

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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- ① "Come INTO BEING" would be At the time & location to which is mined from the ground
- ② we Believe it to mean the stone in question WAS mined cut & Polished in CANADA.
- ③ Number 11 mined Cut & Polished in CANADA
- ④ Place it is mined (i.e. South African Diamond Russian Diamond)

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