Local Economic Development

10 – 14 May 2027
Casablanca (Morocco)



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Introduction

Local Economic Development LED is a strategic process aimed at enhancing economic well-being and improving the quality of life within a specific locality. It focuses on empowering communities to drive sustainable growth, create employment opportunities, attract investments, and strengthen socio-economic resilience. Understanding the meaning of local economic development, exploring its foundations, and recognizing its long-term impact are all essential steps toward building stronger, more vibrant local economies.

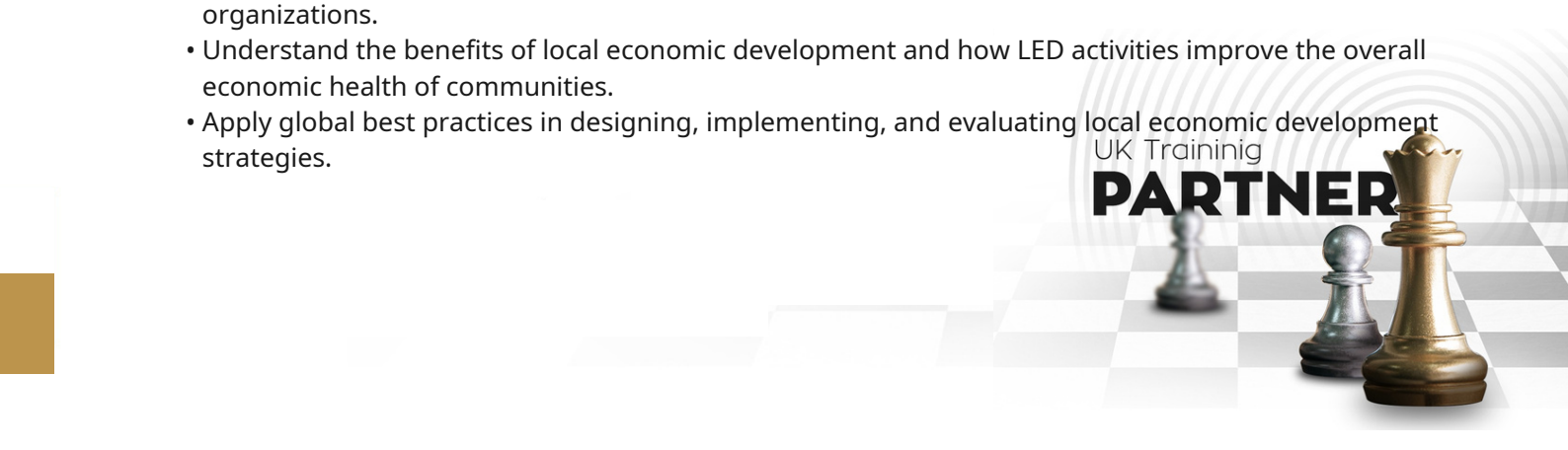
LED is built on collaboration—between local governments, private sector institutions, civil society organizations, business leaders, entrepreneurs, and the wider community. Through shared responsibility and unified vision, stakeholders can collectively design local economic development strategies that stimulate innovation, support infrastructure improvements, and encourage entrepreneurship.

This local economic development training course equips professionals with the tools they need to understand what local economic development is, why it matters, and how to design and implement successful initiatives. It covers core topics including situation analysis, stakeholder engagement, strategic planning, investment attraction, business support, workforce development, and multi-sector partnership building. By the end of the training, participants will gain a complete understanding of the principles of local economic development, its stages, and its long-lasting benefits for communities.

Course Objectives

By the end of this course, participants will be able to:

- Analyze the local economic environment and understand the importance of local economic development.
- Identify key stakeholders and gather meaningful input to guide LED activities.
- Design a strategic economic development plan with clear goals, priority sectors, and required infrastructure.
- Develop effective strategies to attract new investment and stimulate local economic growth.
- Promote entrepreneurship and enhance opportunities for local businesses.
- Strengthen partnerships among government bodies, private sector actors, and community organizations.
- Understand the benefits of local economic development and how LED activities improve the overall economic health of communities.
- Apply global best practices in designing, implementing, and evaluating local economic development strategies.



Course Outlines

Day 1: Situation Analysis and Stakeholder Engagement

- Conducting a detailed analysis of the local economic environment using tools such as SWOT analysis.
- Understanding the definition of local economic development and how situation analysis fits into its stages.
- Identifying key stakeholders, including government leaders, private sector representatives, community groups, and residents.
- Engaging stakeholders through consultations, interviews, surveys, and focus groups to collect insights and expectations.
- Connecting stakeholder input to the broader economic development meaning and long-term LED objectives.

