



## The power of women in the digital age

2024.03.06

Customer APP of Shanxi Daily : [The power of women in the digital age](#)

On March 3, the All-China Women's Federation celebrated International Women's Day in Beijing with a ceremony to honor women for their exceptional contributions. Seven individuals and six organizations from Shanxi received the "National March 8th Red Banner Holder" title. One of the honorees is Wei Hongyu from Shuozhou, Shanxi, who stood out for her remarkable achievement in popularizing her "bitter beans" globally with her "Internet + cooperative + base + farmer" business model. This approach not only safeguarded the intangible cultural heritage of her hometown, but also empowered many women to find and fulfill their life's purpose.