



U.S. Customs and
Border Protection

Global Business Identifier (GBI) Initiative CBP 2021 Virtual Trade Week Briefing

July 22, 2021



The 21st Century Customs Environment

Customs Environment in Fiscal Year 2020



Processed **32.8 million** import entries



Received more than **28.5 million cargo containers** at **328 U.S. ports of entry**



148 million *de minimis* value shipments via air cargo and **94 million** *de minimis* value shipments via truck environment.



Seized **\$1.3 billion** worth of product with **intellectual property rights violations**.



Over **365,000 active Importers of Record** and **16,500 Customs Brokers**



Customs Challenges

- The sheer volume of shipments that are imported into the U.S. leads to **risk management challenges**.
- CBP requires filers to submit a **Manufacturer/Shipper Identification Number (MID)** for all imports.
- However, the **MID lacks the data quality, data richness, and uniqueness** required to provide the U.S. Government with accurate supply chain insights.
- The GBI Initiative was formed as a result of the **extensive pain points associated with the MID**.

What is the **Global Business Identifier (GBI) Initiative**?

- The GBI Initiative is an interagency **trade transformation project** that aims to develop a **single identifier solution** that will:
 - ✓ Improve the U.S. Government's (USG) ability to effectively **identify high-risk shipments** and **facilitate legitimate trade**
 - ✓ Create a “**common language**” between the USG and Trade
 - ✓ Improve **data quality and efficiency** for identification, enforcement, and risk assessments
- Rather than develop an internal identifier, CBP will leverage existing global identifiers for the GBI solution which ideally will **uniquely identify**:



Main Legal Entity
and Ownership






Specific Business
and Global Locations



Supply Chain Roles
and Functions




What are the **current entity identifiers** being considered?

The current proposed GBI solution includes **three globally used identifiers** that are each managed by external entities

Entity Identifier Name	Entity Identifier Owner
<p>Legal Entity Identifier (LEI)</p> <p>20-digit, alphanumeric identifier with underlying reference data elements unique to a legal entity. Over 1.7 million LEIs issued worldwide</p>	
<p>Data Universal Numbering System (DUNS)</p> <p>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</p>	
<p>Global Location Number (GLN)</p> <p>13-digit numeric identifier with varying sets of underlying reference data elements that are customizable to location, function, and operations. Over 2 million companies utilize GS1 Standards</p>	

What are the core GBI competencies?

The GBI solution must meet all eight core competencies to meet the **USG data needs**

GBI Core Competencies							
							
Globally Unique	Separate Legal Entities	Location & Function Specific	Tracks Supply Chain Roles	Managed for Accuracy	Oversight & Governance	Data Sharing	Internationally Recognized
							

The three identifiers will be tested on these core competencies

What is the **GBI Evaluative Proof of Concept (EPoC)**?



The interagency GBI Working Group, under the Border Interagency Executive Council (BIEC), has developed an **Evaluative Proof of Concept (EPoC)** that will test the proposed solution and identify the **optimal combination of entity identifiers** to best meet USG needs

In its current proposed design, the GBI EPoC will:

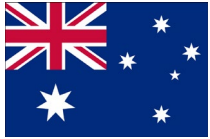
- ✓ Operate within the **USG's Single Window** platform
- ✓ Include **all three entity identifiers under consideration**
- ✓ Require volunteer trade participants to submit **all three identifiers (LEI, GLN, DUNS)** for the **manufacturer/producer, seller, and shipper** via the **CBP Automated Broker Interface (ABI)**
 - Distributer, exporter, and packager will be optional

GBI EPoC implementation will begin at **Cargo Release and Targeting** and is expected to launch in **Spring of 2022**.

What is the scope of the GBI EPoC?

To ensure a fully comprehensive GBI EPoC that accurately reflects current trade operations, the EPoC will encompass **ten countries of origin** and **six product categories** – each representing high-risk areas, partner countries, and covering a diversity of USG jurisdictions.

Border Five Countries



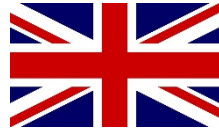
Australia



Canada



New Zealand

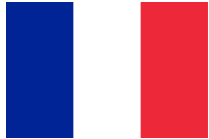


United Kingdom

Other Countries of Interest



China



France



Mexico



Vietnam



Italy



Singapore

Product Categories**

***A list of Harmonized Tariff Schedule (HTS) codes have been identified*



Alcohol



Medical Devices



Personal Items



Seafood



Toys

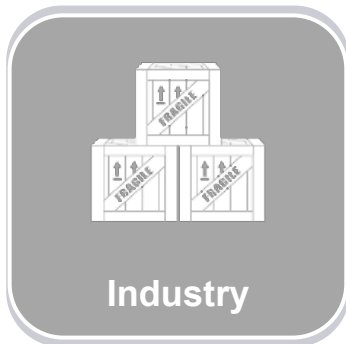


U.S. Goods Returned*

What are the anticipated GBI benefits?



