



*Training Course:
Localization and its Importance in Economic
Development*

12 - 16 October 2025

Cairo (Egypt)

Holiday Inn & Suites Cairo Maadi, an IHG Hotel

Training Course: Localization and its Importance in Economic Development

Training Course code: SC234994 From: 12 - 16 October 2025 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Training Course Fees: 3875 € Euro

Introduction:

The training program aims to enhance the participant's knowledge and skills related to economics and localization. It will cover the importance of local content in economic development, the role of localization in achieving sustainable economic growth, and how to effectively monitor and evaluate localization initiatives.

Target Audience:

The training program is designed for:

professionals who have a background in economics and finance and are currently working in localization and local content development. It is suitable for individuals working in both the public and private sectors.

Objectives:

- To understand the concept of localization and its importance in economic development
- To learn about the principles and best practices of local content development
- To develop skills in designing and implementing effective localization initiatives
- To acquire knowledge and skills in monitoring and evaluating localization programs
- To network with other professionals in the field and share experiences and best practices

Outlines:

Day 1:

Introduction to Localization and Local Content

- Definition and importance of localization
- Types of local content and their significance
- Policy frameworks and strategies for local content development

Day 2:

Best Practices in Local Content Development

- Global trends and best practices in local content development
- Case studies of successful localization initiatives
- Challenges and opportunities in local content development

Day 3:

Designing and Implementing Localization Programs

- Assessing local content needs and opportunities
- Developing a localization plan and strategy
- Implementing and monitoring localization initiatives

Day 4:

Monitoring and Evaluation of Localization Programs

- Key performance indicators for localization programs
- Data collection and analysis for localization monitoring and evaluation
- Reporting and communicating localization results

Day 5:

Local Content Development and Sustainable Economic Growth

- The role of localization in achieving sustainable economic growth
- Economic benefits and risks of local content development
- Future trends and opportunities in localization and local content development

Registration form on the Training Course: Localization and its Importance in Economic Development

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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