

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) To be a "CANADIAN DIA" - must be mined & cut in Canada
  - 2) To be a "CANADIAN CUT DIA" - must be <sup>Sorted</sup> cut & polished in Canada.
  - 3) To be a "CANADIAN MINED DIA" - obvious.
- 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) when it is first formed and the Carbon Matrix is set and forms in the Kimberlite pipe.
- 2). In general, mined in Canada, cut in Canada.
- 3)
  - i) Must be mined in Canada
  - ii) A distinction is made if the Dia is cut & Polished in Canada.
  - iii) Not considered a "Canadian Diamond"

100% #1    80% #2    0% #3.
- 4) Both, More emphasis is placed on where it come from i.e. mined, however as mentioned, a distinction is made if mined & cut & polished in Canada