

創業說：始於南極的創業之旅

How I started my own business in Antarctica



Ms Kovey Chan

國際極地文化交流協會主席

- ✓ 充滿熱情的90後創業者，擁有商科兼社會科學背景
- ✓ 酷旅人極地游（創始人兼製片人）
- ✓ 國際極地文化交流協會（創始人兼主席）
- ✓ 多次前往南北極，足跡覆蓋7大洲52國，致力於極地可持續發展



From this talk, you will learn more about:

- ✓ Insights into the polar tourism industry and its marketing strategies
- ✓ Preparing yourself to start your own business
- ✓ The concept of Polar sustainability
- ✓ An opportunity to join the International Polar Culture Exchange Association



Surprise: Exclusive Souvenirs from Quark Expeditions

Date 1 March 2021 (Monday)

Time 3:30–5:00 pm

Venue Zoom Meeting ID: 962 2853 8614
(Link: <https://lingnan.zoom.us/j/96228538614>)

Language Mandarin supplemented by English

*** *All are Welcome* ***

