

Visual Moderno Construções. LDA  
Estrada Comandante Camacho de Freitas 437  
9020-151 Funchal  
[Jferreira4602@gmail.com](mailto:Jferreira4602@gmail.com)

To the Intergovernmental Committee of UNESCO

**Consent for the Nomination of Madeira Wine Traditions**

We, on behalf of Visual Moderno Construções, Lda., hereby express, through this letter, our full support for the nomination of Madeira Wine traditions for inclusion on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

Our company, dedicated to promoting developments that value local identity, recognizes Madeira Wine as a living heritage and essential to our Autonomous Region of Madeira. This wine encompasses various ancestral and traditional practices of vine cultivation, passed down from generation to generation, representing a link between the past and the present.

Madeira Wine is not just a beverage – it is a living legend, produced on the volcanic Portuguese island of Madeira, in the heart of the Atlantic. With a production process that simulates the adventures of the Age of Discoveries, this fortified wine captures essences of toasted nuts, burnt caramel, and dried fruits, all in a perfect balance of sweetness and acidity.

The production of Madeira Wine stands out for its longevity, complexity of flavors, and unique production methods, encompassing the development of the local and social economy of the region. This type of production not only promotes social inclusion and employment but also strengthens the role of its workers, whether men or women, who perform crucial functions throughout the entire process, from harvesting to commercialization.

Another characteristic is that this wine is a factor of tourist attraction for the dissemination of our Madeiran culture, that is, it contributes to the preservation of biodiversity and local know-how.

For these reasons, we declare our consent and support for the nomination of Madeira Wine traditions to the Representative List of the Intangible Cultural Heritage of Humanity, confident that such recognition will significantly contribute to the preservation of this wine and to the sustainable development of the Autonomous Region of Madeira.

João Renato Ferreira

