

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 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 AVAILABLE TO THE CONSUMER AS A
USABLE PRODUCT-

2) A "CANADIAN" DIAMOND IS ONE WHERE THE DIAMOND HAS
BEEN FORMED IN NATURE ON CANADIAN LAND.

3.) i - MINED IN CANADA - CUTTING, + POLISHING OF THE
DIAMOND DOES NOT, IN MY OPINION NEED TO OCCUR IN CANADA, AS
LONG AS THE FINISHED PRODUCT CAN BE VERIFIED TO HAVE COME FROM
CANADIAN "ROUGH"

4) INDUSTRY PRACTICE REFERS TO THE GEM AS THE ORIGIN OF WHERE IT
WAS MINED, NOT WHERE IT WAS CUT AND POLISHED. THIS IS TRUE OF
S. AFRICAN DIAMONDS, AUSTRALIAN DIAMONDS, COLOMBIAN EMERALDS, BURMESE
RUBIES, THAI SAPHIRIES, AUSTRALIA OPAL, MEXICAN OPAL, ETC.

REGARDS, RALPH J.