



Kuaishou Chasing Light Conference: Investing 10 billion units of data traffic and nurture one million village streamers

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CNR News : [Kuaishou Chasing Light Conference: Investing 10 billion units of data traffic and nurture one million village streamers](#)

On September 12, the 2023 Kuaishou Chasing Light Conference was held in Beijing, with an aim to support rural revitalization. The conference highlighted topics such as talent cultivation for digital young streamers, employment, entrepreneurship and industry development. At the conference, Kuaishou launched the "Village Streamer Stars Project", in which 10 billion units of data traffic and RMB50 million cash will be invested over the next three years to nurture one million village streamers and 1,000 rural entrepreneurs, providing talents for 160 key counties supported by the state, thereby expanding the talent pool in rural areas.