### Global Business Identifier

Trade Transformation Initiative

The Global Business Identifier (GBI) initiative aims to develop a single identifier solution that will: improve 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.



**CBP Publication # 3157-0423** 

### **ARE YOU READY?**

### GBI Evaluative Proof of Concept (EPoC) Federal Register Notice

In order to meet the requirements to participate in the GBI EPoC, volunteer participants from the trade industry will need to enroll their GBI identifier, which consists of the DUNS, GLN and LEI numbers, with U.S. Customs and Border Protection (CBP). Volunteer participants must obtain one or more identifiers:

(1) Dun and Bradstreet (D&B) Data Universal Number System (DUNS), (2) GS1 Global Location Number (GLN), and (3) Legal Entity Identifier (LEI) managed and made available by the Global Legal Entity Identifier Foundation (GLEIF). Please work with your Customs Broker to identify the parties (manufacturer, shipper, seller, distributer, packager, and exporter) that will need to obtain a GBI identifier. See instructions below on how to obtain the D&B DUNS.

#### Instructions on how to obtain a Dun and Bradstreet D-U-N-S

#### **Step One**

# D-U-N-S verification for your company or trading partner(s).

Search for D-U-N-S verification at <a href="https://gbi.dnb.com">https://gbi.dnb.com</a> using the business name and other identifiers.

When logging into the portal, you can search for and view existing D-U-N-S, request that new D-U-N-S be assigned to new businesses, or update information associated with an existing D-U-N-S.

Once a D-U-N-S is verified, you can submit the D-U-N-S to CBP (Step Three). If no D-U-N-S is found, proceed to Step Two for additional verification and/or registration.

### **Step Two**

# Additional D-U-N-S verification and registration

Additional verification, discovery, and registration can occur directly on <a href="https://gbi.dnb.com">https://gbi.dnb.com</a> by choosing to open an inquiry with known business information such as a business contact first and last name, email address and phone number. This should be the name and contact information for a representative of the business in question who is authorized to confirm their operations.

When an inquiry is complete you will be notified via email, and you can access the portal for verification.

### **Step Three**

## Submit your D-U-N-S for enrollment

Once verified, your D-U-N-S number(s) can be submitted to CBP via the Automated Broker Interface (ABI) filer or as a self-filer enrollment process commencing December 19, 2022 (details to be outlined in the Federal Register Notice).

