



Multiple regions bolster the “agriculture development by digital economy and e-commerce” policy, with platform enterprises promoting the matching of production and sales

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According to the head of Kuaishou e-commerce business, Kuaishou's live-streaming e-commerce platform facilitated the shipment of over 560 million agricultural product orders from rural areas to destinations across the country in 2022. Over the past three years, more than 20 million people, including a significant number from remote areas, have been able to earn income through Kuaishou annually. In 2023, Kuaishou e-commerce plans to expand the availability of high-quality agricultural products directly from their places of origin by collaborating with local supply chains, developing traffic support policies and launching online marketing activities. The goal is to make a wide range of high-quality agricultural products accessible to urban consumers through live streaming.