



General Annual Meeting of GENA held on March 25 & 26th, 2026, in Barcelona, Spain.

The presentations related to the 2026 GAM can be found in the Member's Library at Members' Library - GENA - filter on label: '2026 GAM' :

<https://www.gena.net/members-library>

1. Welcome speech by Christiaan van der Valk

The General Annual Meeting was opened by the Chair, Christiaan van der Valk, who welcomed all participants and marked the 15th anniversary of the association. He reflected on the long journey of GENA since its creation and highlighted its evolution into a recognized and respected stakeholder within the global e-invoicing ecosystem. Statements from former presidents were shared, acknowledging the achievements of the association and the strength of its community.

New members were welcomed during the meeting.

2. Presentation of GENA's achievements and activities by Marcus Laube

Marcus Laube, Secretary General, presented an overview of GENA's achievements and activities since the AGM in Vienna. He highlighted the continued growth of the association, both in terms of membership and global reach, as well as the progress made across key strategic areas such as interoperability, policy engagement, and the launch of new working groups. GENA counts 153 members in 27 different countries worldwide.

The agenda of the General Assembly Meeting and the minutes of the Annual General meeting in Vienna were approved.

As mentioned, Marcus Laube highlighted GENA's growth through the creation of two new working groups (Supply chain and Innovation) and the launch of new chapters in the UK, Benelux, Greece and France.

Marcus also outlined the key benefits of becoming a GENA member, particularly in terms of digital ecosystem access, policy leadership, and customer reach. Joining the association enables members to connect with a wide range of sectors and geographies, reduce complexity in intra-provider exchanges, and contribute to a framework that supports the development of new services and products. It also provides access to harmonized requirements across tax authorities, customs, and

other relevant entities, while increasing visibility and creating numerous touchpoints with corporate stakeholders.

He further highlighted GENA's major accomplishments and activities, including the following elements :

- organization of the Solution Forum at the Exchange Summit ;
- creation of a pilot joint Peppol/GENA conference scheduled in **Singapore November 19, 2026 ;**
- ongoing work on a future GENA marketplace ;
- developing SP2SP domain jointly with OpenPeppol
- cooperation with major international initiatives such as OpenPeppol
- regular meetings with EU representatives, like DG Grow and Taxud

GENA is also actively developing its advocacy strategy by participating in Peppol ViDA pilot or answering public consultations and meeting with the European Commission.

Among its other initiatives, the association developed its own Academy last year, offering a comprehensive introduction to e-invoicing for both professionals and beginners through a 2–3 day training program composed of multiple modules. In 2026, GENA plans to expand this initiative by developing certified e-invoicing experts through recognized training programs and qualifications. The next Academy will take place for the first time in the United States, **in Philadelphia, on May 18–19.**

3. Focus on GENA's chapters and panel discussions

Marcus gave an update on the development of local chapters with the kick-off of two new chapters, one in UK and one in Benelux.

The discussion emphasized the expansion of GENA's regional presence, including the launch of the US chapter, growing interest in establishing a Spanish chapter, and ongoing developments in the APAC region. While the chapter model was widely recognized as a success, participants stressed the importance of maintaining alignment across regions and avoiding fragmentation. Regular coordination through quarterly meetings of Chapter Chairs, and stronger interaction with Working Groups would support better communication and consistency.

To facilitate the work in the chapters and support the chairs, the SecGen wrote guidelines.

The Chapter Guidelines were submitted to a vote and approved.

“Stronger together: How GENA Chapters drive change in local ecosystems”

The panel discussion moderated by Susie West the new UK chapter chairs featured **Richard Luthardt** (Head of VeR, the German Chapter), **Henrik Möller** (Head of Nordics Chapter), **Kamila Ferhat** (Co chair of the French Chapter), **Antonios Ntinos** (Head of Greek Chapter) and **Alex Pavel** (Head of Middle-East Chapter).

