The Halal SuperHighway is an initiative championed by MIHAP Holdings Sdn Bhd, a private sector initiative in Malaysia, to develop critical logistics building blocks for the facilitation of Halal manufacturing and trade. This initiative started in 2006 with a design of the blueprint. Today the Halal SuperHighway team is searching for partners world wide to collaborate in this initiative. Later this year a first pilot is being planned for cross border Halal goods flows between Asia and Europe via sea as well as air. To facilitate global supply chains between continents, between countries and within a country, a dense network is required of participants. Therefore there is a need for partners worldwide to join the Halal SuperHighway to make this happen. This article will explain the basic concept of the Halal SuperHighway, the operation model, its components and the contribution it envisions to make for the Halal Industry.

THE PHILOSOPHY
The Halal SuperHighway consists of three key components, namely: Halal integrity & market access, safety and security. The figure below shows an overview.

- **Halal integrity & market access**: Halal integrity refers to ensuring the Halal integrity of the supply chain from farm to fork, whereas market access refers to the access to the end market as well as sources for Halal ingredients and end products. The Halal SuperHighway is a trade & logistics solution to ensure effective Halal supply chains worldwide. Effective Halal supply chains add value in controlling time, place of the product, protecting product quality as well as its Halal status. Excellence in the Halal Supply Chain means that the product of the supply chain process is completely as desired, namely Halal (Tieman, 2006).

- **Safety**: Safety is an important feature of the Halal SuperHighway that is embedded through tracking & tracing capabilities. This means that it should be possible to trace back the origin of the product to its source (preferably to the farm). On the other hand it should be able to trace back to the destination of the product as well as its route it has been travelling. The Halal SuperHighway accepts different Halal sources for Halal ingredients and end products.

- **Security**: Security of the Halal SuperHighway is provided by making the Halal supply chain transparent. The Halal SuperHighway has important security features. First of all this is due to the simplicity of the Halal SuperHighway structure: checking of Halal Certification of the source (shipper) as well as other certificates that are required (like HACCP, EUREP-GAP, Veterinary Certificate, Health Certificate, etc) before it enters the Halal SuperHighway, monitoring during its trip over the Halal SuperHighway, and update when it leaves the Halal SuperHighway. Secondly, the Halal SuperHighway is a global network of Halal Gateways. These gateways ensure proper Halal distribution facilities at important gateways and provide valid hinterland connections. Halal Parks on the other hand provide a location for production and value adding for the Halal industry, that are linked to the Halal SuperHighway. Finally, a standardisation of load carries better protects a product from cross-contamination during its journey to the end customers.

**MODUS OPERANDI (METHOD OF OPERATION)**
The Halal SuperHighway combines process and technology. The Halal SuperHighway is neutral and will facilitate the integrity from farm to fork regardless of the Halal certificate, export, transporters and warehouses used. It presents a way for the Halal industry to take control of their supply chains through visibility. The visibility is made possible by registration & verification of supply chain partners & product order information (virtual) and alignment of logistics standard operating procedures with the supply chain partners (physical).

- **The Halal SuperHighway**
  - **First of all this is due to the simplicity of the Halal SuperHighway**: namely: Halal integrity & market access, safety and security. Safety is an important feature of the Halal SuperHighway that is embedded through tracking & tracing capabilities. This means that it should be possible to trace back the origin of the product to its source (preferably to the farm). On the other hand it should be able to trace back to the destination of the product as well as its route it has been travelling. The Halal SuperHighway accepts different Halal sources for Halal ingredients and end products.
  - **Secondly, the Halal SuperHighway is a global network of Halal Gateways**: these gateways ensure proper Halal distribution facilities at important gateways and provide valid hinterland connections. Halal Parks on the other hand provide a location for production and value adding for the Halal industry, that are linked to the Halal SuperHighway. Finally, a standardisation of load carries better protects a product from cross-contamination during its journey to the end customers.

**THE COMPONENTS OF THE HALAL SUPERHIGHWAY**
Key components of the Halal SuperHighway are the supply chain partners, namely suppliers of Halal raw materials and ingredients, manufacturers of Halal products and the retail & trade. Next to that the Halal certification bodies play an important role as the reference for Halal integrity. Thirdly, important facilitators of the supply chain are the logistics service providers, transportation companies and transportation gateways (seaports and airports). This last category is critical from the Halal integrity perspective as these are physical activities where the Halal product undergoes its packaging, transport, storage and possibly even other activities.

**SERVING GLOBAL HALAL TRADE**
Currently in the Halal industry the market mechanism is not developed and an imbalance can be observed in terms variety of products offered, shortage in supply of Halal raw materials, ingredients and end products, and cross border Halal integrity (Tieman, 2007). Both market access and Halal integrity of a supply chain can be addressed for a big part by The Halal SuperHighway. The Halal SuperHighway is an important platform for communication between continents, where buyers and suppliers can find new suppliers. This means for example that Halal cargo gets a dedicated trade route and can use the Halal SuperHighway as their platform for communication. Rotterdam (third largest seaport in the Netherlands) could be a location for production and value adding for the Halal industry there, that are linked to the Halal SuperHighway. Finally, a standardisation of load carries better protects a product from cross-contamination during its journey to the end customers.

A better communication and sharing of information provides a better insight into the global supply and demand, stimulating a better market mechanism.

**AN INVITATION TO PARTICIPATE**
This initiative should provide an enormous contribution for the Halal industry, to ensure Halal integrity from Farm to Fork as well as stimulating the market mechanism of the Halal industry.