LOCAL ECONOMIC DEVELOPMENT



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TRAINING CENTER

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Introduction

Local Economic Development Training Course equips public officials, planners and development practitioners to build and deliver strategies that grow local economies. Participants learn how to assess a local economy, identify competitive advantages and turn evidence into an actionable plan. The programme covers economic base analysis, value chain and cluster mapping, stakeholder engagement, investment attraction and enterprise support. Furthermore, it addresses funding, monitoring and the governance arrangements that keep programmes on track. As a result, delegates can design interventions that create jobs and improve local competitiveness. Gentex Training Center delivers the programme through diagnostic workshops and strategy case work.

Local Economic Development Course Objectives

- Explain local economic development concepts, actors and policy instruments.
- Analyse a local economy using economic base and shift-share techniques.
- Conduct value chain and cluster analysis for priority sectors.
- Assess competitive advantage using location quotient and comparative data.
- Map stakeholders and design inclusive engagement processes.
- Formulate a local economic development strategy with measurable objectives.
- Develop investment attraction and business retention programmes.
- Design enterprise support and skills development interventions.
- Plan funding, budgeting and partnership arrangements for delivery.
- Establish monitoring, evaluation and learning systems for local programmes.

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Course Methodology

The course combines practical briefings with diagnostic workshops and strategy case studies. Participants analyse a local economy, apply cluster mapping and build a development strategy with an action plan. In addition, structured peer review and group discussion reinforce each technique, and every day closes with an applied development task.

Who Should Take This Course

- Local and municipal government officials and planners.
- Regional development agency and economic development staff.
- Chamber of commerce and business association leaders.
- Investment promotion and enterprise support professionals.
- Donor, NGO and development programme officers.
- Consultants and advisers supporting local economic strategy.

Local Economic Development Course Outlines

Day 1: Concepts, Actors and Policy Instruments

- Definitions and objectives of local economic development.
- Roles of municipalities, agencies, business, academia and communities.
- Policy instruments: incentives, infrastructure, regulation and facilitation.
- Place-based versus people-centred approaches.
- Local economic development in national and regional policy frameworks.
- Governance structures and institutional coordination.
- Workshop: mapping actors and instruments for a local economy.

Day 2: Diagnosing the Local Economy

- Economic base analysis and employment structure review.
- Location quotient, shift-share analysis and comparative advantage.
- Labour market, skills and demographic profiling.
- Business survey and competitiveness assessment methods.
- Infrastructure, land and service constraints analysis.
- Data sources, statistical limitations and evidence quality.
- Workshop: conducting an economic diagnostic for a municipality.

Day 3: Value Chains, Clusters and Competitiveness

- Value chain analysis: actors, margins and governance.
- Cluster identification, mapping and growth potential.
- Upgrading strategies for firms and value chains.
- Competitiveness factors: cost, quality, innovation and access to markets.
- Small and medium enterprise development in local value chains.
- Sector prioritisation criteria and selection frameworks.
- Workshop: mapping a priority value chain and identifying upgrades.

Day 4: Strategy Formulation, Investment and Enterprise Support

- Vision, objectives and strategic priorities for a local economy.
- Investment attraction, promotion and aftercare programmes.
- Business retention and expansion approaches.
- Enterprise support, incubators and access to finance.

- Skills development and labour market alignment.
- Public-private partnership and special economic zone instruments.
- Workshop: drafting a local economic development strategy and action plan.

Day 5: Funding, Delivery, Monitoring and Evaluation

- Funding sources: municipal budgets, grants, donors and private finance.
- Designing projects, business cases and funding proposals.
- Institutional delivery arrangements and partnership agreements.
- Monitoring and evaluation frameworks and indicator selection.
- Impact assessment, value for money and reporting to stakeholders.
- Building a delivery roadmap with milestones and responsibilities.
- Workshop: presenting a local economic development plan before a review panel.

Conclusion

By successfully completing Local Economic Development Training Course, participants will have acquired the knowledge to diagnose a local economy, choose strategic priorities and deliver programmes that raise competitiveness. They will understand economic diagnostics, value chain and cluster analysis, investment attraction, enterprise support and monitoring, and they will know how to build plans that attract funding and partners. As a result, delegates strengthen local job creation and growth. Gentex Training Center builds the programme around current development practice.

FAQs for the Local Economic Development course

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Q1 What is the "Local Economic Development" course about?

It covers how local economies are analysed and developed through strategy and programmes. You learn economic diagnostics, value chain and cluster analysis, investment attraction, enterprise support, funding and monitoring, with practical case work on a municipality or region.

Q2 What are the key benefits of the "Local Economic Development" course?

You gain the ability to build a development strategy on evidence rather than assumption. You also improve investment attraction and business retention, strengthen funding proposals, coordinate partners more effectively, and measure whether interventions actually create jobs and growth.

Q3 What skills will I gain from the "Local Economic Development" course?

You will gain local economic diagnosis and analysis, value chain and cluster mapping, local development strategy design and investment attraction, and programme funding, delivery and monitoring.

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Q4 What tools, methods, or standards are covered in the "Local Economic Development" course?

The course covers economic base analysis, location quotient and shift-share analysis, value chain analysis and cluster mapping, competitiveness assessment, business survey methods, investment attraction and aftercare programmes, public-private partnership structures, monitoring and evaluation frameworks including logframes, and value for money assessment.

Q5 How is the "Local Economic Development" course applied in real-world practice?

Graduates apply it to prepare local economic diagnostics, select priority sectors and value chains, design investment attraction and enterprise support programmes, build funding proposals for donors and municipal budgets, coordinate public and private partners, and monitor and report on job creation and competitiveness outcomes.