

Jenis Akhbar : Max it
Tarikh : 23/06/2026
Edisi / Muka Surat : <https://www.maxit.my/>
Tajuk : Datuk Seri Lee Chong Wei to Headline First-Ever Beyond Greatness Inspirational Live Talk this October

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(From seventh left) Y.M. Sharifah Wani Jamalullail, Community Development Advisor and Director of AISEE LIFE; Mdm Sheri Yap, Branch Director of AISEE LIFE; Mdm Cisee Tan, Brand Expansion & Strategic Partnership Director of AISEE LIFE; YBhg. Datuk Seri Prof. Adjung Dr. Abdul Fattah bin Haji Abdullah, President of the ASEAN Co-operatives Organization (ACO) and President of ANGKASA; Dato Hj. Mohd Alias bin Hamzah, President of Koperasi Perdagangan Perindustrian Malaysia Berhad; Datuk Seri Lee Chong Wei; Datin Seri Wong Mew Choo; together with fellow VIPs at the “Beyond Greatness: From Inspiration to Impact” press conference in Kuala Lumpur.

Malaysian badminton legend and Olympic silver medallist **Datuk Seri Lee Chong Wei** will headline **Beyond Greatness** this October, an inspirational live talk aimed at empowering Malaysians through stories of resilience, perseverance and personal growth.

The announcement was made today at **Beyond Greatness: From Inspiration to Impact**, where **AISEE LIFE** unveiled strategic collaborations with the **ASEAN Co-operatives Organization (ACO)** and **Datuk Seri Lee Chong Wei**, bringing together community leadership and personal inspiration under a shared commitment to create meaningful and lasting impact.



Datuk Seri Lee Chong Wei

Inspiring Malaysians Through *Beyond Greatness*

As one of Malaysia's most respected sporting icons, Datuk Seri Lee Chong Wei's journey extends far beyond his achievements on the badminton court. Through years of discipline, sacrifice and determination, he has become a symbol of resilience and excellence for generations of Malaysians.

As part of the collaboration, Datuk Seri Lee Chong Wei will take centre stage at the first-ever *Beyond Greatness* this October, where audiences will have the opportunity to hear firsthand lessons from his personal and professional journey, including the challenges he overcame, the values that guided him and the mindset that helped shape his success.

The event will offer participants a rare opportunity to gain insights from one of Malaysia's most admired sporting figures, exploring themes of perseverance, leadership, purpose and overcoming adversity.

"I am honoured to be part of *Beyond Greatness* and to collaborate with organisations that share a commitment to empowering individuals and creating positive impact," said **Datuk Seri Lee Chong Wei**.

"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."



(L-R) Ms. Cisee Tan, Brand Expansion & Strategic Partnership Director of AISEE LIFE; YBhg. Datuk Seri Prof. Adjung Dr. Abdul Fattah bin Haji Abdullah, President of the ASEAN Co-operative Organization (ACO) and President of Angkatan Koperasi Kebangsaan Malaysia Berhad (ANGKASA); Datuk Seri Lee Chong Wei and Datin Seri Wong Mew Choo, Brand Ambassador of iMishang

A Strategic Partnership for Community Empowerment

The event also marked the formalisation of a strategic partnership between AISEE LIFE and ACO through the signing of a Memorandum of Understanding (MOU), reflecting a shared commitment to strengthening communities and creating opportunities for individuals and families across Malaysia and the wider ASEAN region.

Under the collaboration, both organisations will explore initiatives focused on community empowerment, personal development and social impact, guided by a common belief that sustainable progress begins with empowered individuals and connected communities.

Y.M. Sharifah Wani Jamalullail, Community Development Advisor and Director of AISEE LIFE, said the organisation believes that meaningful success should extend beyond personal achievements and contribute towards uplifting others.

“Beyond Greatness is built on the belief that everyone deserves the opportunity to grow, realise their potential and create a better future for themselves and their communities. Through collaborations with organisations such as ACO and inspiring individuals like Datuk Seri Lee Chong Wei, we hope to encourage more people to embrace resilience, lifelong learning and positive action.”

YBhg. Datuk Seri Prof. Adjung Dr. Abdul Fattah bin Haji Abdullah, President of the ASEAN Co-operatives Organization (ACO) and President of ANGKASA, said the collaboration demonstrates how organisations from different sectors can work together towards a common purpose.

“This partnership reflects our shared commitment to creating opportunities, strengthening communities and making a meaningful difference in people’s lives. By combining our respective strengths and networks, we hope to create initiatives that deliver lasting value and positive impact for communities across the region.”



Yang Mulia Sharifah Wani Jamalullail, Community Development Advisor and Director of AISEE LIFE



YBhg. Datuk Seri Prof. Adjung Dr. Abdul Fattah bin Haji Abdullah, President of the ASEAN Co-operative Organization (ACO) and President of Angkatan Koperasi Kebangsaan Malaysia Berhad (ANGKASA)

Turning Inspiration Into Action

Supported by ACO and organised by Pluotos Entertainment Sdn Bhd with Softac Sdn Bhd as co-organiser, *Beyond Greatness: From Inspiration to Impact* serves as a catalyst for meaningful conversations around personal growth, leadership and community empowerment.

Tickets for the first-ever *Beyond Greatness* Inspirational Live Talk will go on sale from **1 July 2026**. Priced at RM369, each ticket includes a premium skincare and wellness package valued at RM924, featuring a curated selection of skincare products delivered directly to attendees' homes and a facial treatment voucher worth RM598.

The bundled offering reflects AISEE LIFE's commitment to promoting both personal growth and holistic wellbeing, providing attendees with value that extends beyond the event experience.