Regional disparities – meet the chapters

The discussion highlighted diverse levels of maturity and regulatory development across regions, while consistently emphasizing the importance of collaboration and structured engagement between stakeholders. **In Greece, Antonios Ntinos** described a mature digital reporting environment where close cooperation between tax authorities, businesses, and ERP providers has led to tangible results, including a reduction in the VAT gap, reflecting a market where digitalization is already well embedded. **In Germany, Richard Luthardt** underlined the strong regulatory momentum driven by mandatory reporting requirements and the ViDA initiative, which has triggered active collaboration with the Ministry of Finance and the establishment of both large forums and more focused working groups, enabling the development of concrete outputs such as white papers. **In France, Kamila Ferhat** explained that the implementation of the national e-invoicing mandate creates both opportunities and challenges, particularly in positioning GENA alongside existing organizations such as FNFE, which already federates local providers. She emphasized the need for GENA to demonstrate its added value through its global perspective, benchmarking capabilities, and ability to provide a space for service providers to share common challenges and collectively engage with tax authorities. **From the Middle East, Alex Pavel** emphasized the heterogeneity of regulatory frameworks and the need for continuous and structured engagement with authorities, noting the need to educate service providers, tax authorities and adapting to markets that do not always follow European models such as Peppol. **From the Nordics, Hendrik Möller** underlined that aligning the views was crucial among the different regions. Joining GENA was seen as a practical way to combine synergies – GENA as platform and voice towards speaking partner to the private sector and public admins, while keeping the local flavour to support alignment in an increasingly complex digital landscape.

What would they have done differently?

Reflecting on their experiences, our panellist identified several areas where a different approach could have improved outcomes.

Henrik noted that insufficient focus on interoperability, especially in relation to service provider-to-service provider (SP2SP) represents a key missed opportunity as he led to market fragmentation. He stressed that cooperation was progressively seen as a strength, inviting competitors to develop mutual understanding and align around a shared vision and collective interest.

Alex highlighted that not all jurisdictions are adopting standard models such as four- or five-corner frameworks, which creates additional complexity and reinforces the need for structured dialogue with authorities. He raised the question of how actively GENA should engage in non-Peppol environments and emphasized the importance of understanding local market dynamics.

Richard emphasized the need to move away from addressing broad, overarching topics toward more focused and operational discussions. He explained that smaller, dedicated working groups enable more effective outcomes, particularly when responsibilities are shared across a wider group of members rather than relying on a limited number of contributors. It's important to define clear role distribution and tangible outputs such as white papers that directly benefit members. The local work needs to be oriented toward market needs and ensure alignment with business realities.

Nikos added that it is essential as chair of a local chapter to remain closely connected to economic developments, ensuring that existing working groups are aligned with what is happening in the broader market environment and can respond effectively to ongoing changes.

Kamila reflected on the French experience, noting that establishing a chapter earlier could have strengthened cooperation among service providers and created a structured space to share common challenges, particularly in interactions with tax authorities. She pointed out that large forums are not always conducive to resolving complex issues, whereas smaller, collaborative settings allow stakeholders to align positions and engage in more effective collective advocacy. She also highlighted the role of existing organizations such as FNFE, which already bring together corporates and service providers, making cooperation and complementarity essential.

All panellists underlined that engagement with policymakers should have started earlier and be more targeted, with a stronger focus not only on technical aspects but also on understanding policy intentions and identifying the right stakeholders to influence. They also underlined the need for better alignment with existing working groups in GENA while keeping a close connection to market realities. It all started with the commitment of few volunteers, but wider engagement is a key success factor ...

What are the perspectives?

