

SRI LANKA'S PREMIER EDUCATION EXHIBITION

EDEX Expo 2027

Empowering Youth | Inspiring Futures

29th, 30th & 31st January 2027 - BMICH Colombo

6th & 7th February 2027 - KCC Kandy

EDEX Expo 2027

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Over Two Decades of Empowering Sri Lankan Youth

Since its inception in 2004, EDEX has been driven by a clear mission: to empower Sri Lanka's youth to be globally competitive by connecting them with life-changing opportunities in education and careers, locally and internationally.

For over two decades, EDEX has championed the aspirations of young Sri Lankans, encouraging them to dream big, make informed choices and achieve their fullest potential. It has become a trusted platform for students, parents, graduates and job seekers seeking direction, inspiration and opportunity.

Through its twin exhibitions in Colombo and Kandy, complemented by its mid-year editions and year-round initiatives, EDEX brings together education providers, employers and industry professionals to help young people to take their next step in life.

Supporting this mission is an integrated marketing approach spanning digital, print, broadcast and on-ground channels, connecting exhibitors with audiences across the country.

As we look ahead to EDEX Expo 2027, we invite you to join us in opening doors to a world of choices, options and opportunities for the next generation.

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EDEX Expo 2027



EDEX Expo 2027

EDEX Expo 2027 marks another exciting chapter in our journey, bringing the flagship twin exhibition to Colombo and Kandy.

Connecting tertiary education, vocational training, skills development, careers and entrepreneurship, the Expo will help young Sri Lankans confidently navigate their journey from school to further education and employment.

Both editions will offer students and parents the opportunity to engage directly with local and international education providers, compare study pathways and access guidance to make informed decisions about their future.

The Expo will cater to:

- Students who sat their Advanced Level examinations in August and have received their results, exploring their next steps in higher education, professional qualifications and career pathways.
- Students who have just completed the Ordinary Level exams in December, seeking guidance on subject choices, further studies and vocational opportunities.
- Undergraduates, graduates and job seekers, looking to develop their skills and connect with prospective employers.
- Young professionals, seeking further qualifications and opportunities for career progression.
- Parents, seeking reliable information to support their children's education and career decisions.

We invite you to showcase your institution's strengths, programmes and opportunities at one of Sri Lanka's leading education and career exhibitions, connecting with an engaged audience actively considering its next steps.

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

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EDEX Expo 2027

A Nationally Recognised Platform for Education and Career Advancement

EDEX Expo 2027 builds on a legacy of national recognition and institutional support. EDEX continues to receive endorsements from the Prime Minister's Office and ministries responsible for education, higher education, vocational education, youth affairs, sports, labour and the environment, reinforcing EDEX's contribution to youth development. Partnerships with The Employers' Federation of Ceylon, The Ceylon Chamber of Commerce and the Ceylon Career Guidance Association have further strengthened its industry connections, linking educational aspirations with skills development and employment opportunities.

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.

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

Features of the Flagship EDEX Expo

Explore a comprehensive range of local and international pathways in tertiary education, vocational training and professional development.

- Local universities and higher education institutions.
- Foreign universities and international study opportunities.
- Tertiary and vocational training institutes.
- Professional qualifications and skills development programmes.

EDEX Careers

Helping young people understand their strengths, explore career options and connect with employment opportunities.

- Free career guidance and seminars.
- Free psychometric testing and professional counselling.
- Opportunities to meet prospective employers.
- Walk-in interviews with participating organisations.

EDEX Entrepreneur Zone

Encouraging young people to turn their ideas and ambitions into entrepreneurial opportunities.

- The EDEX Entrepreneurs Arena and EDEX Entrepreneur Club, offering inspiration and guidance to aspiring entrepreneurs.
- Counselling and networking opportunities with established local entrepreneurs.
- Seminars on starting and developing a business, in collaboration with reputed entrepreneurs

EDEX Think Green

Promoting environmental awareness and responsible action among young people.

- Sustainability and climate education through seminars, videos and interactive activities.
- Self-assessment tools that encourage greater awareness of individual environmental impact.
- Practical ideas to help students adopt sustainable habits and contribute to greener

EDEX Nenapahana

Giving life to dreams by improving access to educational resources for students in rural and under-served communities.

- EDEX's community outreach programme, launched in 2012, has supported students across 100 schools
- Initiatives to address gaps in access to learning resources and educational opportunities.
- A book collection campaign to support rural school libraries

EDEX Sithuwam

Providing a platform to recognise and nurture the artistic talents of students and young people.

- An All-Island art competition across four age categories: Primary, Junior, Intermediate and Senior.
- Opportunities for young artists to express their creativity and gain recognition.
- Skills development workshops to encourage artistic expression and learning.

