



Iceland

CEFTA

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Overview



- Benchmark Survey of Canadian Consumers
- Pros and Cons of the FTA
- Trade Between Canada and Iceland
- How to Spot an Opportunity
- Terminology
- Seven Case Studies
- Summary
- Contacts / Links

Benchmark Survey of Canadian Consumers



- Survey conducted in May 2008
 - Conducted by Fluent for Iceland Naturally (www.fluentresearch.com)
 - 105 questions relating to familiarity and appeal of Iceland and various Icelandic products
 - 500 participants

 - Tested awareness of and interest in Icelandic consumer goods
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