

Hometown Coming



“Gandong High Mountain Chilli Processing Workshop” in Rongshui County, which was set up in 2016 by Mr Wu Saolin, a native of Gandong Village, was recognized by Tsinghua University Education Foundation in 2021 as a successful incubation case of the “Leader Plan”.

Mr Wu uses unique processing techniques and online marketing to promote the local agricultural products. With business continues to gain popularity, more e-commerce centres and incubation bases are being set up in nearby towns.

Mr Wu’s success highlights the potential of rural entrepreneurship and the impact of e-commerce on rural economies.