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 most diverse 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 institution's 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 Lankan 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 institution's 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

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EDEX Expo 2027

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:

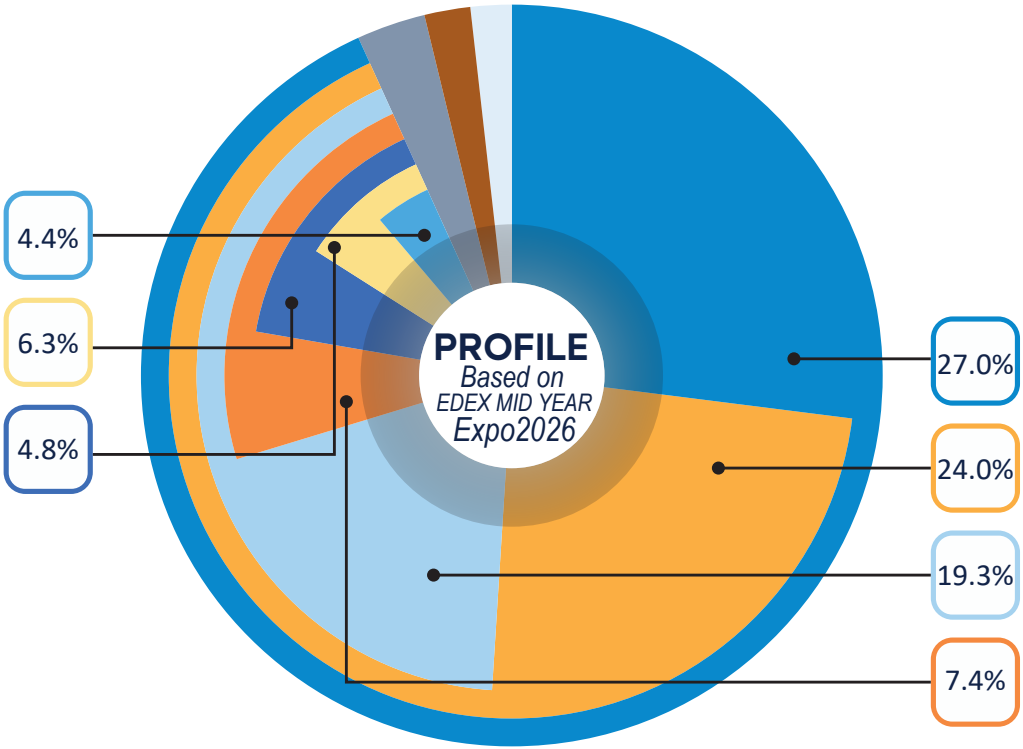
- Targeting and engaging Gen Z through Facebook, Instagram, YouTube, and TikTok, with the support of key influencers relevant to the target group.
- Creating impactful, year-round content in EST, ensuring continuous engagement and relevance.
- Boosted social media posts leading up to the expo, spotlighting 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 2500 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.
- Digital Hoardings

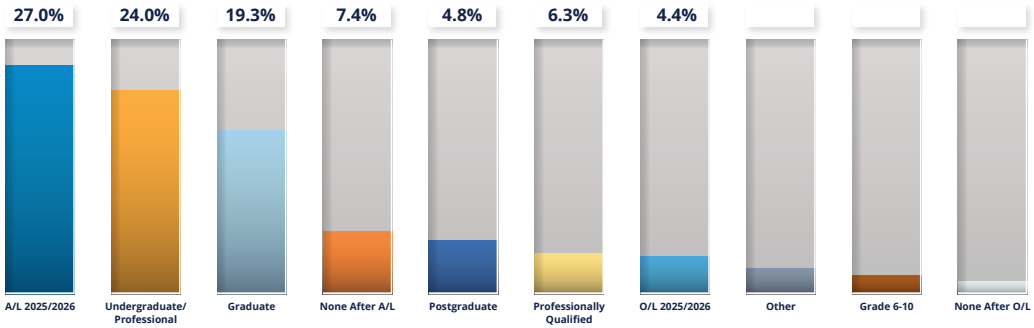
Building on this success, EDEX Expo 2027 will follow a similar approach, ensuring maximum exposure and value for our stallholders.

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Visitor Profile of EDEX Mid Year Expo 2026





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YOUR GUIDE TO EDEX Expo 2027

EDUCATION EXHIBITION AND JOB FAIR

Empowering Youth | Inspiring Futures

29th, 30th & 31st January 2027 - BMICH Colombo
6th & 7th February 2027 - KCC Kandy

STALL RESERVATIONS

Sithum - 0777 219 217
Adnaan - 0772 269 091
Chandani - 0768 204 975

ENTRANCE FREE

EDEX Job Fair | EDEX Entrepreneur | EDEX Careers
EDUCAST Powered by EDEX | EDEX Nenapahana | EDEX Sithuwam | EDEX Think Green

Organised By
Royal College Union

Live your dream
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கனவை நனவாக்குங்கள்

EDEX SINCE 2004

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