Looking ahead, participants expressed a shared ambition to reinforce GENA's role as a global platform and a credible, unified voice capable of influencing both policy and market developments. **Kamila** insisted on this point as stronger alignment is critical to foster a more effective dialogue, deeper discussion of regulatory challenges, and better support for local providers while avoiding duplication of efforts already addressed at the European level. **Alex** emphasized that advocacy should go beyond technical considerations and focus on understanding the underlying intentions of policymakers. He highlighted the importance of engaging with the right stakeholders

at an early stage in the regulatory process, noting that influencing policy requires anticipating objectives rather than reacting to finalized frameworks. **Richard** shared how focused working groups have developed white papers that are discussed directly with the Ministry of Finance, contributing to shape the regulatory landscape. These contributions, supported by international benchmarking and concrete examples from other countries, have been well received and demonstrate that even relatively small associations can have a meaningful impact when providing high-quality, practical input. This is what GENA can deliver the most for local chapters.

All panellists also shared that enhancing knowledge sharing across chapters and improving the exchange of information on local developments is essential to support members and ensure greater alignment between regions. In terms of working priorities across chapters and within GENA, promoting interoperability and fostering cooperation among stakeholders will remain critical to avoiding fragmentation and supporting a coherent digital reporting environment.

Ruud added that chapters should act as drivers for collaboration, encouraging members to contribute collectively and proposing the creation of dedicated working groups or initial discussion platforms to better structure exchanges and feed national discussions

Christiaan reaffirmed that GENA's added value lies in its ability to connect local and global perspectives, facilitate collaboration, and provide a structured platform for collective action, with success depending on continued alignment, proactive engagement, and the delivery of concrete value to its members and the wider ecosystem, especially SMEs which have a very strong voice in all regional markets. He spotted advocacy and external engagement as key priorities with a need to speak with a coordinated voice when engaging with policymakers and tax authorities. Of course, early involvement in policy development processes is critical.

4. Stefka Dzhumalieva, Head of Unit, Single Market Implementation Tools (DG GROW)

During the GENA Annual General Meeting, representatives from the European Commission's DG GROW discussed with members on the evolution of the e-invoicing landscape and upcoming regulatory developments.

The discussion began by acknowledging GENA's 15th anniversary and the valuable contributions of its partners over the years. DG GROW emphasized the evolution of the ecosystem—from a network of stakeholders to a respected and influential force shaping the European digital landscape. In this context, the seamless functioning of the Single Market remains the overarching objective, with a continued focus on removing existing barriers.

E-invoicing was highlighted as a strategic enabler and key building block of this transformation. The Commission underlined its central role in adapting to a rapidly changing environment and enabling deeper digital integration across the EU economy.

DG GROW stressed that 2026 will be a critical and transformative year for the entire ecosystem. The period will be marked by multiple national mandates, ongoing implementations, and intensified policy-making efforts.

A major milestone is the recent adoption of the ViDA (VAT in the Digital Age) package, described as the most significant VAT reform of the past decade. This initiative will fundamentally reshape how businesses and tax authorities interact, notably through:

- Real-time reporting of intra-EU transactions ;
- Increased reliance on structured e-invoicing data ;

The reform aims to harmonize the digital VAT system, combat fraud, and accelerate the adoption of e-invoicing across Member States. Implementation efforts have already begun, with the objective of full readiness by 2030, including the development of a central system and national-level preparations.

Another key topic discussed was the upcoming revision of underlying e-invoicing standards, led by DG TAXUD. The updated standards are expected to be published in the coming weeks and will include a defined transition period and a certification and onboarding mechanisms for new norms.

In parallel, the Commission is actively working on the revision of the e-invoicing framework in public procurement, building on lessons learned over the past decade. A public consultation is currently ongoing ([link](#)), with further revisions expected after the summer. The objective is to enhance effectiveness and accelerate adoption in both public procurement and the broader market.

DG GROW also raised the question of how structured invoice data could be reused beyond compliance purposes, for instance in areas such as customs or broader data-driven services, highlighting new opportunities linked to digitalisation.

Ensuring harmonisation across Member States remains a key priority. The Commission stressed the importance of avoiding fragmentation caused by divergent national solutions and instead building a truly interoperable EU-wide system.

