



## Webinar: Doing Business in Central Europe Part I - Austria and Hungary

On April 24, 2019 the U.S. Department of Commerce invites American exporters to a webinar discussing market opportunities and challenges in Central Europe - Austria and Hungary.

**Join us to discuss opportunities in Austria and Hungary!**

Join the U.S. Commercial Service to learn about market opportunities for several industries in Austria and Hungary. Learn from our experts who will offer market overviews and practical advice to U.S. exporters looking to do business in the region. As well as highlighting economic and commercial trends and opportunities in Austria and Hungary, this webinar will provide an overview, looking specifically at potential changes in demand and will identify key projects taking place.

### Why Austria?

Austria's \$417 billion economy is the 12th largest in Europe and ranks among the highest GDPs per capita in the world. Strong potential exists for U.S. business in Austria especially in the areas of healthcare, digital economy, and advanced manufacturing, as well as education and tourism. The U.S. - Austria economic and business relationship is deep as highlighted in the recent Heads of State meeting in Washington D.C. The U.S. is Austria's 3rd most important trading partner and 2nd largest export market with significant Austrian manufacturing investments in the U.S. and over 300 U.S. companies established in Austria.

### Why Hungary?

The United States is Hungary's largest non-EU trading partner. With a population of 10 million consumers, the country has one of the fastest growing economies in Europe. American goods and services are increasingly attractive and seen as highly innovative and unique. Prospective sectors for U.S. exporters include medical technologies, pharmaceuticals, electronics, manufacturing technologies, IT equipment, cyber security and franchising.

Look out for **Part II of Doing Business in Central Europe - the Czech Republic and Slovakia, on May 15<sup>th</sup>**!

### Featured Speakers:

- Julia Rauner Guerrero, Counselor, U.S. Embassy Vienna
- Martin Winkler, President of American Chamber of Commerce Austria
- Jennifer Kane, Counselor, U.S. Embassy Budapest
- Irisz Lippai-Nagy, CEO of American Chamber of Commerce Hungary
- Don Calvert, Austria and Hungary Desk Officer at U.S. Department of Commerce, Washington DC



**U.S.  
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**Register today**

Click [here](#) to register

### Event date

Wednesday  
April 24, 2019

### Time

11:00 am EST

### Location

Your Computer and Phone

### Cost

\$50.00

### More information

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