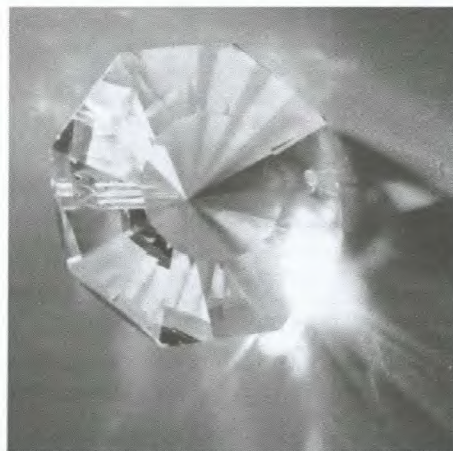


## Canadian arctic diamonds shine in Chicago

In Chicago this past fall, Canadian-mined, cut and polished diamonds from the Northwest Territories (NWT) made a sparkling debut. The Government of the Northwest Territories, in cooperation with the Canadian Consulate General in Chicago and the Canadian Tourism Commission, staged this successful introduction by holding various promotional events.

### Getting attention

Pre-event advertising in Chicago, a glossy lifestyle magazine, announced the arrival of the Canadian arctic diamond. One of the events was a public diamond polishing and cutting demonstration that featured an expert trainer from the NWT's Aurora College. The demonstration took place in an upscale shopping mall



in downtown Chicago and brought the product to the attention of the average Chicago consumer.

Also, the same demonstration and an in-studio interview with a local jeweller who carries Canadian arctic diamonds was covered by the local Fox News affiliate and the Chicago Tribune's WGN television; the latter clip was shown nationally and carried on the station's Web site. These events also served to highlight Canada's unique certification programs.

There was also an evening demonstration to 150 Chicago contacts which further helped introduce Canadian diamonds to the Midwest consumer. Three companies that process diamonds in the NWT—**Sirius, Arslanian and Deton'Cho Diamonds Inc.**—supported the initiative.

### Market overview

There is a wealth of opportunity for Canadian companies in the world's diverse diamond market; the worldwide mine sales component is estimated at US\$7.9 billion (2002), the final retail sales market at US\$14.5 billion, and the total retail market for diamond jewellery is estimated at US\$57 billion. As for the U.S., it's the dominant world market for diamonds with an estimated 50% share, and the Midwest is one of the leading diamond markets in that country.

### Bright future

Product branding and differentiation is considered to be an important part of future diamond success. Even with the growing strength of Canada in this luxury goods industry, this introduction is only a first, modest step. Establishing and sustaining a niche in this competitive luxury goods market will require not only great diamonds, but a great story, extensive high-quality advertising, strategic public relations and wide product availability—elements that will make the Canadian arctic diamond stand out from the rest.

**For more information**, go to [www.canadianarcticdiamond.com](http://www.canadianarcticdiamond.com) and [www.gov.nt.ca/RWED/diamond/development.htm](http://www.gov.nt.ca/RWED/diamond/development.htm).

## Calling all Canadian women's apparel manufacturers!

**CHICAGO, ILLINOIS** — March 13-16, 2004 — Is your line a fit for the Chicago marketplace? Do you seek local reps in the U.S. Midwest? If so, attend the seventh **Women's Apparel Rep Locator trade mission**. The program will include a shared booth at **StyleMax**, the Midwest's most important apparel show, a full-day educational seminar and access to hundreds of reps.

**For more information**, contact Ann F. Rosen, Business Development Officer, e-mail: [ann.rosen@dfait-maeci.gc.ca](mailto:ann.rosen@dfait-maeci.gc.ca), tel.: (312) 327-3624, Web sites: [www.chicago.gc.ca](http://www.chicago.gc.ca) (click on "Doing Business in the U.S."), or [www.merchandisemart.com/stylemax](http://www.merchandisemart.com/stylemax).

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## VIRTUAL TRADE COMMISSIONER PERSONALIZED INFORMATION AND SERVICES

### The Virtual Trade Commissioner

Pierre Dolbec uses his Virtual Trade Commissioner to obtain general information to help guide his clients in their commercial transactions abroad. First he does some initial research "leg work" for them to identify useful international market information. Then he encourages them to register for their own Virtual Trade Commissioner so they can easily access personalized information for all their markets of interest.

Dolbec also uses his Virtual Trade Commissioner to plan his own international trips and projects. "It helped me to prepare for a business trip to Africa. Before I even went abroad, I was able to obtain a list of key contacts at the embassy and in the business community, as well as useful information on local holidays and tips on doing business in the region."

### The People

Through his Virtual Trade Commissioner, Dolbec developed a close working relationship with trade commissioners in Africa. According to him, before his departure, they were able to provide him with information that was extremely relevant, and up-to-date. It more than met his needs.

### The Benefits

When registering for the Virtual Trade Commissioner, Dolbec completed a detailed company profile that trade commissioners access every time he requests a service from them. The result is faster, better service in every market Dolbec Y. Logistics International Inc. pursues abroad.

**How does your company use its Virtual Trade Commissioner?  
Call (613) 944-0123 to let us know.**

THE CANADIAN  
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SERVICE

The Virtual Trade Commissioner puts a world of resources at your fingertips – literally! Password-protected, private and secure, the Virtual Trade Commissioner creates an on-line workspace for you to identify and investigate trade prospects in your industry sector and target markets. Take advantage of personalized services from Canada's trade commissioners all over the globe.

### Why I use it. Why I like it.

Experts in international trade like Pierre Dolbec agree that the Virtual Trade Commissioner is a "must" for every Canadian exporter. According to Dolbec, it's a fast, easy-to-use service, and it's really a new approach to work.

Dolbec Y. Logistics International Inc. is a multi-service centre, an international freight agent and a customs broker with more than 40 years of experience. The Dolbec team considers its hundreds of clients as "partners," and offers them a complete range of services to facilitate their commercial transactions abroad.

**"An exporter who does not take advantage of the Virtual Trade Commissioner is literally throwing money out the window."**

Pierre Dolbec  
President and Chief Executive Officer  
Dolbec Y. Logistics International Inc.  
[www.dolbec-intl.ca](http://www.dolbec-intl.ca)

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