

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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- ONCE IT IS TAKEN FROM THE GROUND OR OTHER DEPOSIT
- 1) I THINK A GOOD MARKET WOULD BE THE SALE OF RAW DIAMONDS AND ONCE THE CLIENT GETS TIRED OF WEARING IT HE CAN HAVE THE CRYSTAL POLISHED FOR A NEW LOOK.
 - 2) A DIAMOND MINED IN CANADA
 - 3) II
 - 4) YES. - NOT A GOOD IDEA. - TERMS ARE ABUSED.

EXAMPLE

Russian cut DIAMOND -

- MANY CUTTING HOUSES IN RUSSIA (APPROX 40)
- SOME VERY GOOD, SOME VERY BAD

NOTE: ASK JEWELLERS & GEMMOLOGISTS TO GIVE YOU SPEC' ON A RUSSIAN CUT DIAMOND "GOOD LUCK".

W. R. RENNIE