



Brazilian Minister of Culture Visits Kuaishou: Deepening China-Brazil Digital Creativity and Technology Cooperation

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On the occasion of the 2026 China-Brazil Cultural Year, Ms. Margareth Menezes, Minister of Culture of Brazil, and Mr. Marcos Galvão, Brazilian Ambassador to China, recently led a delegation to visit Kuaishou's Beijing headquarters. They were received by Du Zheng, Vice President of Kuaishou and Head of International Business, along with relevant business leaders. The two sides engaged in in-depth discussions on digital content cooperation under the framework of the China-Brazil Cultural Year, generative AI technology application, and creative economy cooperation, reaching multiple consensus agreements. They will continue to explore cooperation in cultural creativity, short dramas and film content, music and art exchange, and creator support.