



## **Kuaishou's "Live Streaming to Support Rural Revitalization" records over 1.36 billion agricultural product orders in 2023**

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Xinhuanet : [Kuaishou's "Live Streaming to Support Rural Revitalization" records over 1.36 billion agricultural product orders in 2023](#)

Recently, the Live Stream E-Commerce Conference for Promoting Agricultural Development was held in Kunming, Yunnan. Representatives from the Information Center of the Ministry of Agriculture and Rural Affairs, the Yunnan Provincial Department of Commerce, the Yunnan Provincial Department of Agriculture and Rural Affairs, the Cyberspace Administration of the Yunnan Provincial Committee, the Kunming Municipal Bureau of Commerce and the Yunnan Youth Entrepreneurship Association as well as agricultural experts from Peking University and Renmin University of China, along with companies such as Kuaishou, gathered in Yunnan to participate in in-depth discussions on leveraging e-commerce livestreaming to advance agricultural development. Information suggests that in 2023, Kuaishou recorded over 1.36 billion agricultural product orders through its platform, representing a year-on-year growth of 56%.