While no simple solution exists, interoperability between systems was identified as a central objective. Ongoing initiatives include workshops with Member States to support alignment and coordination.

The potential revision of the e-invoicing Directive into a Regulation was also mentioned as a way to reduce legal uncertainty and strengthen consistency across the EU.

The discussion also addressed service provider (SP) accreditation schemes. The Commission acknowledged GENA's position paper and confirmed that it is being taken into account in ongoing reflections. Work is currently underway, including technical support projects across 12 Member States, to explore more harmonised approaches.

Close coordination is ongoing with DG CONNECT, particularly in relation to the European Business Wallet, where e-invoicing components are also relevant. However, the Commission underlined the need for a careful and gradual approach, noting that decisions on EU-wide schemes require thorough assessment and alignment among Member States.

Several important questions were raised during the exchange:

- Interoperability and intellectual property rights: concerns were expressed about the accessibility of standards and the risk of restrictions. The Commission indicated ongoing work to ensure a balanced and workable transition, with further discussions planned in the near term.
- Standard accessibility: upcoming negotiations will be critical in determining whether standards can become a more widely accessible common resource.
- Accreditation processes: the Commission confirmed that GENA's proposals are under review, and that alignment remains a priority. While some Member States have specific conditions, the Commission is actively assessing possible solutions and is aware of market concerns.

Conclusions :

DG GROW issued a call for action for GENA and service providers to:

- Engage with national authorities on ViDA implementation;
- Contribute to standardisation efforts;
- Participate actively in public consultations and legal processes.

Stakeholder input was described as essential to ensure effective and practical outcomes.

5. Internal GENA's main developments by Patrick Schuller

Patrick Schuller presented an overview of GENA's internal developments. He reported continued growth in membership, with the association reaching 116 members and a broader community of 153 including an increasing number of pure local chapter

participants. He presented the closing of the accounts for 2025 validated by the accountant.

The General Assembly approved the discharge of the administrators for the 2025 budget.

Patrick presented an overview of the various Working Groups and their activities. Two new Working Groups were launched, one on supply chain chaired by Adam Price with Andy Dodd's help as vice Chair, and one on innovation (and AI) co-chaired by Alex Pavel and Sébastien Vugier. Ongoing work includes contributions to the ViDA pilot specifications, contribution to the VEG workflow as GENA is a member of the VAT expert group of the European Commission, underlying that many comments from GENA were taken by the Commission, the development of a paper on invoices as tradable assets (in IFWG) with a first draft expected for the summer, and a coming comprehensive document on the application of artificial intelligence in e-invoicing in the innovation working group with the support of Politecnico.

He presented all the on-going strategic projects led by GENA:

The **SP2SP initiative (formerly Enhanced B2B)** is now entering a more mature phase. It has progressed from incubation to production and further development underway in collaboration with OpenPeppol. A Steering Committee meets twice a year. Ongoing work is carried out through dedicated working groups, led by Michael and Michel. Around 20 members are actively involved in implementation. Two use cases will be developed on subcontracting and end-user specific payloads.

The **Global Pre-Discovery Directory** aims at creating a federated directory system, combining existing directories: GENA members directories and external directories (e.g., Peppol, NEA, GS1...). The solution design is currently in progress. A Proof of Concept (PoC) will be launched involving 4-5 Service Providers. At the next AGM, members will vote on the PoC results to decide whether to proceed to production phase.

The **GENA Marketplace project** has completed its design phase and is expected to be launched with a trial period first only for members and then if validated by the members, also public, extended to companies, helping them identify suitable SPs. The Marketplace phase 1 will focus on SP-to-SP capabilities and partnership discovery. A vote is planned in November to proceed with implementation.

Patrick called members to actively engage in the working groups. He underlined that **GENA's external engagement** continues to expand through partnerships with international organizations such as the World Bank, the International Chamber of Commerce, FEBIS, GLEIF, EUBW-related initiatives.

