



## Embassy of the United States of America U.S. Commercial Service

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## The GoldKey Service

The "GoldKey" is a custom-tailored market intelligence and matchmaking program that introduces U.S. companies to key organizations and potential business partners in Austria, helping you make the best use of your time overseas. Here is what you get:

- We publish your company in the local language in our online Featured U.S. Exporters (FUSE) directory
- We contact the people you want to talk to by phone or email and tell them what you are looking for - Those who want to know more receive your company information
- We set up a schedule of up to six meetings on a date of your choice with those who meet your criteria and want to talk business
- If you request, we reserve a 5-star hotel for you at the preferred U.S. Embassy rate
- We provide logistic information and assistance for your travels in Austria
- We provide meeting space for you, should you find it more convenient to meet with prospective partners at the Embassy
- We provide you with a comprehensive visitor's package put together by this office, full of insider tips on travel, cultural and leisure activities
- If required, a bilingual commercial specialist from the Commercial Service will accompany you to your meetings (please note that you need to cover transportation costs for travel outside the Vienna area).
- We provide follow-up and ongoing support as necessary

After the GoldKey, you leave Austria with quality contacts in industry and government, a valuable introduction to the market, and, quite possibly, your first customers.

### How Much Does a GoldKey Cost in Austria?

- \$700 for SME Companies\*
- \$350 for SME Companies\* new to export and using this service for the first time
- \$2,300 for Large Companies\*

### The Multi-Stop GoldKey

The Commercial Service offers the GoldKey program in most European markets. Setting up two or three back-to-back GoldKeys in the same region allows you to get even more for your travel dollar. Be sure to talk to us about this option.

### What We Need From You:

Please send the attached application form requesting the GoldKey Service. Depending on the industry in which you are active and the suitability of your website, we will request that you provide us with either 30 sets of published product literature for distribution via surface mail, or a text and images for our website, or both. We will need these materials at least 5 weeks in advance of your planned visit.

The Commercial Specialist for your industry sector can start arranging your GoldKey program as soon as payment and materials are received.

### Contacting Us:

You have access to a world of top quality market research for free! You can access our market research online at <http://www.export.gov>. Look for the "Country Commercial Guide" for an initial country overview. This website also offers you access to our worldwide staff (1,800 trade professionals in 84 countries and across the United States) and special online trading tools. You can visit our Vienna office online at <http://www.buyusa.gov/austria/en> or look for the office nearest you at <http://www.buyusa.gov/home>.



\* A Small or Medium-Sized Enterprise (SME) is defined as a firm with 500 or fewer employees or self-certified as a small business under SBA regulations. A large company is defined as a firm with more than 500 employees. Subsidiaries will be classified based on the size of the parent company.