



Secretary-General

*Mr. Leonid Gelibterman
President
International Center of Wine and Gastronomy
(ICWAG)
Moscow, Russian Federation*

Re: Russian Gastronomy Week in Spain (Madrid, Spain, 1-6 October 2015)

Madrid, 15 October 2015

Dear Mr. Gelibterman,

On behalf of the World Tourism Organization (UNWTO), I would like to congratulate you most dearly for successfully organizing the Russian Gastronomy Week in Spain. UNWTO is pleased to have been part of this very well attended event that celebrated the outstanding nature of Russian culture and cuisine. The work carried out by you and your team, especially Ms. Elena Baybakova, was highly praised by all visitors, who especially emphasised the quality of the products offered, the pleasant atmosphere and the overall holistic approach to the subject matter.

As I was able to outline during the opening ceremony, gastronomy has established itself as one of the most dynamic and innovative sectors within the tourism industry. Comprising approximately 30% of the global tourist expenditure, it is rapidly becoming a major influence on destination choice. As a mix of products, services and activities, ranging from hotels and restaurants to vineyards and tourist guides, food tourism supports the local economy, stimulates employment and offers a great opportunity to those regions that desire to market themselves through the promotion of gastronomic tourist routes, food festivals, wellness resorts and many other related activities.

This week-long event, which brought leading gastronomic stakeholders together, permitted us to gain important insight into this growing and dynamic tourism segment, and, moreover, established the International Center of Wine and Gastronomy (ICWAG) as an excellent ambassador of Russian history, culture and gastronomy. At UNWTO we are proud to count upon the support of such dynamic Affiliate Members, and look forward to collaborating with your organization again in the not-too-distant future.

To conclude, please let me reiterate my praise to you personally and to your dedicated team. We are delighted with the outcome and results achieved, and look forward to supporting the Russian Gastronomy Week in the years to come.

Yours sincerely,

A handwritten signature in black ink, which appears to read 'Taleb Rifai'.

Taleb Rifai