



## **Revitalizing time-honored brands with cross-sector efforts**

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Recently, the Ministry of Commerce and other relevant government departments have issued various policies to revitalize time-honored brands. The aim is to promote the creative transformation and development of time-honored brands by establishing a long-term mechanism for the protection and inheritance and innovative development of time-honored brands and taking measures to support enterprises adapting to the new consumption patterns more efficiently. In particular, the Circulation Industry Promotion Center of the Ministry of Commerce will cooperate with Kuaishou to produce short videos of operation skills training and organize live broadcasts of store visits in order to promote the new development of time-honored brands.