

Malaysia's Badminton Olympians Road to Gold & Glory

SS TALENT

BADMINTON SCHOLARSHIP



Image credit: Dato Jack Koh the Co-Founder & CEO of Malaysia Purple League, a premier professional badminton league since 2014

Malaysia has always strived for its first Olympic Gold, but it's not until 2010 that the nation took a bolder step to make this dream a reality. Petaling BC envisioned the day where Malaysia would stand the tallest on the global stage of badminton. To make this happen, Petaling BC received the help from Senheng and Samsung, the two giants in their respective fields of business, to spearhead the creation of the Senheng-Samsung (SS) Badminton Talent Scholarship Programme, an initiative aimed at nurturing young badminton talents and transforming them into world-class athletes.

Badminton is one of the sports that Malaysians excel the most. This sport is deeply rooted in Malaysian culture and has unified the nation on many occasions. This SS Talents Programme began with a rigorous selection process that saw 3,200 aspirants vying for a chance to be a part of this transformative experience. Eventually, only 20 young talents (aged between 12 and 15) were selected from this competitive pool. They demonstrated exceptional skills, determination and potential.



Image credit: BAM



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After more than RM10 million invested by Senheng & Samsung across the span of 7 years, we are witnessing the fruits of the labour; Successfully produced three young Olympians from the SS Talents Programme. They are Aaron Chia & Soh Wooi Yik (2020 Olympics bronze medallist and first Malaysian world champion at World Championships 2022) and Chen Tang Jie, all of whom are competing in the 2024 Olympics held in Paris, France. The unwavering support they received from the scholarship along with their hard work, passion and dedication have made them the Olympians they are today.

A Successful Holistic Ecosystem that Enhances Malaysia's Badminton Standard



Image credit: Dato Jack Koh

The success of our Olympians is built on a foundation of a nationwide unbiased and stringent selection process from the root. This filtering ensures that only the most dedicated and talented individuals make it into the programme. This was more than just a sponsorship; it was a comprehensive support system providing young athletes with high quality coaching and nurturing from badminton legends, training facility, insurance, schooling, nutritious food, secured accommodation and medical care. This ensures that the talents' overall well-being and academic growth are cared for while they hone their badminton skills.



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Furthermore, talents participate in various tournaments to enhance their competitive spirit. It is through the Malaysian Purple League platform that pits the talents against world-class players in their own backyard. This gives them invaluable experience, confidence and exposure to the real-world

tournament which they will face in the future. Lastly, with the Badminton Association of Malaysia's (BAM) final touch, these talents will be refined and compete at the highest levels.



Image credit: Dato Jack Koh



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Without the SS Talents Programme, many unknown talents would have remained hidden from recognition. Senheng x Samsung's significant investment towards this programme has laid the groundwork for nurturing and developing Malaysia's future badminton champions, turning their badminton dreams into a reality.

For the People, For the Nation

The players' journey is more than individual success; it is about inspiring a nation. Their journey that stems from being overlooked to becoming Olympic hopefuls is a story of resilience, dedication, and the transformative power of opportunity. These athletes symbolise the indomitable spirit of Malaysia, a spirit that refuses to surrender in the face of adversity.

At Senheng, we hope all Malaysians come together to pave the Road to Gold. Give your unwavering support to our three Olympians who grew from the SS Talents Programme, who has come this far and nearing a historic gold for Malaysia!



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TO BE.**

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