

STATE OF THE MARKET PRODUCTION STANDARDS "HALAL" IN RUSSIA AND TATARSTAN: HANDS-ON REVIEW

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ABSTRACT

Production of goods and services by the standards of Halal is the world trend. In recent years, the global food market, the share of halal products, accounting for almost 17%. If the current pace of development of this market will continue, then by 2018 it amounted to 1.6 trillion dollars. High dynamics of development of this market is maintained by the Middle East and North Africa, East and South Asia. The leaders in this market, Indonesia (197 billion Dollars) and Turkey (100 billion Dollars).

Formation of the Halal market in Russia and in the Republic of Tatarstan took place gradually, increasing the number of participants and activities expand its range of products and sales geography. Along with the see merging issues that are typical for the global Halal industry, and for the domestic market. First of all, the problems associated with observance of production technology, its certification, authentication, quality and safety, as well as interstate recognition of national standards. The study is devoted to analysis of the market of Halal products in Russia and in the Republic of Tatarstan and the definition of the main perspectives of its development in the context of globalization of trade.

Key words: *The market of products Halal; Halal national standards; certification of products for compliance with the precepts of Islam «Halal System (HALAL)»; food products, quality control and safety; information base.*

INTRODUCTION

In the process of globalization of trade separate segments of commodity markets show as table development. That segment is the production made in accordance with the requirements of Halal. The period of formation of the organized market of Halal in Russia and in the Republic of Tatarstan is about 15 years. During this period, the number of participants growing segment (producers, suppliers, customers) and the geography of sales; extended range, intensified advertising, to shape public opinion. In parallel with these processes we have problems related to the development and compliance with a single production technology, product certification, confirmation of its quality and safety, mutual recognition of national standards (Bagautdinova, Gumerov & Holistova, 2005). Of particular relevance has acquired the issue of participation of state structures in the formation of Halal products market and the need for its regulation (Amirhanov, 2013).

Today the market of products Halal are operating producers, suppliers (local and foreign), consumers, and the Committee on standards of "Halal" Spiritual Administration of Muslims of Tatarstan, government agencies, certification bodies and standardization, non-profit organizations (associations, unions, partnerships) mass media. The internationalization of trade, Russia's accession to the WTO and the establishment of the Customs Union, the reduction of the direct involvement of the state in regulating business processes have led market participants Halal in Russia and in the Republic of Tatarstan to recognize the need for a