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## The Gold Key Program

The "Gold Key" is a tailored matchmaking program that introduces U.S. companies to key organizations and potential business partners in the Austrian marketplace, helping you make the best use of your time overseas. When we have received your application form, you will be contacted by one of our highly qualified Commercial Specialists, who will serve as your "personal business planner", arranging not only a schedule of meetings with industry contacts and potential Austrian business partners, but if you like, also your accommodations (at preferred "Embassy" rates) and other business services such as translation/interpretation. On arrival, you will receive a schedule of appointments tailored to your needs and a business briefing, including general market and country information. After the Gold Key, you will 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 Gold Key Cost in Austria?

- \$600 for the first 6 scheduled business appointments (non-refundable)
- \$50 per each additional business appointment (non-refundable)

### The Multi-Stop Gold Key

The Commercial Service offers the Gold Key program in most European markets. Setting up two or three back to back Gold Keys in the same region allows you to get even more for your travel dollar. A list of other nearby Commercial Service offices that offer the Gold Key service are listed on page three of the attached Gold Key questionnaire. Price and service may vary slightly, depending on local market conditions.

### What We Need From You:

Please send the attached application form requesting the Gold Key service. After we have confirmed a reasonable market potential for your product/service in Austria and approved the dates, **we must receive the following items a minimum of five weeks in advance of your arrival in Austria:**

- At least 20 sets of product literature.
- If you do not wish to pay by credit card (we accept American Express, Discover, MasterCard and Visa, please see application form), we will need a check made payable to the U.S. Department of Commerce

The Commercial Specialist for your industry sector can start arranging your Gold Key program as soon as these materials are received. After the business briefing, you will also be asked to fill out a participation agreement and a customer satisfaction survey.

### Market Information

You have access to a world of top quality market research about for free! You can access this valuable material online at [www.buyusa.com](http://www.buyusa.com) or [www.usatrade.com](http://www.usatrade.com) after completing a short registration form. Look for the country commercial guide for an initial country overview.

These websites also offer 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 [www.buyusa.gov/austria](http://www.buyusa.gov/austria).