



Cultural and Natural Heritage Day | Highlights of fun activities across the country during 2022 Intangible Cultural Heritage Shopping Festival

2022.06.10

China Culture & Tourism (CCM)

The 2022 Intangible Cultural Heritage Shopping Festival will be held on June 11. With the support of the Ministry of Culture and Tourism and relevant departments, Kuaishou and other participating units will organize activities focusing on intangible cultural heritage workshops and time-honored brands with an aim to consolidate the achievements of poverty alleviation and help rural revitalization and share the achievements of intangible cultural heritage protection. Through the short videos, live streaming, marketplaces and relevant topics in the special zones set up by cooperating platforms including Kuaishou for Heilongjiang, Anhui, Shandong, Ningxia and other districts, people can purchase their favorite intangible cultural heritage products at home and admire the painstaking craftsmanship of these products online, thereby developing a multi-dimensional consumption space for intangible cultural heritage.