



SRI LANKA'S PREMIER EDUCATION EXHIBITION

EDEX Mid Year Expo 2026
Empowering Youth | Inspiring Futures
05th & 06th September 2026 at BMICH

EDEX MID YEAR
Expo
2026

sales@edex.lk
www.edex.lk

Celebrating

Over 20 Years of Empowering Sri Lankan Youth

Since its inception in 2004, EDEX has stood as a visionary initiative driven by a collective mission: to empower Sri Lanka's youth by connecting them with life-changing opportunities in education and careers—locally and globally.

With over two decades of excellence, EDEX has continuously championed the aspirations of young individuals, guiding them to dream big and achieve their fullest potential. Our platform has become a trusted launchpad for students, graduates, and job seekers seeking direction, inspiration, and opportunity.

In 2026, EDEX proudly hosted the highly successful EDEX Twin Expo in Colombo and Kandy, hosting over 150 educational institutions and 15 leading corporates, while also offering direct international education opportunities from Canada, France, Japan, Australia and New Zealand. Thousands of students, parents, and career aspirants thronged the BMICH and KCC venues, eager to explore a wide array of educational and professional pathways. This overwhelming response reaffirmed EDEX's leadership in shaping the future of Sri Lanka's youth.

A key driver behind this success was our robust integrated marketing campaign, strategically executed across digital, print, radio, and on-ground channels to reach, engage, and inspire the youth across the country.



EDEX Mid-Year Expo 2026

Building on the success of our Twin Expos, we are now gearing up for the third and final event in our annual exhibition series, the EDEX Mid-Year Expo 2026, a dynamic platform that continues to open doors to a wide array of choices, options and opportunities, helping young Sri Lankans navigate their journey toward education and career success.

The Mid Year Expo will provide a full range of education offers and services allowing students to make a seamless transition from school to work and opening up a world of opportunities.

The exhibition is strategically timed to cater to two key student segments:

- students completing the local Advanced Level examination in August and preparing to take the next step in their educational journey,
- international examination students, many of whom would have recently completed their exams and received their results

We welcome you to showcase your institution's excellence on the prestigious stage of the premier education exhibition in Sri Lanka, reaching a vast and enthusiastic audience of aspiring students, professionals and parents who want to give the best to their children

Together, let us continue our mission to empower the next generation of Sri Lankan leaders, innovators, and change-makers.

EDEX Mid-Year Expo 2026

A Nationally Endorsed Platform for Education and Career Advancement

EDEX Expo 2026 is endorsed by the Prime Minister's Office, Ministry of Education, Higher Education and Vocational Education, Ministry of Youth Affairs and Sports, Ministry of Labour and the Ministry of Environment, further reinforcing its national significance. Strategic partners for the event include The Employers' Federation of Ceylon, The Ceylon Chamber of Commerce and the Ceylon Career Guidance Association, strengthening industry alignment and employability outcomes.

Education in Sri Lanka

Each year, over 350,000 Sri Lankan students sit for the Advanced Level (A/L) examinations, aspiring to pursue higher education. However, of the 172,000 students eligible for state university admission, only about 42,000 secure a place.

As a result, a significant number of students explore alternative pathways including private higher education and overseas study opportunities, which continue to grow as a preferred route for ambitious Sri Lankan youth seeking globally recognized qualifications.

EDEX – The Gateway for Outbound Education, where the world meets Sri Lanka Talent!

Sri Lanka stands out as one of South Asia's most promising markets to target overseas education, with a growing pool of ambitious, English-proficient students eager to pursue global opportunities.

EDEX Mid-Year Expo 2026

Why Sri Lankan Students Excel Abroad:

- Strong English Proficiency: Among the highest in South Asia, with English widely taught and used.
- Globally Aligned Education System: British-inspired O/L and A/L exams ensure academic rigor.
- Career-Focused Aspirations: High interest in medicine, IT, business, finance, engineering, and hospitality.
- Proven Global Adaptability: Sri Lankan students thrive in diverse international education systems.
- Family-Backed Investment: Parents highly value education and often self-fund overseas studies.

Snapshot: Sri Lankans Studying Overseas

Sri Lanka continues to be one of the fastest-growing student markets in South Asia, with over 40,000 students currently pursuing higher education abroad.

