

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

Answer to above.

*Comments we hear from the consumers
at the diamond counter: is they feel
the diamond can truly be called "Canadian
diamond only when the diamond is
mined, cut and polished in
Canada, eh!*

*Flondra Jewellers Ltd
per Harry Flondra
Timmins Ont.*