TECHNICAL LEARNING AND ASSESSMENT DOSSIER

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

Price / certificate issuance
250,00 €
VAT excluded

Course code	Minimum duration	Final pass score	Dossier issue
HALAL_MKTEXP_LA	45 min	70%	28/11/2026

1. Course identity, purpose and scope

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.

This extended technical dossier describes the pathway as published in CIWZ Academy on the issue date. It consolidates purpose, references, learning architecture, module contents, assessment system, passing criteria and certificate conditions. It does not replace the official texts of the standards, laws, guidelines or schemes referenced.

2. Normative, regulatory and technical references

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

References are used as the learning and assessment framework within the limits of published content and available sources. For professional application, the official and current versions of the referenced documents always prevail.

3. Learning architecture and assessment system

- minimum tracked time: 45 min
- active final-exam bank: 200 questions
- final exam: 30 questions selected from the bank
- passing threshold: 70%

- Direct access to the final assessment under the published rules for the exam-only pathway.
- Exam assembly from the active course bank and scoring against the published pass threshold.
- Recording of the result and, where applicable, request for the final certificate.

4. Official catalogue technical information

Learning Objectives

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

7. Assessment system, final exam and passing criteria

- The final assessment consists of 30 questions selected from the active course bank. The platform applies an anti-repetition logic for new attempts when the bank size allows it.
- Final question-bank size detected at generation time: 200 active questions.
- Published passing threshold for the course: 70%.
- Questions are intended to assess not only recall but also interpretation, application, evidence selection, scenario assessment and quality of decision-making, depending on the subject matter.

8. Tracking, learning continuity and session integrity

- Path status, completed modules and recorded time are managed server-side when the course uses the Academy learning mode.
- The platform allows the pathway to resume from the recorded point and retains the results of required checks.
- Assessment sessions may be subject to the integrity and proctoring controls enabled by the platform and described in the applicable usage rules.
- Technical and integrity events support assessment and do not replace professional judgement where human review is required.

9. Certificate, use and limitations

The CIWZ certificate, where provided by the pathway and requested after passing, records the result achieved in the stated CIWZ pathway or assessment. It does not automatically replace personnel certification, professional registration, statutory licence, legal qualification or credentials issued by third-party bodies where such requirements are imposed by the applicable scheme.

10. Commercial and tax conditions

- Price / certificate issuance: 250,00 € VAT excluded.
- UAE VAT is applied to UAE customers according to billing data and the applicable tax rules.
- Any specific commercial terms, agreements or corporate orders override the public price only when formally accepted by Certificato IWZ FZCO.

11. Dossier document control

- Document automatically generated by CIWZ Academy from the course data published at the time of the request.
- Course code: HALAL_MKTEXP_LA
- Document language: EN

- Generation date: 28/11/2026
- For normative and professional application, the current official sources and any applicable procedures/schemes prevail.