



HALAL BALANCING™

Halal Balancing is a specialist consultancy assisting companies to enter the Halal market, particularly aimed towards non-Muslim owned companies in production, logistics, food service and retail within an international environment.

We help companies manage their business risk by securing consumer trust through certified and accredited execution of official Halal Programs.

Halal requirements are being translated into standard operational procedures using a verified methodology, enabling Halal assurance in Halal and non-Halal environments. The combination of the operational strength of audited, systems based operations, with a solid implementation of internationally accepted Halal practices results in a unique guarantee of Halal integrity.

TRUST

Halal Chain of Trust™

Separating facts from folklore with our **Highway of Halal™** training program, the **Halal Chain of Trust™** and the **Halal Brand Equity™** concepts help to understand the importance of consumer trust, allowing companies to protect their Halal investments. The **Halal Plug In®** methodology builds-in Halal integrity and Halal ownership, leveraging solid European operational efficiency with Malaysian Halal authority.

BUSINESS RISK

Halal Brand Equity™

HALAL INTEGRITY

Halal Plug In®

Advice and training is given on installing Halal Analysis & Critical Control Points systems, on how to integrate them into standard operating procedures, on preparing for compliance audits, on selecting Halal certifiers, on obtaining access to international Islamic markets and on how to market Halal products.

HALAL KNOWLEDGE

Highway of Halal™