Day 2: Strategic Planning and Goal Setting

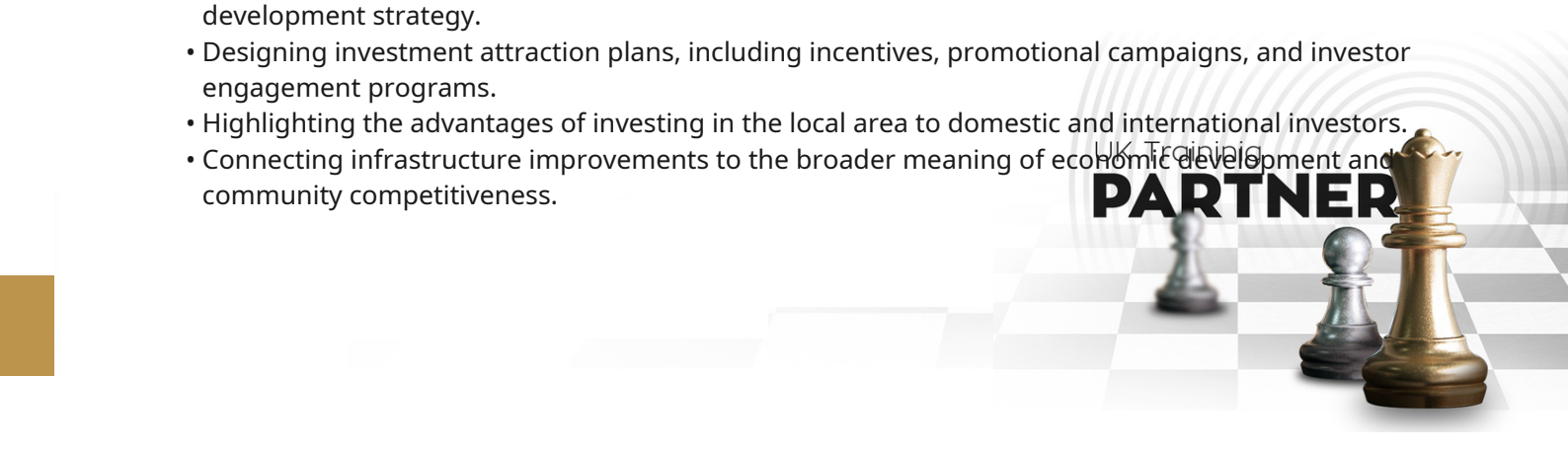
- Designing a local economic development strategy based on collected data and stakeholder insights.
- Defining measurable, achievable goals aligned with the community's long-term vision.
- Identifying priority economic sectors with high growth potential.
- Building a structured economic development plan that integrates opportunities, infrastructure needs, and future investments.
- Understanding how strategic planning fits into the stages of economic development and broader national development strategies.

Day 3: Business Support and Entrepreneurship Promotion

- Assessing the needs of local businesses through interviews, surveys, and ecosystem analysis.
- Developing initiatives to support business growth, including financing mechanisms, mentorship programs, and business training.
- Encouraging entrepreneurship through startup incubators, innovation hubs, and business networking events.
- Implementing local economic development activities that strengthen the local business ecosystem.
- Exploring policies that support small and medium-sized enterprises as engines of economic development.

Day 4: Infrastructure and Investment Promotion

- Evaluating existing infrastructure transportation, utilities, digital systems and identifying areas that need improvement.
- Understanding the relationship between infrastructure development and a successful economic development strategy.
- Designing investment attraction plans, including incentives, promotional campaigns, and investor engagement programs.
- Highlighting the advantages of investing in the local area to domestic and international investors.
- Connecting infrastructure improvements to the broader meaning of economic development and community competitiveness.



Day 5: Workforce Development and Partnership Building

- Assessing workforce skills and identifying gaps between labor demand and supply.
- Partnering with universities, training centers, and industry associations to develop tailored workforce development programs.
- Strengthening collaboration across government agencies, economic development corporations, private sector institutions, and community organizations.
- Applying partnership models used by successful economic development committees and development agencies.
- Ensuring long-term community engagement to sustain LED initiatives.

Why Attend This Course: Wins & Losses!

- Gain a Complete Understanding of Local Economic Development: Learn the meaning, principles, and importance of local economic development for building strong communities.
- Build Effective Strategic Plans: Develop the skills to create a comprehensive economic development plan aligned with community priorities.
- Support Entrepreneurship and Business Growth: Gain tools to promote business expansion, innovation, and startup development.
- Strengthen Stakeholder Collaboration: Master techniques to engage community members and key partners for successful LED implementation.
- Attract and Sustain Investments: Learn how to design strategies that attract investors and enhance local competitiveness.
- Measure Economic Impact: Understand how to evaluate LED activities and measure improvements in overall community well-being.

Conclusion

The Local Economic Development Professional Course empowers participants with the knowledge, frameworks, and practical tools required to drive sustainable economic transformation in their communities. By understanding the principles of local economic development, exploring practical strategies, and applying real-world tools, participants become capable of designing LED programs that create jobs, attract investments, strengthen local industries, and elevate the overall quality of life.

Whether you work in public policy, urban planning, regional development, community leadership, or business support services, this training equips you to play a vital role in shaping your region's economic future. Through careful analysis, strategic planning, and collaborative implementation, you will be prepared to create measurable, long-lasting impacts.

Take the next step toward building a resilient and prosperous community—enroll now and start transforming your region through effective local economic development practices.

