

September 12, 2000

WHAT IS A "CANADIAN DIAMOND"

In our industry, a diamond "comes into being" only after being cut and polished. I cannot imagine any diamond dealers or retailers trying to sell a rough stone to a customer.

If a stone is labeled in any way to represent a Canadian diamond, it should therefore be a total Canadian product.

Our customers and we as retailers certainly expect a diamond to be mined, cut and polished in Canada if it is to be sold as a Canadian diamond.

In this industry the origin of a diamond refers to the location where it was cut and polished. As in Belgian diamond, Russian diamond or Indian diamond.

In my opinion, for a diamond to be labeled a "Canadian Diamond", the stone must be dealt with from start to finish only in this country. How else can we ensure that when a customer requests a Canadian stone he or she really gets a Canadian product.

Claudio F. Guerrero