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Tajuk : Chong Wei to share exciting tales beyond the court in upcoming live talk

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PETALING JAYA: Seven years after hanging up his racquet, there is still much about badminton legend Datuk Seri Lee Chong Wei that remains unknown to the public — and he is now ready to share it.

Chong Wei has unveiled his upcoming live talk titled “Beyond Greatness: From Inspiration to Impact,” scheduled to be held on Oct 24 and 25 at the Idea Live Arena, Petaling Jaya.

The project is a collaborative effort between the former world no.1 and AI See Life, as well as Angkatan Koperasi Kebangsaan Malaysia Bhd (Angkasa).

Chong Wei highlighted the organisation’s charitable nature as the primary reason for their collaboration.

Since retiring in 2019, the 43-year-old has been actively involved in assisting those in need in any capacity he can.

"I am honoured to be part of Beyond Greatness and to collaborate with organisations that share a commitment to empowering individuals and creating a positive impact.

"Throughout my journey, I have learnt that success is not defined solely by achievements, but by the resilience we build through challenges and the lives we inspire along the way.

"I hope this initiative will encourage more Malaysians to believe in themselves, embrace challenges and continue striving to become the best version of themselves," said Chong Wei.

The talk will cover various aspects of his life beyond badminton, including his journey, his current role in Badminton Association of Malaysia (BAM), and his efforts to imbibe the mindset of the younger generation of national players to elevate the standard of national badminton back to its former glory.

He even hinted at the possibility of sharing his love story with Datin Seri Wong Mew Choo, whom he met at the badminton academy at the age of 17.

The public can submit their desired topics for the talk to their Instagram page, where the best queries will be selected for inclusion.

Tickets will be available for purchase starting July 1 at RM369, which includes products from the brand valued at RM924.