



Promoting local delicacies, supporting intangible cultural heritage, and conveying rural athletic zeal

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Farmer's Daily : [Promoting local delicacies, supporting intangible cultural heritage, and conveying rural athletic zeal](#)

On September 12, the 2023 Kuaishou Chasing Light Conference took place in Beijing. During the event, Kuaishou launched the "Village Streamer Stars Project" and committed to investing 10 billion units of data traffic and RMB50 million in cash over the next three years. The project's goal is to nurture one million "village streamers" and support 1,000 rural entrepreneurs, effectively creating a talent pipeline for 160 key counties supported by the state, thereby expanding the talent pool in rural areas. At the conference, journalists delved into the stories of several young "village streamers" and their connections to rural areas, seeking to uncover the "traffic secrets" that these streamers employed to support rural development.