



To the Intergovernmental Committee of UNESCO

Letter of Support for the Candidature of Madeira Wine

On behalf of Madeira Friends, we express our full support for the candidature of Madeira Wine for inclusion on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

Madeira Friends is a non-profit association dedicated to supporting the international, expat, and local community on Madeira Island. Through cultural promotion, integration initiatives, and community-building projects, we actively help residents and newcomers connect with the island's traditions, heritage, and identity.

Madeira Wine is one of the most emblematic cultural symbols of the region. Its production—rooted in centuries-old techniques and passed down through generations—not only shapes the island's landscape but also plays a vital role in its social and economic life. The terraced vineyards, especially in areas like Estreito de Câmara de Lobos, preserve the rural landscape and maintain a way of life that remains unique to Madeira.

Viticulture and Madeira Wine production sustain local families, preserve traditional craftsmanship, and support thousands of jobs both directly and indirectly, particularly in agriculture and tourism, Madeira's main economic driver. Beyond its economic impact, Madeira Wine reflects the island's identity in cultural celebrations, gastronomy, history, and collective memory.

For these reasons, Madeira Friends firmly believes that the longstanding cultural significance and heritage value of Madeira Wine make it fully deserving of recognition by UNESCO. Its inscription on the Representative List would honour generations of Madeirans who have preserved this tradition and ensure the safeguarding of this heritage for future generations.

We therefore state our full and unconditional support for this prestigious candidacy.

Madeira Friends Community Association

