



Virtual Introduction

Provides U.S. companies with a virtual introduction to a potential international buyer or partner.



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About

Provides U.S. companies with a virtual introduction via conference call or email to a foreign buyer/partner that they have pre-identified. The U.S. exporter independently identifies the foreign company and contact information and requests an introduction. The U.S. Government is not allowed to and does not endorse or vouch for specific U.S. companies or their products or services.

Eligibility and Pricing

- You must be an export-ready U.S. company seeking to export goods or services of U.S. origin or that have at least 51% U.S. content to utilize this service.
- The fee for the Virtual Introduction service is \$30 per introduction for small companies¹, \$70 per introduction for medium companies², and \$90 per introduction for large companies³.

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Footnote

¹ Must qualify as a “small business” under the [Small Business Administration’s size standards](#), which vary by North American Industry Classification System (NAICS) code. Fees listed also apply to U.S. Economic Development Organizations (EDO) and Non-profit Educational Institutions that purchase ITA services for their own use. For example, when an EDO requests a Gold Key Service (GKS) to promote itself as a tourist destination, it will be charged the small company fee. If, however, an EDO requests a (GKS) to promote a U.S. company’s goods/services, the size of the company will be used to determine the fee.

² Must have less than \$1B in annual revenue (including affiliates: parent, child, subsidiaries, divisions, etc.) to qualify.

³ All U.S. businesses that do not qualify as a small or medium enterprise and all foreign firms.