

To the Intergovernmental Committee of UNESCO



Consent for the Nomination of Madeira Wine

On behalf of the Casa do Povo de São Gonçalo, we express our full support for the nomination of Madeira Wine for inscription on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

Câmara de Lobos is a municipality on the island of Madeira. Currently, the municipality covers an area of 51.82 km² and has a population of approximately 32,000 inhabitants. In addition to the parish of Câmara de Lobos, the municipality includes four other parishes: Curral das Freiras, Estreito de Câmara de Lobos, Jardim da Serra, and Quinta Grande.

The vineyards cultivated in Estreito de Câmara de Lobos are famous and highly sought after. This region is particularly significant because it supplies more than 50% of the grapes used in the production of the renowned Madeira Wine.

Viticulture is of enormous importance to the local population, not only as a vital economic activity but also as a guardian of cultural heritage. The practice of viticulture in Estreito de Câmara de Lobos provides employment and income, supporting the local economy and maintaining traditional methods passed down through generations. The vineyards, meticulously cultivated on the region's steep slopes, play a crucial role in preserving the rural landscape, which in turn reinforces Madeira's appeal as a tourist destination.

Thus, viticulture is a cornerstone of the socio-economic and cultural fabric of this region, ensuring the continuation of a traditional and sustainable way of life. The production of Madeira Wine generates a vital economic cycle, directly supporting hundreds of farmers and indirectly thousands of Madeirans who work in tourism – the main economic sector of the Madeira Archipelago.

The cultural and economic significance of Madeira Wine, along with its contribution to the maintenance of local traditions and landscapes, underscores the importance of its inclusion in the Representative List of the Intangible Cultural Heritage of Humanity.

For these reasons, we wholeheartedly endorse and support the candidacy of Madeira Wine for this prestigious UNESCO list.

President of the Casa do Povo São Gonçalo



Marco Miguel Pereira de Sousa