

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.

REPLY TO: Johanne D'Auray at fax #: 819-953-4792
 email: dauray.johanne@ic.gc.ca

We believe a Canadian Diamond is one
which was mined and cut in Canada.

Our customers do not think that diamonds
from Angola or Russia are Canadian just
because the manufacturer is in Canada.

Our customers are interested in the diamonds
mined in the NWT and cut in Canada —
these are the "real" Canadian Diamonds!

DAVID CONGER, Pres.
CONGER & EISENBERG