- **Who is Who** clarity
- Improved **data quality**
- Globally **unique** and adheres to **international standards**
- **Ownership and affiliation insights**
- **Stronger targeting** and risk assessments
- Better identification of increasingly **complex supply chain networks**
- **More robust** than the World Customs Organization (WCO) Trader Identification Number (TIN)



- 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** and adheres to **international standards**
- Further **streamline import data collection**
- Broad **sector coverage**
- Utilization of identifiers that trade participants **already possess**
- **Facilitation benefits** for participation
- Potential increased **protection from counterfeiting**

Which entity identification systems might be impacted by the GBI?

The U.S. Government uses more than 50 distinct entity identification systems*. CBP identified the following **twenty-five (25) entity identification systems** that may be impacted and streamlined by the GBI, based on common data attributes collected:

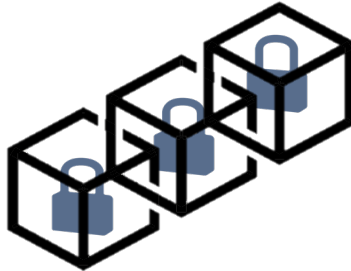
-
- 499 Filer ID
 - BEA Foreign Direct Investment Identification Number
 - Central Index Key (CIK)
 - Commercial and Government Entity (CAGE)
 - Company Identifier (CID)
 - CUSO Registry Number
 - Data Universal Numbering Systems (DUNS) Number
 - Employer Identification Number (EIN)
 - FCC Registration Number (FRN)
 - FDA Establishment Identifier (Facility FEI)
 - Federal Deposit Insurance Corporation (FDIC) Certificate Number
 - Foreign Entity ID
 - GS1 Company Prefix (GCP)
 - Home Mortgage Disclosure Act (HMDA) Respondent ID
 - International Air Transport Association (IATA) Code
 - International Fisheries Trade Permit (IFPT) Number
 - Large Trader Identification (LTID) Number
 - Legal Entity Identifier (LEI)
 - Manufacturer/Shipper Identification Code (MID)
 - National Drug Code (NDC) Labeler Code
 - National Provider Identifier (NPI)
 - Registered Identification Number (RN)
 - Regulated Persons Index (RPI)
 - Replication Server System Database (RSSD ID)
 - Standard Carrier Alpha Code (SCAC)

*The full list of entity identification systems can be found in “Envisioning Comprehensive Entity Identification for the U.S. Federal Government” published by Data Foundation and GLEIF in 2018

What are some existing **USG** initiatives that synergize with the GBI?



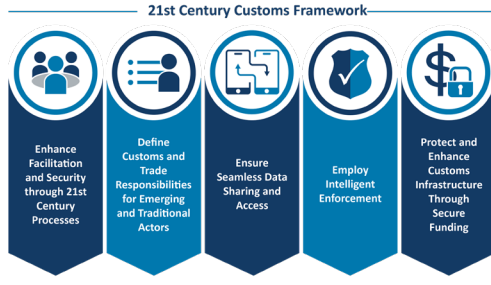
Importer of Record (IoR)



Blockchain



E-commerce



21st Century Customs Framework (21CCF)



Commercial Customs Operations Advisory Committee (COAC)

What international engagement has CBP done?

World Customs Organization (WCO)

- CBP continues to engage with the WCO on the GBI initiative
 - On October 1, 2020, in partnership with GLEIF, CBP provided a GBI overview to the **WCO SAFE Working Group**
 - Members of the WCO Safe Working Group expressed support to further explore the **integration of the TIN and LEI**, as this has the potential to enhance efficiency



Border Five

- In July 2020, the Border Five Heads stood up the **GBI / Trader Identification Number (GBI/TIN) Expert Correspondence Group (ECG)** to identify solutions and contemporary innovations to assist in the enhanced identification of trade entities in the global supply chain
 - Members include Australia, Canada, New Zealand, the United Kingdom, and the United States



How can trade industry participate in the GBI EPoC?

How to Participate in the GBI EPoC

Federal Register Notice

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

Obtain the Identifiers

- Obtain all three identifiers (LEI, DUNS, GLN)

Cargo Release / Entry Submission Process

- Through a customs broker or as a self-filer, submit all three identifiers for the supply chain roles at Cargo Release / Entry via the CBP ABI

Participants will be given **ample time to respond to the FRN** and **obtain the three identifiers** prior to the launch of the GBI EPoC

Volunteer Criteria

Who Can Participate

- Trade members who conduct business in a country of origin and import a product associated with the scope
- Companies of all sizes

EPoC Support

- CBP is working with the identifier companies to potentially offer the identifiers at a reduced price to EPoC participants
- The identifier companies will provide a point of contact to answer Trade participants' inquiries

CBP welcomes suggestions on **speaking / briefing engagements** to provide a GBI overview to interested Trade members

Contact Information For Additional Information

U.S. Customs Border Protection, Office of Trade
Washington, D.C.

globalbusinessidentifierin@cbp.dhs.gov

