



WEDNESDAY SEMINAR

15.03.2023, 17:00 Uhr, HS-C (and online)
IKSA, NIG, Universitätsstraße 7, 1010 Wien, 4. Stock

Eva Nisa (Australian National University)

When the Islamic Cultural Industry Call: Lee Kum Kee in Malaysia



Eva Nisa is a senior lecturer in Anthropology in the College of Asia and the Pacific at The Australian National University. She currently holds an Australian Research Council

Discovery Early Career Researcher Award (DECRA). Her DECRA project, *Standardising Halal: interpreting the tension between global and local*, aims to advance understanding of how *halal* standardisation has been re-imagined in the context of global Muslim cultural diversity. Her research and publications focus on the intersections between religious, cultural, political, economic, legal, social, and philosophical aspects of peoples' lives. Her book *Face-Veiled Women in Contemporary Indonesia* was out in September 2022.

kommende Termine

29.03.2023 **Felipe Fernández**
Violent Flows: State and Water Infrastructures in the Port City of Buenaventura, Colombia

19.04.2023 **Sita Hidayah**
Decolonizing Anthropology in Indonesia

From Michelin Star chefs to home cooks who love Chinese-influenced cuisine, most people are likely familiar with the Lee Kum Kee Panda brand of oyster sauce. However, are they aware that this oyster sauce and other sauce products of Lee Kum Kee are *halal* (permissible according to Islamic principles)? Why has Lee Kum Kee gone *halal*? Does it matter for large and well-known brands like Lee Kum Kee to *halalise* their products? Drawing on ethnographic research on the Islamic cultural economy in Malaysia from 2021 to 2023, this presentation focuses on the current state of the *halal* industry in Malaysia (Kuala Lumpur and Selangor), the leading player in the industry. It focuses on analysing how the multinational company Lee Kum Kee went *halal* and what this process reveals about the current development of the *halal* industry in Malaysia and beyond, as Malaysia is also exporting *halal* Lee Kum Kee across the regions. The topic of *halal* is subject to contention and is often mentioned as a source of community polarisation. Essentialist approaches to *halal* often consider *halal* as the way Muslims preserve their exclusiveness. However, current developments force us to think of *halal* industries as products and services that have been touched by the global market. From the *halal* journeys of Lee Kum Kee and other multinational companies, we can gain understanding about how *halal* (religion) has shaped the global economy and, in turn, how societies have been reshaped by the influences of religion, modern nation-states and the global economy.

Details: <https://ksa.univie.ac.at/en/departments/events/wednesday-seminar/>



Hybrid event, join online!