PHARMAQUEST 2026: INTERNATIONAL FRIENDSHIP MATCH

By: Nor Sumayah Khalid, Intan Nur Hafizah Sulaiman, Nur Aina Shafiyah Noor Azam, Tuan Syakirah Tuan Zamri, Asyraff Raffikhul Houssain, Mohd Tarmizi Taripin

PharmaQuest 2026, organised by Informa Markets as part of CPHI South East Asia 2026, brought six Universiti Teknologi MARA (UiTM) pharmacy students to Bangkok, Thailand, from 7 to 9 July 2026. The participation was coordinated by the Society of Pharmacy Students (SOPHYS), Faculty of Pharmacy, UiTM. Held at the Queen Sirikit National Convention Center (QSNCC), the three-day, two-night programme provided students with opportunities to apply their pharmaceutical knowledge beyond the classroom while developing critical thinking, teamwork, communication, and problem-solving skills.

A key highlight was the PharmaQuest International Friendship Match, which brought together pharmacy students from Malaysia, Indonesia, Thailand, the Philippines, and China in fast-paced academic challenges. With only 30 seconds to answer each question, students had to think quickly, discuss their choices, and reach an answer together. A distinctive part of the competition was the panel's immediate explanation after each question. Rather than simply revealing the correct answer, the panel explained the reasoning behind it, allowing participants to learn from their mistakes while experiencing a competitive environment. The competition also encouraged interaction and exchange of perspectives among pharmacy students from different countries.



The participants also explored major international healthcare exhibitions, including CPHI South East Asia 2026, WHX Bangkok 2026, and Medtec South East Asia 2026. These exhibitions showcased innovations in pharmaceuticals, medical devices, healthcare technologies, and related industries, giving students broader insight into how pharmacy applies across healthcare and industrial settings.

Beyond academic activities, the programme provided valuable opportunities for professional networking. Interactions with international participants, industry representatives, and healthcare professionals offered a glimpse into different perspectives and the changing landscape of the healthcare sector.

Representing UiTM on an international platform was a meaningful experience that strengthened the students' confidence in communicating and collaborating across cultures. More importantly, PharmaQuest Bangkok 2026 demonstrated that pharmacy extends beyond medicine dispensing, encompassing innovation, technology, research, industry, and international collaboration.



