



## **Transforming employment patterns: “live streaming recruitment” as a novel recruitment channel for the manufacturing industry**

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The “Intangible Cultural Heritage Shopping Festival ( 非遗購物節)” of 2022 will be held on June 11. The Ministry of Culture and Tourism (MCT) of the PRC, in collaboration with other relevant departments, provides support to participating companies, including Kuaishou, in organizing a series of activities. These activities will highlight intangible cultural heritage workshops and Time-Honored-Brands, aiming to showcase the achievements in intangible cultural heritage preservation, with an ultimate goal of consolidating poverty alleviation efforts and promoting rural revitalization. Kuaishou, along with other cooperative platforms, dedicate specific sections to regions such as Heilongjiang, Anhui, Shandong, and Ningxia. Through a variety of multimedia formats, including short videos, live-streaming, marketplaces and relevant discussions, consumers will have the opportunity to purchase their favorite intangible cultural heritage products and explore a wide range of “exquisite intangible cultural heritage goods ( 非遗好物)” online. The objective is to create a comprehensive platform for intangible cultural heritage consumption.