Global Business Identifier

Trade Transformation Initiative

The Global Business Identifier (GBI) initiative aims to develop a single identifier solution that will: improve the U.S. government's ability to pinpoint high-risk shipments and facilitate legitimate trade; create a "common language" between government and industry; and improve data quality and efficiency for identification, enforcement, and risk assessment.

U.S. Customs and Border Protection

Modernizing Entity Identification

The GBI initiative was formed from the challenges associated with the Manufacturer/Shipper Identification Number (MID) and its lack of data quality, data richness, and uniqueness. The GBI single identifier solution will modernize the import process by providing the U.S. government with accurate supply chain insights.

Why is it important to modernize trade entity identification?

In 2020…

- CBP processed over **28.5 million cargo containers** at **328 U.S. ports of entry**
- There were over **365,000 Importers of Record** and **16,500 Customs Brokers** in CBP systems
- CBP processed **32.8 million import entries**

GBI Evaluative Proof of Concept

The Border Interagency Executive Council (BIEC) has developed an Evaluative Proof of Concept (EPoC) that will **test three entity identifiers** (GBI proposed solution) and **determine the optimal combination** that uniquely identifies: main legal entity and ownership; specific business and global locations; and supply chain roles and functions.
The GBI EPoC will operate within the Automated Commercial Environment (ACE) with a planned launch in Spring 2022.

GBI Proposed Solution

Data Universal Numbering System (DUNS)
9-digit numeric and non-indicative identifier that identifies unique business establishments with library of over 200 reference data elements. Over 300 million DUNS issued worldwide.

Global Location Number (GLN)
13-digit numeric identifier with varying sets of underlying reference data elements customizable to location, function, and operations. Over 2 million companies utilize GS1 company standards, and 100 million products carry GS1 barcodes.

Legal Entity Identifier (LEI)
20-digit, alphanumeric identifier with underlying reference data elements unique to a legal entity. Over 1.7 million LEIs issued worldwide.

How Can Industry Participate in the GBI EPoC?

Federal Register Notice
Respond to a Federal Register Notice (FRN) that will be published in the Winter of 2022.

Obtain the Identifiers
Obtain all three identifiers (DUNS, GLN, LEI).

Cargo Release / Entry Submission Process
Through a customs broker or as a self-filer, submit all three identifiers for supply chain roles at Cargo Release / Entry via the CBP Automated Broker Interface application.

Companies of all sizes are encouraged to participate and will be given **ample time** to **respond to the FRN** and **obtain the three identifiers** prior to the launch of the GBI EPoC.

Commercial Customs Operations Advisory Committee

In 2019, the Commercial Customs Operations Advisory Committee (COAC) One-U.S. Government (1USG) Working Group participated in a GBI Workshop and developed a set of 17 recommendations.
The interagency has implemented seven of these recommendations and continues to engage with the COAC regarding GBI EPoC design and implementation.

- ✓ Provides the opportunity to test and give feedback on the GBI design and scope
- ✓ Provides entities with a global and digital identity
- ✓ Empowers trade to manage and validate their data
- ✓ Globally unique; adheres to international standards

GBI Benefits to Industry

- ✓ Further streamlines import data collection
- ✓ Provides broad sector coverage
- ✓ Utilizes identifiers that trade participants already possess
- ✓ Provides facilitation benefits for participants
- ✓ Includes potential increased protection from counterfeiting