

1. Internationalization is making the an application adaptable to various language and regions, while localization is using the result of internationalization to adapt the application by adding locale-specific components and translating text.
2. Internationalization is important because it minimizes duplicating code to achieve localization and makes the process easier for non-technical people. Localization is important because it opens up a bigger market for the application and makes it available to more people. For example, Windows 7 supports a lot of different languages and if the language package doesn't come pre-installed, all the user needs to do is to download and install the appropriate language package, because Windows 7 was designed with internationalization in mind, and all the user needs to do is to provide the language package to make use of localization.