



All China Youth Federation and Kuaishou jointly hold the 3rd Chinese Youth New Year Shopping Festival (第三屆中國青年年貨節)

2023.02.18

Guangming Online

The 3rd Chinese Youth New Year Shopping Festival (第三屆中國青年年貨節) was held by All China Youth Federation, in partnership with Kuaishou and other enterprises, from December 30, 2022 to January 14, 2023. The primary objective of the festival is to inspire young people to contribute their energy towards promoting rural revitalization and accelerating the development of a robust agricultural sector. Throughout the festival, youth representatives from different regions actively promoted local featured products, making a positive impact on rural revitalization efforts in China. Kuaishou played a pivotal role in supporting the promotion and sale of agricultural by-products during the festival by utilizing various digital means to facilitate the creation of effective sales channels. Furthermore, Kuaishou provided assistance to leaders in rural industry development and young people returning to rural areas, empowering them to enhance their entrepreneurial skills and strengthen the competitiveness of the rural industry chain.