



Kuaishou Three Rural Influencer Program upgraded: Partnering with Rencheng District, Jining for rural revitalization

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On April 18, Kuaishou Technology entered into an agreement with the Rencheng District People's Government of Jining City, Shandong Province, and held the unveiling ceremony for the Kuaishou (Jining) Three Rural Influencer Incubation Base. According to the agreement, Kuaishou Three Rurals will collaborate with the Rencheng District government to promote new media cooperation in the field of rural short-form videos and live streaming, with a focus on skills training and practical application for farmers. Through online learning, centralized training, traffic support and platform empowerment, this partnership will help to cultivate a sustainable pipeline of rural live streaming talent and drive digital transformation in the agricultural industry. The comprehensive abilities of the participating farmers will be fully improved, providing technological talent and technical guarantees for promoting the economic and social development of the county and rural revitalization.