



Kuaishou launches the 2023 Chinese New Year Recruitment Fair and provides nearly 450,000 positions to drive employment

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In response to the upcoming employment peak season after the Chinese New Year, the “Kwai Hire (快聘)” launched the “Chinese New Year Recruitment Fair” from January 10 to January 31. Kuaishou cooperated with Zhiduoduo (職多多), Talent Express (人才快遞), VIVO and GOGOX to offer nearly 450,000 online recruitment posts. By launching the online recruitment through nearly 300,000 live broadcasts, the employment of blue-collar groups has been promoted. It is reported that in 2023, the “Chinese New Year Recruitment Fair” of “Kwai Hire” will cooperate with the Human Resources and Social Security Bureaus of Jiangxi Province, Jilin Province and other provinces or municipalities, to launch nearly 100 special recruitment sessions jointly with charity anchors and enterprises, creating “trustworthy recruitment and reliable employment” for users. As of the end of 2022, “Kwai Hire” attracted the participation of 250 million blue-collar workers on a monthly basis. There were more than 5 million live broadcasts, and the total number of companies providing jobs recruitment reached 240,000.