



REGIÃO AUTÓNOMA DA MADEIRA
GOVERNO REGIONAL
SECRETARIA REGIONAL DE AGRICULTURA E PESCAS
INSTITUTO DO VINHO, DO BORDADO E DO ARTESANATO DA MADEIRA, IP-RAM

To the Intergovernmental Committee of UNESCO

Subject: Letter of Consent — Nomination of the Madeira Wine traditions to the Representative List of the Intangible Cultural Heritage of Humanity

The Madeira Wine, Embroidery and Handicrafts Institute, IP-RAM (IVBAM, IP-RAM), a public body of the Autonomous Region of Madeira, responsible for the regulation, certification, control, valorisation and promotion of Madeira Wine and regional viticulture, hereby formally expresses its full consent and support for the nomination of the Madeira Wine traditions to the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

As the institution entrusted with the protection, qualification, certification and promotion of this emblematic product, IVBAM, IP-RAM directly and continuously oversees the entire Madeira Wine value chain — from viticulture and winemaking to ageing, certification and international promotion — ensuring the safeguarding of traditional practices, technical know-how and authenticity that define this unique cultural expression.

Madeira Wine represents a living expression of intangible cultural heritage, built upon centuries of accumulated knowledge, agricultural practices adapted to demanding natural conditions, and distinctive oenological techniques. Its production is rooted in highly manual vineyard work carried out on steep slopes and terraces — a clear example of heroic viticulture — where human expertise, local knowledge and intergenerational transmission of practices are essential.

This cultural expression encompasses not only specific cultivation and production methods, but also social practices, rituals, festive contexts, technical language, forms of productive organization and community identities linked to the vineyard and wine. It constitutes a complete cultural system, deeply embedded in Madeira's landscape, history and socio-economic life.

IVBAM, IP-RAM continuously develops actions aimed at safeguarding, supporting, technically assisting, promoting and transmitting knowledge among winegrowers, producers and sector stakeholders, actively contributing to the sustainability and continuity of this cultural heritage for future generations.

The inscription of the Madeira Wine traditions on the Representative List of the Intangible Cultural Heritage of Humanity represents a fair and meaningful recognition of a singular, resilient and identity-defining cultural practice whose preservation and valorisation hold international relevance.

Accordingly, IVBAM, IP-RAM hereby declares its explicit consent and its unequivocal support for this nomination.

Respectfully,

Tiago Miguel Reis Pereira de Freitas



Presidente do Conselho Diretivo do IVBAM, IP – RAM