



Fee

250,00 €

Final exam only

Course technical sheet

Halal Marketing & Export – Entering Islamic Markets (consulting and training)

Course code

HALAL_MKTEXP_LA

Test duration

45 min

Passing score

70%

Issued

28/05/2026

Executive summary

The course "Halal Marketing & Export – Entering Islamic Markets (consulting and training)" offers comprehensive insights into Halal market dynamics and effective export strategies toward Islamic countries. The training focuses on specific Halal regulations, including standards OIC/SMIIC 1:2019 and GSO 2055-1:2015, as well as best practices regarding labelling, export compliance, and management of distribution and product registration. Participants will learn to interpret and apply international regulations such as Codex Alimentarius and WTO SPS/TBT principles, alongside using Incoterms® 2020 to establish clear and effective trade agreements. Analytical and operational strategies to mitigate risks related to quality, logistics, and regulatory compliance are addressed through practical examples including market entry in Malaysia, Indonesia, Sub-Saharan Africa, GCC, and North Africa. The course is designed for marketing professionals, export managers, consultants, and entrepreneurs aiming to develop specialized skills for expanding opportunities in the Halal economy. The teaching methodology involves case studies, exercises, and a final test requiring a 70% passing grade.

Certification process

- Registration or login to the Academy platform.
- Completion of the final course examination only. Any training or preparation may be completed externally or through other channels.
- The test questions refer to the objectives, skills and topics described in this technical sheet.
- Assessment of the result, possible validation and certificate issuance according to the rules applicable to the course.

Important note

On Academy, candidates take only the final course examination. Any training or preparation activity may be delivered externally or through other channels. The test questions refer to the topics described in this technical sheet and in the course syllabus summary.

Syllabus summary

OIC/SMIIC 1:2019 + GSO 2055-1:2015 (Halal requirements and claims) + Codex CXS 1-1985 (labelling of prepackaged foods) + WTO SPS/TBT principles for market access + Incoterms® 2020 (ICC) + export compliance best practices: documentation, distributors and product registrations

Learning Objectives

- Understand international Halal regulatory requirements and standards
- Develop effective marketing and export strategies for Islamic markets

Certification Bodies Management systems

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- Apply best practices on labelling, compliance, and logistics management
- Mitigate commercial and regulatory risks entering new markets

Skills Acquired

- In-depth knowledge of OIC/SMIIC, GSO and Codex standards
- Ability to define market entry and distribution strategies
- Management of documentation and product registration
- Interpretation of Incoterms® 2020 and WTO SPS/TBT principles

Target Audience

- Marketing and export professionals
- Internationalization consultants
- Entrepreneurs interested in Halal markets

Prerequisites

- Basic knowledge of export marketing and international trade

Program

- Introduction to the Halal market and its features
- Key regulations and standards (OIC/SMIIC, GSO, Codex, WTO)
- Market entry strategy and distributor management
- Halal-compliant labelling and claims
- Export compliance and documentation
- Case studies from Asia, Africa, GCC and Middle East
- Practical use of Incoterms® 2020
- Final test and case discussion

Teaching Methodology

- Theoretical lectures and real cases
- Practical exercises
- Final verification test

Assessment Methods

- Final test with 70% pass mark

Duration

- 45 minutes

Certification

- Paid participation certificate

Expected Outcomes

- Ability to plan and manage Halal export into Islamic markets
- Competence in regulatory use and managing commercial risks