

countercheck

Global Standard Anti-Counterfeiting AI Software

AI: Enhancing Integrity

October 2023



World Customs
Organization



Agenda

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- 01. Intro Countercheck**
- 02. Blockchain: Half the Story**
- 03. The Otherside of the Coin**
- 04. Customs Leading the Way**
- 05. AI: Increasing Integrity**



Who is Countercheck

With our **AI software**, we **bring brands** with and **logistics firms** together, to identify and seize counterfeit goods.

Our software scans **100% of parcels** in logistics hubs, ejecting those that are illicit.



Blockchain: Half the Story

Blockchain is only half the story



Provenance validation

The origin of items can be traced back to a specific producer. In addition, compliance with standards is ensured, or non-compliance with standards is detected.



Transparency and traceability

Falsification of documentation is drastically decreased, allowing each part of the supply chain to follow the status of transportation in real-time and reliably.



What about not on blockchain?

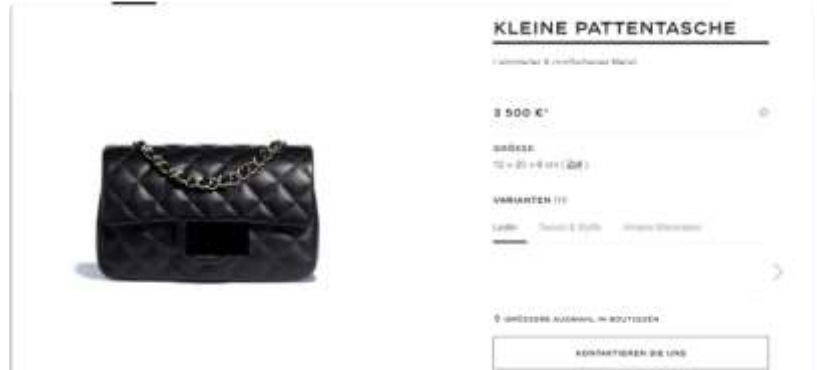
What about those that wish to deceive? It is essential that integrity is sort throughout the whole supply chain.



The Otherside of the Coin

Integrity can slip, where there is no oversight...

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Official IP Product

Bought online and delivered to the customer using well known logistics firms.



Stolen IP - Counterfeit Item

Bought online and delivered to the customer using well known logistics firms.



Same Delivery Partner



**Customs Require the
Highest Levels of
Integrity**

Customs Require 360° Supply Chain Oversight



What is Integrity?

Integrity is the practice of being honest and showing a consistent and uncompromising adherence to strong moral and ethical principles and values



Where Can Integrity Slip?

Lack of resources, bad faith actors and overworked staff are all areas where the high customs integrity can slip.



How to Maintain Integrity for Customs?

Integrity is intrinsically linked to human input. Not about an inanimate object. People are the point when integrity can slip. We need to use technology to ensure integrity is maintained.



How AI can Increase Integrity?

Regulations have embedded ethical standards for AI usage

1

Accountability and Transparency

This transparency enhances integrity by making it clear who is responsible for AI decisions and actions.

2

Bias Mitigation

This helps maintain the integrity of AI applications by reducing discriminatory or unfair outcomes.

3

Ethical Standards

Upholding ethical standards enhances the integrity of AI by ensuring it respects human rights and values.

4

Data Privacy Protection

When AI systems handle personal data, adherence to these regulations is crucial for maintaining data integrity and safeguarding individuals' privacy rights.



**Only AI can offer the integrity
Customs administrations,
other government agencies
and private sector entities
need for growth and
economic prosperity.**



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Thank
you.

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