6. Feedback sessions from the chairs of the working groups

Innovation WG : Alex Pavel presented the purpose of this new working group and its ambitions for the coming years. These include data standardization and semantic interoperability powered by AI, predictive analytics and intelligent compliance monitoring, and the development of a cross-association collaboration strategy. Members of the working group will actively contribute to a paper on AI in electronic invoicing, expected to be released in 2026.

Objectives : harness AI to harmonise e-invoicing data structures and achieve semantic interoperability across key frameworks (UBL, CII, Peppol BIS, Factur-X) ; automate cross-format conversion, validation and mapping for seamless global data exchange ; use AI-driven analytics to detect fraud, predict non-compliance and optimise Procure-to-Pay processes ; enable service providers to dynamically adapt to evolving regulatory landscapes ; build structured collaboration with partner associations on AI-related challenges in e-invoicing ; pursue joint research, standards development and industry-wide approaches to AI adoption.

Next workshop scheduled for **April 30 at 9:00 AM.**

Interoperability WG : Michel Gilis outlined the group's primary objective, which is to promote and advocate for interoperability. In 2026, the working group plans to focus on the end of the incubation period of the SP2SP project, the GENA Global Meta Directory, the implementation of the GENA Marketplace, CEN TC434 – EN16391 evolution and the Peppol ViDA pilot.

Objectives : monitor and define GENA's strategic direction for interoperability frameworks ; maintain and develop the GENA / Peppol framework ; inform and coordinate with members, local chapters and key stakeholders ; promote adoption and guide members on interoperability framework implementation.

Next workshop scheduled for **April 30 at 10:00 AM.**

Invoice Finance WG : this WG has been formed to explore and make recommendations concerning the topic of invoice finance. Carmine explained that the group is currently working on an updated version of its invoice financing paper, titled "*How Can an Invoice Become a Tradable Asset?*", a first version is expected before the Summer. They also intend to design a data model process and establish a standard format.

Objectives : deliver the final version of the Invoice financing paper, establish an invoice financing data model.

Next workshop scheduled for **April 16 at 10:00 AM.**

Public Policy WG : Ruud presented the working group's key deliverables, including work on hybrid invoices, collaboration with DG TAXUD on ViDA, GENA position for

DG GROW and contributions to the ViDA pilot specifications. In addition, a new public consultation on public procurement is expected on June 10, alongside further initiatives in the digital identity/KYC space and the EU Business Wallet.

Objectives: get access and shape public policy in the best interest of the community ; grow GENA's influence with EU bodies (DG GROW, TAXUD, CONNECT) and beyond, champion standards harmonisation, SP accreditation and the 5-corner model ; monitor ViDA implementation and the Peppol ViDA pilot ; drive e-invoicing adoption among SMEs ; share best practices and insights across members and chapters.

Next workshop scheduled for **April 23, at 10 :00AM.**

Supply Chain WG : Adam Prince introduced this new working group, which aims to address the lack of standards and interoperability, as well as to strengthen the linkage between financial, tax, and customs flows.. In 2026, the group hosted a presentation on Peppol Logistics by Anders Ødegård, provided updates on digital trade developments, and conducted a review of the seven-stage model for supply chain messages.

Objectives : address the lack of standards & interoperability across financial, logistic and customs flows ; improve members’ awareness and education on supply chain digitalisation ; facilitate market growth and generate new business opportunities ; improve collaboration and interoperability of the supply chain messages, between financial and logistic flows ; have a clear framework — from point-to-point to the 4/5/6-corner model.

Next workshop scheduled on **May 7 at 10:00AM.**

7. Conclusions

As a short conclusion, Christiaan reiterated the importance of GENA’s value proposition as a provider of collective services for its members. He encouraged members to actively contribute, ask questions, and engage in the association’s activities to maximize the benefits of collaboration and shared expertise.

