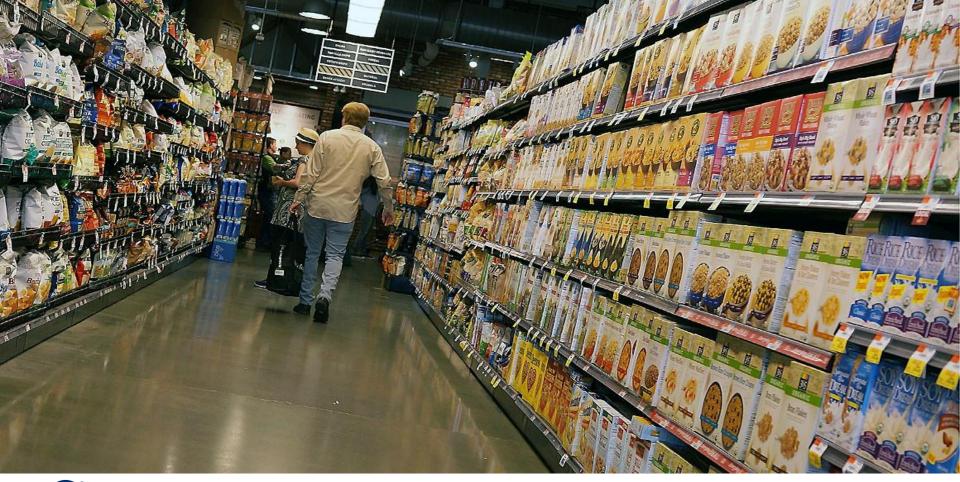# Improved Border Management and Facilitation of Cross-Border Trade Supported by use of Industry Standards

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Smart everything

GS1 standards help brand owners and retailers meet consumer demand for trusted product info — no matter how or where they shop.

Physical identification

Digital identification

Identification + Data = Identity

6 1 4 1 4 1 0 0 7 3 4 9

✓ **Provide trusted product information via unique, persistent identification and accurate, complete data**

✓ **Deliver supply chain efficiencies and support agility and responsiveness**

✓ **Generate higher quality data at a lower overall cost and improve the shopping experience for consumers**

How can these benefits also help improve border management including Customs procedures

and the development of digital supply chain ?

The most common control and enforcement issues stem from lack of quality information

1-day delay = 1% loss in export value

or US$157 billion

International Finance Corporation

Data absence and lack of quality data means errors and slow clearance processes

Industry Needs

- **Certainty** making forecasting and planning easier

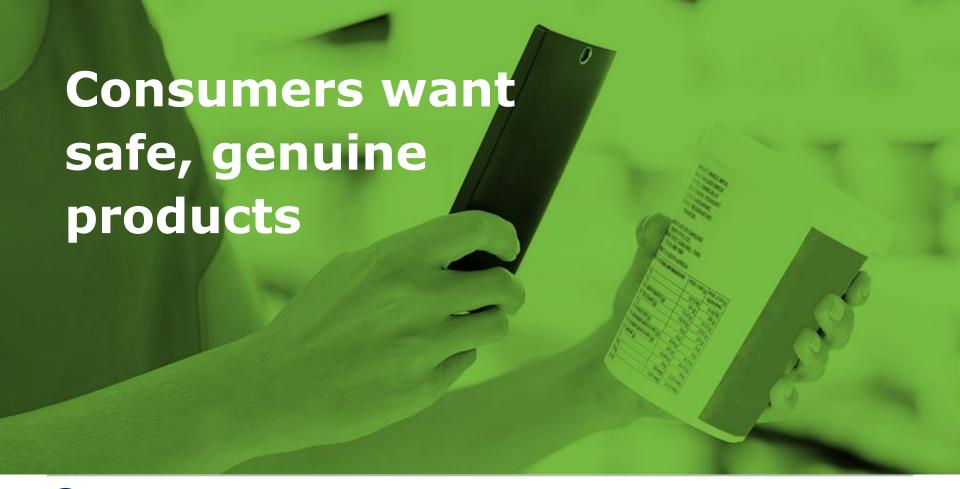- **Efficiency** lowering time delays and cost

- **Simplification** through automation and less cumbersome procedures

Government Needs

- **Accuracy** with cost effective tariff verification, and automatic identification of goods

- **Enhanced trade facilitation**, with safety in international supply chains

- **Smarter** work in risk prevention and control with improved **regulatory compliance**
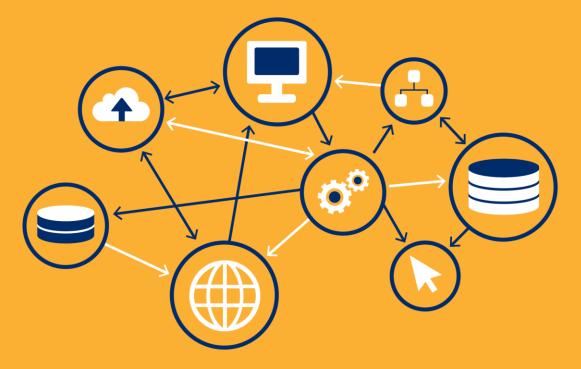
Consumers want safe, genuine products

Automated sharing B2G of more granular data generated by industry

Foundational part is the unique identification and automatic data sharing – <mark>systems learning based on admission history</mark>

Open, structured & linked data

GS1 standards provide accurate and complete product information that can be used in and across B2B, B2G and B2C business processes and platforms.

Enable better search results

Support more astute admission decisions

Achieve smarter analytics

www.gs1.org

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