



University of HUDDERSFIELD

University of Huddersfield Repository

Lever, John and Hardaker, Glenn

Re-imagining Malaysia: a postliberal halal strategy?

Original Citation

Lever, John and Hardaker, Glenn (2013) Re-imagining Malaysia: a postliberal halal strategy? In: "Vous avez dit halal ?" Normativités islamiques, mondialisation et sécularisation, 7th-8th November 2013, Paris, France. (Unpublished)

This version is available at <http://eprints.hud.ac.uk/id/eprint/19171/>

The University Repository is a digital collection of the research output of the University, available on Open Access. Copyright and Moral Rights for the items on this site are retained by the individual author and/or other copyright owners. Users may access full items free of charge; copies of full text items generally can be reproduced, displayed or performed and given to third parties in any format or medium for personal research or study, educational or not-for-profit purposes without prior permission or charge, provided:

- The authors, title and full bibliographic details is credited in any copy;
- A hyperlink and/or URL is included for the original metadata page; and
- The content is not changed in any way.

For more information, including our policy and submission procedure, please contact the Repository Team at: E.mailbox@hud.ac.uk.

<http://eprints.hud.ac.uk/>

Ethnocracy to postliberalism

University of HUDDERSFIELD

- During late 1990s, state compelled by Asian crisis/ global pressures to develop less exclusive form of nationalism
- Vision on 2020 launched to make Malaysia a fully developed and modernized country by 2020
- Halal central to this agenda through social and economic spatializations in international markets
- A discursive media and marketing strategy perused through HDC, IHI Alliance, Matrade, Bernama, Halal Media...



Inspiring tomorrow's professionals 7

A policy of 'selected openness'

University of HUDDERSFIELD

- 2004 Malaysia launched state halal food standard and certification regime
- MS1500 quickly gained recognition as markets expanded & multiple halal's emerged
- 2008-2010 Malaysia entered partnership with OIC to develop a global halal standard
- Partnership failed because of Malaysia's economic ambitions (Lever and Miele 2012)
- Malaysia perused policy of 'selected openness' (Yiftachel 2006; Lever 2013)



Organisation of the Islamic Cooperation (OIC)



Inspiring tomorrow's professionals 8

Under postliberal conditions...

University of HUDDERSFIELD



- Malaysia targets Muslim consumers excluded under transnational conditions
- Neither the centralised apparatus of government nor the relational networks of neoliberal governance are effective
- Transnational emerged as a response to a crisis at the heart of the nation state during 1960s
- Postliberalism is *NOW* emerging as a response to the crisis of multiculturalism at the heart of transnationalism (Papadopoulos et al. 2008)
- Malaysia *NOW* targets halal consumers as and when the opportunity arises one country at a time (Halal Media 2011)

Inspiring tomorrow's professionals 9

New supply chains, halal parks/ hubs New economic & social spatializations

University of HUDDERSFIELD

| STATUS OF MALAYSIA HALAL PARKS (AS AT JAN 2011) | | | |
|---|------------------|--|-------------------|
| Halal Park | No. of Companies | Status | Investment Value |
| Selangor Halal Hub | 19 | 2 (in operation) 1 (under construction) 16 (land purchased) | RM1.3 bil |
| PKFZ Halal Flagship Zone | 3 | 1 (in operation) 1 (under construction) 1 (land purchased) | RM200 mil |
| Petioa Halal Park | 3 | 1 (in operation) 2 (land purchased) | RM15.5 mil |
| Tanjung Manis Halal Hub | 12 | 2 (in operation) 10 (land purchased) | RM1.8 bil |
| Malaka Halal Park | 29 | 28 (in operation) 1 (under construction) | RM100 mil |
| Kelantan Halal Park | 15 | 15 (in operation) | RM20 mil |
| Terengganu Halal Park | 8 | 8 (under construction) | RM15 mil |
| Techpark/venstrek | 16 | 3 (in operation) 4 (under construction) 9 (land purchased) | RM1.8 bil |
| Total | 105 | 42 (in operation) 15 (under construction) 28 (land purchased) | RM5.25 bil |

Source: HDC

- Links promoted between the halal designated Malaysian Port Klang and the Port of Rotterdam in the Netherlands, (Marketeer 2011)
- Malaysia building relationships in EU with private sector organisations, certification bodies and multiple groups of halal consumers
- Matrade worked with Tesco and the halal certification body National Halal Food Group
- National Halal Food Group won award from the Malaysian Chamber of Commerce for introducing halal products into UK

Inspiring tomorrow's professionals 10

Evident in the Dialrel project...

University of HUDDERSFIELD

- Stunning animals before slaughter the norm in EU for many years – Malaysia now allows stunning of animals under certain conditions
- Malaysia *NOW* inserting new hegemonic claims into transnational space (Lever 2013)
- Manager of specialist UK meat production company stated that Malaysian state standard will continue to evolve as halal markets expand
- Muslim scholar argued that the acceptance of stunning is an attempt to influence *all* Muslim consumers over religious and scholarly opinion



Inspiring tomorrow's professionals 11

Under postliberal conditions...

University of HUDDERSFIELD

"The state splits itself... in broader social aggregates. It participates by articulating interests, wills and political views and by linking with many different, selected segments of social classes, social groups, associations of civil society... local business companies, transnational companies, non-governmental organisations, international governments, transnational organisations..."

Escape Routes: Control and Subversion in the Twenty-First Century, Papadopoulos et al. (2008: 32) Pluto Press

Inspiring tomorrow's professionals 12


 University of
 HUDDERSFIELD

The continuing role of the state

- Postliberalism not simply an example of state acting in its own interests in response to wider global pressures
- Developing 'foundational transformations in the relation between public and private domains' (Sassen 2008)
- Postliberal halal strategy cuts across transnational space on the vertical plane, targeting multiple groups of Muslim consumers excluded under transnational conditions
- Part of a wider strategy to re-imagine Malaysia's role in the world...



Inspiring tomorrow's professionals
13


 University of
 HUDDERSFIELD

VOUS AVEZ DIT HALAL ? **NORMATIVITÉS**
ISLAMIQUE, MONDIALISATION, SECULARISATION
 7-8 November 2013 Collège de France – Paris

Vous remercie de votre attention
John Lever & Glenn Hardaker
j.b.lever@hud.ac.uk




Inspiring tomorrow's professionals
14