

To the Major
City of Vico Equense
Dr. Giuseppe Aiello
C.so Filangieri, 98
Vico Equense (NA)

Madrid, May 26th, 2023

FROM: Javier de Esteban Curiel, Ph.D
Tenured Professor

SUBJECT: Letter of Endorsement.
City of Vico Equense "UNESCO Creative Cities Network"- Gastronomy 2023

Dear Dr. Aiello,

I appreciate you sharing your decision to nominate the *City of Vico Equense* for consideration in the UNESCO Creative Cities Network for the Call 2023.

At the Department of Marketing of the Rey Juan Carlos University (Madrid, Spain), we wholeheartedly endorse the importance of safeguarding and promoting the excellence of "Made in Italy". We firmly believe that addressing environmental sustainability, embracing circular economy principles, and fostering technological innovation are crucial for driving local development. These factors serve as catalysts for progress and align with the sustainable development goals outlined in Agenda 2030.

By including the *City of Vico Equense* in the network of creative cities, we have the opportunity to strengthen the interplay between tradition, creativity, and innovation. This synergy will contribute to the sustainable growth of the region.

I would like to express my complete support for this candidacy and offer my willingness to contribute, to the best of my abilities, to the development of related projects.

Yours truly,



Javier de Esteban Curiel, Ph.D
Faculty of Economics and Business Science
Functional Coordinator 2021-23 of the Department of Marketing

