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1)   Internationalization is the process of allowing easy localization without having to recompile or otherwise redo the program. Localization is the process of actually translating a piece of software.

2)   Internationalization and localization are important because people don't all speak the same language. Similarly, not all languages are the same and each one has differences from other languages. In particular, right-to-left languages must be supported as well as languages that don't have a very strict sentence structure.