Top Study Destinations:

- Australia: 19,000+ students (41% growth since 2019)
- Canada: 8,000+ students (+443% growth since 2019)
- United Kingdom: 5,500+ students — 84% increase from the previous year, making Sri Lanka one of the UK's fastest-growing markets
- United States: 3,400 students+ (10% growth in 2023/24)
- China, Malaysia, India & Japan: Thousands more enroll annually across a wide range of disciplines

Opportunities for Foreign Universities: Your next recruitment frontier

- Direct Recruitment: A steady, high-quality pool of students seeking overseas study each year
- Transnational Education (TNE): Sri Lanka welcomes branch campuses, joint degrees, and articulation programs
- Scholarships & Partnerships: Strategic offerings create loyalty and boost enrollment growth

EDEX Mid-Year Expo 2026

Features of Mid-Year Expo

Sri Lanka's largest platform focusing on tertiary education, vocational training and skills development.

- Local Universities
- Foreign Universities
- Tertiary and Vocational Training Institutes

EDEX Careers

- Free career guidance and seminars
- Free psychometric testing and professional counseling.
- Leading establishment offering walk-in interviews

EDEX Entrepreneur Zone

- Introduction of 'EDEX Entrepreneurs Arena' and 'EDEX Entrepreneur Club' to support young entrepreneurs seeking inspiration and guidance for their own entrepreneurial ambitions.
- Counselling and networking opportunity with leading local entrepreneurs
- Seminars in partnership with National Enterprise Development Authority (NEDA)

EDEX Think Green

- Introduced 15 years when sustainability was not even a buzz word, EDEX Think Green is aimed at promoting sustainable practices amongst youth
- Climate education campaign consisting of seminars, videos and self-assessment tools

EDEX Nenapahana

- Over 100 schools benefitted from EDEX's community outreach programme launched in 2012 aimed at giving life to numerous dreams amongst marginalised students who lack equity in access to education from rural and remote area.
- Book collection campaign in partnership with Book Publishers Association

EDEX Sithuwam

- All Island art competition to promote artistic talents of students and youth held under four age categories namely Primary, Junior, Intermediate and Senior for 15th consecutive year.
- Skill development workshops

WHY BE A PART OF EDEX

- Benefit from EDEX's 20+ year legacy of success in fostering educational and career opportunities for Sri Lankan youth
- Access to Sri Lanka's largest and diverse gathering of reputed educational institutions, students, parents, employers and job seekers.
- Gain unparalleled visibility and reach within the Sri Lankan educational and job market
- Enhance your institutions brand recognition by associating with the EDEX brand.
- An ideal platform to introduce new programmes and study opportunities while also highlighting the diverse range of courses, programmes and specialities offered by your institute
- Provides an opportunity for overseas educational institutions to establish their presence in Sri Lanka and access a diverse pool of Sri Lanka students seeking international educational opportunities.
- A truly unique design including country pavilions that enhance the relevance and value of the exhibition space.
- Experiential Learning Opportunities – engaging students and visitors with immersive experiences, interactive workshops and seminars
- Futuristic Learning Environment – As EDEX redefines educational excellence for the modern world focusing on innovation, technology, STEAM learning, AI, etc, showcase your institutions commitment in cultivating a futuristic learning environment.
- Leverage on EDEX's extensive and targeted marketing campaign, ensuring maximum exposure and outreach through pre-event and post-event branding

