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# JWEL revolutionizes social media marketing of agricultural and fishing products in China

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Shanghai headquartered Jowell Global Ltd. has established a new wholly owned subsidiary, Shanghai Lianfu Information Technology Co., Ltd. ("Lianfu") to expand agricultural and fishing products business through social media marketing.

Lianfu will work with social media influencers at the source of freshly grown agricultural products, where they will live stream and show oranges, pears, and apples just being harvested on-site and offer them for sale to viewers. Lianfu will also have influencers selling fresh fish caught by fishing boats back to the harbor after they return from the sea. These products will be shipped immediately upon purchase, ensuring ultra-fresh foods for consumers.

Chief Executive Officer of JWEL, Haiting Li stated, "As we look to the future, we recognize that the web-based e-commerce industry is mature, where consumers often compete on price, leading to tight margins for businesses. However, influencer e-commerce is rapidly growing where sales are driven by spontaneous purchases and the consumer's connection with influencers. In this type of market, price is not necessarily the main driving factor in a consumer's decision to make a purchase. This represents a significant opportunity for our company to improve our margins and reach a wider audience. While our ecommerce software, infrastructure, and fulfillment capabilities will continue to play a vital role in our new business, we are excited about the potential that influencer ecommerce holds for our future business."

Jowell Global Ltd. is one of the leading cosmetics, health and nutritional supplements and household products e-commerce platforms in China.