

# SERVICES FOR INTERNATIONAL EDUCATION MARKETING

## Sri Lanka Market profile

### Why Sri Lanka?

- Sri Lanka has a population of 20.33 million (61 per cent below 35 years old) with a literacy rate above 91.2 per cent (the highest in the region)
- Rapidly growing demand for UK qualifications through local TNE providers and partners, with over 12,000 students studying for UK qualifications in Sri Lanka
- The UK is a preferred destination for Sri Lankan students. Government school students too are aspiring to go to the UK or obtain a UK qualification in Sri Lanka
- Sri Lanka has only 22,016 seats for 142,516 students qualified to enter government universities, providing an opportunity for UK universities to fill the demand gap
- Economic growth averaged around 7.8 per cent in 2013 and Sri Lanka spends 33.5 per cent of GDP on education
- There is increasing interest in more affordable options to study for an internationally recognised degree
- The government is offering support and attractive incentives to education-related businesses (including foreign ones) through the Board of Investment and other local authorities (e.g. Ministry of Higher Education, University Grants Commission, etc.)
- With a large number of local students with UK qualifications there is significant opportunity for top-up providers (e.g. CIMA, CIM, ACCA, BCS)
- Most of Sri Lanka is undergoing a facelift and the country is positioning itself as a regional commercial and educational hub in line with 2007's Ten Year Development Plan
- There is huge scope for in-country delivery – utilising local benefits, new delivery models and marketing to the emerging middle class (over 54 partnerships across more than 31 UK HEIs)
- Scope for further international campus developments from more foreign education partners.
- The Ministry of Higher Education Sri Lanka is focusing on English, graduate employability and enterprise education for the higher education sector in partnership with British Council Sri Lanka.