

# Mastering Local Economic Development: Strategies for Growth

2026 25 - 21  
Casablanca (Morocco)

UK Training

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## Mastering Local Economic Development: Strategies for Growth

**2022-2023** **1720-1721** **1428-9721** **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

### Why This Course

Driving sustainable economic growth at the local level requires strategic planning, investment attraction, and effective collaboration. This intensive 5-day program equips participants with the skills to assess local economies, design impactful development strategies, and foster entrepreneurship. Through a mix of theory, case studies, and practical exercises, attendees will learn how to stimulate economic growth, create jobs, and build resilient communities.

### What You'll Learn and Practice

By attending this course, you will be able to:

- Understand the key concepts, theories, and models of local economic development.
- Assess local economic conditions and identify opportunities for growth.
- Develop and implement strategic plans for sustainable economic development.
- Attract investments and support entrepreneurship within your community.
- Build effective public-private partnerships to drive collaborative growth.
- Measure and evaluate the impact of economic development initiatives.

### The Program Flow

#### Day 1: Foundations of Local Economic Development

- Introduction to local economic development principles
- Economic development theories and practical models
- Role of local governments in economic growth
- Effects of globalization on local economies

#### Day 2: Assessing Local Economic Conditions

- Economic base analysis and key indicators
- SWOT analysis for community growth
- Identifying clusters and priority industries
- Methods for data collection and economic analysis

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### **Day 3: Developing Economic Growth Strategies**

- Creating a vision for local economic development
- Setting strategic goals and actionable objectives
- Designing implementation plans and allocating resources
- Budgeting and prioritization for sustainable impact

### **Day 4: Attracting Investments and Fostering Entrepreneurship**

- Strategies for investment promotion and business retention
- Supporting startups and small business development
- Creating entrepreneurial ecosystems
- Practical approaches to attracting and retaining investors

### **Day 5: Partnerships and Evaluation**

- Building effective public-private partnerships
- Collaborating with regional and national stakeholders
- Measuring economic outcomes and community impact
- Evaluating strategies and implementing continuous improvement

## **Individual Impact**

Participants will leave this program with:

- A tailored local economic development strategy for their community.
- An actionable investment attraction plan aligned with local strengths.
- Tools to support entrepreneurship and small business growth.
- A framework for measuring and evaluating economic development initiatives.

## **Organizational Impact**

Communities and organizations will benefit from:

- Enhanced capacity to stimulate sustainable economic growth.
- Stronger public-private collaboration and stakeholder engagement.
- Improved support systems for entrepreneurs and small businesses.
- Data-driven strategies to monitor and adjust economic development initiatives.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The background features concentric circles and a checkered pattern.

## Training Methodology

- Interactive lectures and discussions
- Real-world case studies and scenario-based exercises
- Hands-on workshops to apply planning and assessment tools
- Group activities to simulate economic development strategy design

## Beyond the Course

By the end of this program, participants will be ready to:

- Develop and implement local economic growth strategies.
- Attract investments and foster entrepreneurial activity.
- Build partnerships that enhance community development efforts.
- Measure and continuously improve the effectiveness of economic initiatives.

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