42nd UN/CEFACT Forum | 8 July 2024 | 11:00-12:30
Agenda | Session 1

ROOM III	PALAIS DES NATIONS	GENEVA

eData Domain	**Identities in Trade** – imagine a future where every identifier of an entity, facility, or product can lead you to rich, accurate, and verifiable data.
DESCRIPTION	Identifiers play a pervasive role in our daily lives, particularly within the realm of trade. It's common to encounter multiple identifiers referring to the same entity. Legal entities, for instance, are distinguished by company numbers or VAT registrations, while facilities are marked by location numbers or Google pins, and products are labelled with SKUs or serial barcodes. However, the data associated with these entities is often duplicated across numerous platforms, leading to concerns about its accuracy and currency, given the multitude of sources where it's maintained. Furthermore, the proliferation of fraudulent activities such as customs piggybacking (posing as someone else) or trade counterfeiting (misrepresenting products) is exacerbated by advancements in artificial intelligence. In envisioning a better future, this session proposes a paradigm where every identifier found in trade documents or products serves as a beacon, directing towards a single, verifiable truth maintained by the legitimate identifier owner. These identifiers possess three critical attributes: Discoverability, Resolvability, and Verifiability (DRV). While this vision may seem aspirational, elements of it are already present, though inconsistently distributed. This session will delve into real-world examples and highlight instances where high-integrity, verifiable, and accurate data, traceable back to the identifier, has been successfully leveraged.
SPEAKERS	• Steve Capell, Vice Chair, UN/CEFACT • Hans Huber, id4.trade • Clare Rowley, GLEIF • Piergiorgio Licciardello, GS1 • Boaz Lessem, WaveBL

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