

GET TO KNOW

XUN JI

A participant of the APEC Women's Business Activator Program 2025 and Co-founder of Rare & Roll



Rare & Roll:

Xun Ji is the founder of Rare & Roll Disability Community and a council member of the China Disability Research Society. She also serves as the China Liaison for the European Network for Accessible Tourism. Xun Ji leads a disability community of over 20,000 members and initiated the Accessible Museum Experience Project in 2022, which received Zhihu's Beacon Prize. Her team has since developed accessibility guides for more than 30 museums across China, positively impacting hundreds of thousands of visitors with access needs. Xun Ji holds a Master's degree in Education from the University of California, Los Angeles (UCLA), and a Master's in International Development from Sciences Po Paris. As a rare disease patient and wheelchair user, she brings lived experience into her work, advocating for accessibility, inclusive employment, and cultural participation. Through Rare & Roll, she works to ensure people with disabilities are recognised not as passive recipients of care, but as innovators, creators, and leaders.

Contact Xun at:



Xun Ji applied for the APEC Women's Business Activator Program to strengthen the sustainability and long-term impact of her work in accessibility and disability inclusion. While her organisation had already achieved strong social impact, she sought to better understand how to develop a resilient business model, build cross-sector partnerships, and explore international collaboration across the Asia-Pacific region. She was also keen to learn from other women entrepreneurs and exchange insights on how values-driven businesses can scale across borders.

The Program was both practical and deeply inspiring. It enabled Xun Ji to see accessibility not only as a social responsibility, but also as a viable and growing market. Through workshops, peer learning, and mentoring, she gained valuable tools in partnership mapping, financial planning, and strategic storytelling. Equally important were the exchanges with other women entrepreneurs who are empowering marginalised communities; their experiences gave her confidence and fresh perspectives on scaling impact globally.

Empowered by the Program: Rare & Roll's Next Steps

Since completing the Program, Rare & Roll has experienced increased visibility and new collaboration opportunities. The organisation has initiated partnerships with companies focused on accessibility and inclusive employment, while online community engagement continues to grow. Looking ahead, Xun Ji plans to expand Rare & Roll into a cross-border accessibility hub connecting China with the wider Asia-Pacific region. The team is also developing digital tools and training programmes to support employment and entrepreneurship for people with disabilities, particularly young women in rural and underserved areas.

The APEC Women's Business Activator Program is supported by the Australian Government and implemented by the Australian APEC Study Centre and RMIT Activator.



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—Xun Ji, Rare & Roll