

1. Internationalization is designing the product so that making new localizations are easy.
Localization is specific to getting the content for a specific cultural/language group.
2. Internationalization is important because it enables quick releases to various language/cultures.
Also, it speeds up development since good internationalization makes it so that localizing a program does not require the program to be recompiled. Localization is important because not everyone speaks the same language. Also, not everyone who is going to use the product is going to be from the same culture, so there are differences in communication from culture to culture.