



"Live-Commerce E-Commerce Appliance Trade-In Seminar" Held in Qingdao, with Government, Enterprises, and Platforms Joining Forces to Boost Consumption

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Xinhua News: ["Live-Commerce E-Commerce Appliance Trade-In Seminar" Held in Qingdao, with Government, Enterprises, and Platforms Joining Forces to Boost Consumption.](#)

On February 19, the "Live-Commerce E-Commerce Appliance Trade-In Seminar" was held in Qingdao. Representatives from the Ministry of Commerce's China International E-Commerce Center Research Institute, the Qingdao Municipal Bureau of Commerce, as well as representatives from enterprises such as Haier and Hisense, and representatives from platforms like Kuaishou and live-streaming influencers gathered in Qingdao. They conducted research and engaged in in-depth discussions on Qingdao's practices in boosting consumption and creating employment through live-commerce.

According to data analysis by the China Institute of Employment and Livelihood at Renmin University of China, for every additional 100 million yuan in online transaction volume generated by live-commerce, approximately 1,100 new job opportunities are created. These jobs are not only derived from the 30-plus new professions directly generated by live-commerce but also from the vast employment opportunities in the upstream and downstream industries driven by live-commerce. The research revealed that behind the tens of thousands of live-streaming rooms lies an industrial cluster composed of live-commerce companies, live-streaming bases, supply chains, cloud warehouses, and industrial belts. Streamer, Assistant Streamer, short-video editors, and many others have gathered around every link of the industry, forming the "secret sauce" that fuels the growth of the live-streaming industry.