

Industry Canada: Consultation with Industry on Issue of 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.

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 email: dauray.johanne@ic.gc.ca

- ① IT MUST BE MINED + MANUFACTURED (CUT) IN CANADA TO BE CALLED CANADIAN + "COMES INTO BEING" ONCE IT HAS BEEN CUT A ROUGH DIAMOND IS NOT EASILY MARKETED IN THAT STATE IN OUR INDUSTRY.
- ② AT THE LEAST, MINED IN A MINE LOCATED IN CANADA; I'M NOT SURE THEY UNDERSTAND HOW A DIAMOND GETS FROM ROUGH TO FINISHED.
- ③ SAME AS IN ②.
- ④ MY FEELING IS MORE WHERE IT IS MINED RATHER THAN WHERE IT IS CUT BUT TO SIMPLIFY THE SITUATION, BOTH MINED + CUT WOULD DEFINITELY MAKE IT TRULY CANADIAN.

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