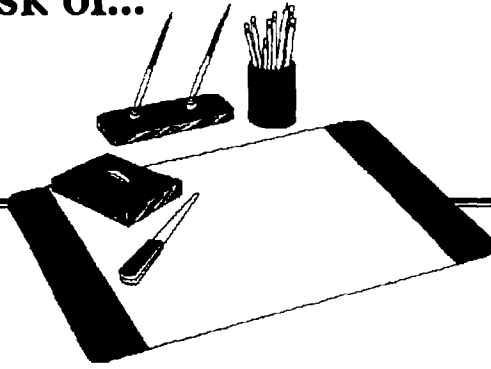


From the desk of...



Fax:
Voice:

D'Auray, Johanne

Fax Number:

Voice Number: 1 819 - 953 4792

Subject:

**N
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E**

I am responding to the survey, "What constitutes a Canadian Diamond."

Ernie Vaio G.G. C.G.A. (former G.I.A. instructor)
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Number of Pages : 2

9/20/00 8:02 PM

marketing of Canadian Diamonds

Please Reply to the following questions by Sept 23/00 or
for further details

Refer to Web Site:<http://competition.ic.gc.ca>

- 1) When should a diamond be deemed to "come into being" Why?
- 2) What do consumers and trade buyers perceive the terms "Canadian diamond" and "Diamond of Canada" or equivalent Canadian typical symbols or words to mean?
- 3) What are purchasers' expectations when they seek out a "Canadian diamond"? Are they looking for a diamond that is i) mined in Canada; ii) mined, cut and polished in Canada; or iii) cut and polished in Canada?
- 4) Is it industry practice to refer to the origin of a diamond, gem or other stone as the place it is mined OR the place it is cut? Provide details.

REPLY TO: Johanne D'Auray at fax #: 819-953-4792
 email: dauray.johanne@ic.gc.ca

1) When 1st mined & graded

2) From my experience, Canadians believe a Canadian diamond is mined & cut in Canada to Canadian standards.

3) SAME ANSWERS AS ABOVE (#2).

4) more often with coloured stones in the past. We ARE seeing more of ORIGIN proof now with diamonds. I also believe it will be of more importance in the future of diamonds.

E.L.V. Appraisal Lab
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