



Kuaishou E-commerce Launches 'Bumper Harvest China - Shandong': Partnering with Influencers to Drive Shandong Quality Products to National Markets

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On May 26, Kuaishou E-commerce officially launched 'Bumper Harvest China - Shandong' in Jinan. The event is guided by the Shandong Provincial Department of Commerce, hosted by Kuaishou E-commerce, and jointly supported by Shandong Radio and Television Station and Shandong Radio and Television Media Group. The event will focus on Shandong's characteristic industrial belts, conducting influencer origin-traceability livestreams, production site visits, and merchant dual-selection activities, driving more quality Shandong products to reach national consumers through content e-commerce. 'Bumper Harvest China' is a major IP launched by Kuaishou E-commerce in 2026, previously launched in Inner Mongolia and Yunnan, exploring new pathways for online commercialization of local specialty products through platform, influencer, and industrial belt collaboration.