The next meeting will be held in Milano the 1st week of November.

List des participants à inclure

Albrecht	Lorena	Fonoa Technologies
Allikas	Ahti	GEP Finland Oy
Altin	Ilke	QNB eSolutions

Antunes	Paul	Taxera Technologies
Baekgaard	Jesper	KMD A/S
Bausa	Oriol	B2Brouter Global
Berg	Hans	Arratech
Bianchi	Matteo	Aruba PEC
Bojanc	Rok	ZZI
Boone	Hans	Banqup Group
Bye	Andreas	Logiq
Caglayan	Ahu	RTC
Carena	Alessia	Tesisquare
Chelimala	Joanna	GHX Europe
Christensen	Jonas	Logiq
Christmann	Lars	Logiq
Clarac	Natacha	GENA
Clark	Ken	OpenText
Cortvriend	Ellen	PwC Business Advisory Services
Dauwe	Sven	Nymus
Davoudi	Sepideh	Maventa Oy
De Brouwer	Leentje	Nymus
De Vries	Sandra	4CEE
Delcourt	Jérôme	Speos
Della Vedova	Lorenzo	TecAlliance
Dimulati	Aihedan	Quadient
Dodd	Andy	Mitsubishi Capital
Edlund	Jonas	
Eeckhout	Jan	Speos
Etemadi	Danesh	Thomson Reuters
Fiege	Jens	Traffiqx
Freiheit	Allan	My Supply
Gilis	Michel	Axway
Hoddevik	Andre	OpenPeppol

Huybrechts	Erik	GHX Europe
Jasser	Harald	Global Digital Post
Josipovic	Irena	Unimaze
Keiflin	Dorian	Iopole
Killinger	Andreas	Seeburger
Knudsen	Anders	TrueCommerce
Krawczyk	Jakub	Comarch
Ladinek	Alja	De Markant
Larsen	Jesper	My Supply
Laube	Marcus	GENA
Leal	Ana	GHX Europe
Leboisne	Laurent	EDT
Leontaridis	Lefteris	OpenPeppol
Liverani	Enrico	Digital Technologies
Luthardt	Richard	VeR
Margheri	Marco	Aruba
Martin	Aniela	Markant AG
Mastenbroek	Johan	Semansys Technologies BV
Meldrum	Philip Lynggaard	TrueCommerce
Menezes	Andre	Edicom Group
Möller	Henrik	B2BRouter Global
Moszynski	Ivo	VeR
Myers-Antiaye	Abigail	Basware
Nienhuis	Jaap Jan	4CEE
Norin	Sven	Tietoevry Finland
Olafsson	Fridbjorn Holm	Unimaze
Paradivskyy	Nazar	Thomson Reuters
Pastrano	Alberto	Voxel
Pavel	Alex	Sovos
Pedersen	Paw Sandal	Bizbrains
Raabe	Simon	TecAlliance

Rezavi	Saeed	Kildeq
Roessle	Pauline	TrueCommerce
Rosenqvist	Fredrik	Arratech
Ruopolo	Carmine	Tesisquare
Saudemont	Nicolas	Iopole
Sautereau	Cyrille	Admarel Conseil
Schuller	Patrick	GENA
Skenderova	Lyubov	KPMG Meijburg
Škrubej	Janez	ZZI
Touat	Radhia	OpenText
Van der Valk	Christiaan	Sovos
Van Hilten	Ruud	TNGSTN Expert Systems
Van Petegem	Brecht	PwC Business Advisory Services
Vanrheenen	Simone	RTC Teknoloji
Vestergaard	Jakob	TrueCommerce
Vial	Justine	GENA
Vigneault	Jacques	TrueCommerce
Vugier	Sébastien	Cegedim
Walther	Michael	GENA
Yigit	Ridvan	RTC Teknoloji
Ylismaa	Harri	Basware