EDEX Expo

Integrated Marketing Campaign

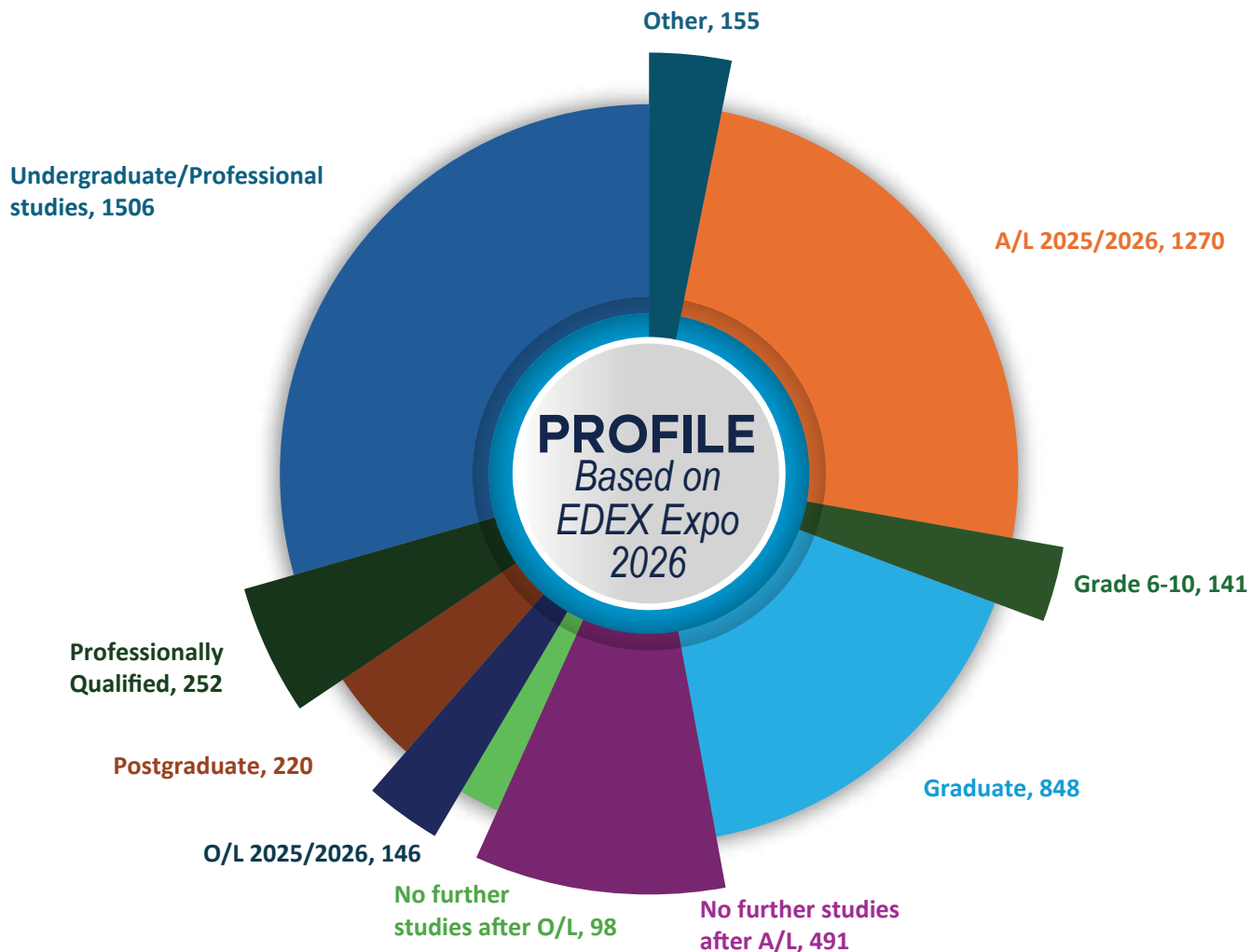
For the Edex Twin Expo in January 2026, despite not aligning with any local examination schedules, EDEX successfully attracted a large number of students and parents to its multiple expos, driven by a robust 10-week integrated marketing campaign that effectively leveraged both digital and traditional media channels.

Key elements of the campaign included:

- Targeting and engaging Gen Z through Facebook, Instagram, YouTube, and TikTok, with the support of key influencers relevant to the target group.
- Creating impactful, year-round content in EST, ensuring continuous engagement and relevance.
- Boosted social media posts leading up to the expo, spotlighting key features and offerings.
- Exciting social media giveaways, such as movie and match tickets, to drive engagement and participation.
- Pre-registration campaign success, with over XX% of attendees registering in advance through targeted efforts.
- Strong PR presence across major news outlets, both in print and online, ensuring wide-reaching visibility.
- Traditional marketing tactics, including posters prominently displayed on notice boards throughout Colombo, Kandy, and surrounding areas.
- Comprehensive radio and TV coverage, including jingles, advertisements, and live interviews, both prior to and during the expo, in collaboration with top media partners.

Building on this success, EDEX Mid Year Expo 2026 will follow a similar approach, ensuring maximum exposure and value for our stallholders.

Visitor Profile of EDEX Expo 2026 (Colombo and Kandy)



Education	Count
Other	155
A/L 2025/2026	1270
Grade 6-10	141
Graduate	848
No further studies after A/L	491
No further studies after O/L	98
O/L 2025/2026	146
Postgraduate	220
Professionally Qualified	252
Undergraduate/Professional studies	1506

IN A NUTSHELL

EDEX MID YEAR EXPO 2026 EDUCATION EXHIBITION AND JOB FAIR

Empowering Youth | Inspiring Futures
05th & 06th September 2026 at BMICH

STALL RESERVATIONS

Sithum - 0777 219 217
Faazil - 0779 872 874
Chandani - 0768 204 975

ENTRANCE FREE

EDEX Expo

EDEX Job Fair

EDEX Entrepreneur

EDEX Careers

EDEX MID YEAR Expo

EDEX Nenapahana

EDEX Sithuwam

EDEX Think Green

Organised By



Royal College Union

Live your dream
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கனவை நனவாக்குங்கள்

EDEX
SINCE 2004

EDEX Secretariat,
RCU Skills Centre, Royal College Union, Rajakeeya Mawatha,
Colombo 07, Sri Lanka.

Tel : +94 11 309 1086

E-mail : sales@edex.lk | Web : www.edex.lk

sales@edex.lk | www.edex.lk

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