

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: A diamond becomes a diamond when it is Mined Cut + Polished. It is then a diamond.
- 2: a diamond mined, cut, and polished in Canada. Thus Canadian Diamond.
- 3: Mined Cut and polished in Canada.
- 4: Origin means where it originated which means where it is mined. There can be no other meaning.

Archer Jewellers  
