Al-Ubudiyah : Jurnal Pendidikan dan Studi Islam*. 6 (1) : (2025). 195–203.
- Muhyidin, Ali., Imam, Muhammad., Edwin, Donni and Yusra, Amri. "Halal Tourism Policy in the Southeast Asian Countries." *Jurnal Sosial Dan Humaniora Universitas* 2 (1) : (2021). 12–23.
- Napitupulu, Rodame Monitorir., Sukmana, Raditya., Rusdiana, Aam Slamet., Cahyani, Utari Evy and Wibawa, Berto Mulia. "The Nexus between Halal Industry and Islamic Green Finance: A Bibliometric Analysis." *Journal of Islamic Marketing* 15 (10) : (2024). 2508–2527.

- 
- Nurdiana, Nurdiana., Siradjuddin Siradjuddin and Muin, Rahmawati. "The Halal Industry in Southeast Asia: A Comparison of the Development of Indonesia and Thailand." *Formosa Journal of Multidisciplinary Research* 4 (6) : (2025). 2619–2626.
- Sari, Kurnia Rini., Alfarizi, Muhammad and Ab Talib, Mohamed Syazman. "No Title Sustainable Strategic Planning and Management Influence on Sustainable Performance: Findings from Halal Culinary MSMEs in Southeast Asia." *Journal of Modelling in Management*, no. 6 : (2024). 2034–2060.
- Tieman, Marco. "The Application of Halal in Supply Chain Management: In-Depth Interviews." *Journal of Islamic Marketing* 2 (2) : (2011). 186–195.