

- 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 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

- 1) A DIAMOND COMES INTO BEING UPON BEING CUT AND POLISHED INTO A MARKETABLE SHAPE.
- 2) THE TERMS "CANADIAN DIAMOND" AND "DIAMOND OF CANADA" ARE CURRENTLY BEING USED TO DESCRIBE DIAMONDS THAT HAVE BEEN MINED, CUT AND POLISHED IN CANADA.
- 3) PRESENTLY "CANADIAN DIAMONDS" ARE BEING SOUGHT BY PURCHASERS AS ii) MINED, CUT AND POLISHED IN CANADA. AS A VENDOR I WOULD BE COMFORTABLE CALLING A DIAMOND "CANADIAN" IF IT WAS iii) CUT AND POLISHED IN CANADA
- 4) TO THE BEST OF MY KNOWLEDGE THE ORIGIN OF A DIAMOND IS NOT OF CONCERN IN THE TRADE, ONLY WHERE IT IS CUT AND POLISHED. ~~GREEN~~ COLOURED GEMS OR OTHER STONES HAVE INTRINSIC FEATURES WHICH ARE INHERENT IN ITS LOCATION OF CREATION (MINE) EG. BURMESE RUBIES, RUSSIAN ALEXANDRITES. THESE FEATURES AFFECT PRICE AND VALUE. DIAMONDS DO NOT INCREASE OR DECREASE IN VALUE BECAUSE OF THEIR ORIGIN. THE CUTTING AND

POLISHING OF DIAMONDS ARE THE MAIN ASPECT IN DETERMINING VALUE. CUTTERS REMOVE FLAWS (INCLUSIONS) IN THE ROUGH TO GIVE THE STONE AS HIGH CLARITY AS POSSIBLE AND THEN FASHION THE ROUGH INTO ITS FINAL BRILLIANT FORM. THE SKILL WITH WHICH CUTTING IS DONE GIVES THE STONE ITS BRILLIANCE. CANADA IS QUICKLY GAINING RENOWN FOR ITS HIGH QUALITY OF CUTTING. LOCATIONS SUCH AS INDIA ARE KNOWN FOR THEIR LOW CUTTING STANDARD BUT AND HIGH VOLUME. ~~HAVING~~ CANADA IS IN A STRONG POSITION, BECAUSE OF THE MINES IN N.W.T., TO BE AN INDUSTRY LEADER IN THE GLOBAL PICTURE. IT WILL BE DETRIMENTAL TO OUR REPUTATION IF N.W.T. STONES ARE ALLOWED TO BE CUT AND POLISHED OUTSIDE THE COUNTRY AND LABELED AS "CANADIAN" BECAUSE OF ORIGIN, THUS PIGGYBACKING OUR GROWING REPUTATION FOR HIGH STANDARDS AND COMPROMISING OUR GROWING INDUSTRY. I HOPE YOU AGREE THAT DIAMONDS LABELED "CANADIAN" SHOULD BE CUT AND POLISHED IN CANADA AND IDEALLY WOULD ALSO BE MINED IN CANADA

SINCERELY

AERON KING

EMERALD CREEK. DESIGNER/GOLDSMITH.

~~PHONE~~ 237 7121 (403)

~~PHONE~~ 237 7207 (403)