



Guliduo launches “Rural Wealth-Sharing Program”, and conducts “Rural CEO” live streaming on Kuaishou to share tips on gaining wealth

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Business Insights of Kuaishou's Magnetic Engine

In recent years, there has been a growing trend of people choosing to become streamers on Kuaishou, driven by the increasing popularity of short videos and live streaming as effective means to improve farmers' income. During the Spring Festival of 2023, Kuaishou partnered with Guliduo once again to continue their efforts in promoting rural revitalization. Building on the 1.0 version of “supporting farmers through live-streaming e-commerce” last year, this year's 2.0 version underwent comprehensive upgrades with a focus on “assisting rural areas in gaining wealth through technology (鄉村致富技術助農)”. By sharing experiences in wealth creation, the program aims to stimulate long-term growth of farmers' income and the rural economy, unlocking the enormous potential for rural development.