

PHIITEX 2024: Empowered by innovation

By: Mdm. Nik Ateerah Rasheeda Mohd Rocky & Ms. Nik Aisyah Najwa Nik Mustaffa Shapri

The Faculty of Pharmacy Universiti Teknologi MARA (UiTM) Puncak Alam has organised a Pharmacy Invention, Innovation & Technology Exhibition (PHIITEX) 2024. The competition was held virtually via Webex on 25 September 2024 and it was a resounding success. The event brought together 37 participations from the academic and postgraduate categories, 7 for undergraduate students' category, and 3 participations for school students' category.

Under the theme "Empowered by Innovation," PHIITEX 2024 showcased the latest advancements and breakthroughs in pharmacy, invention, innovation, and technology. Participants had the opportunity to present their pioneering projects and discoveries to a diverse audience, including fellow innovators, researchers, and industry professionals.

The competition introduced two new awards this year. The Best Video Award went to Mr. Aliff Zulkarnain Zaini for his outstanding product, GoldClear Anti-Acne Patch. The Best Commercialisation Potential Award was claimed by Assoc. Prof. Dr. Lim Siong Meng from the Faculty of Pharmacy, UiTM for his innovative product, PRO-G2B: Protecting Your Brain with Your Gut. The virtual format of the competition did not dampen the enthusiasm or impact of the event. Each presentation was meticulously planned and executed, allowing for a seamless experience that facilitated the sharing of knowledge and ideas. The competition served as a dynamic platform for exploring cutting-edge ideas, fostering collaborations, and driving the future of pharmacy and technology.

PHIITEX 2024 not only highlighted the incredible talent and creativity within the field but also provided a unique opportunity for participants to gain recognition for their innovative work. The event emphasised the importance of innovation in advancing the field of pharmacy and the potential for new technologies and inventions to revolutionise healthcare. PHIITEX 2024 was not just a competition but a celebration of creativity, innovation, and the drive to push boundaries in the field of pharmacy and technology. The event stands as a beacon of inspiration, motivating continued innovation and collaboration among researchers, students, and professionals alike.

Special thanks go to the program chairman, Mr. Muhd Faiz Mustaffa, for his tremendous effort in ensuring the success of PHIITEX 2024. The success of PHIITEX 2024 is a testament to the dedication and hard work of all participants, organisers, and supporters. As we look to the future, the event serves as an inspiration and a call to action for continued innovation and collaboration in the field of pharmacy and technology.



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