

Horn Publishing was established in 1995 in Oslo, upon request by Norway's export councils, to create hardcopy publications that showcase the most important industries, industry organizations and companies alongside updated editorial content. The company's method was proven so successful that Sweden, Denmark and, across the north sea, the United Kingdom, began requesting similar publications for their own leading industries.

One of the publications that spawned from demand was '**Life Science in Sweden**', a hardcover book showcasing the creative and innovative developments that have turned Sweden into a global market leader.

The 2014 edition is in development and will take a new and creative approach as an editorial publication, where participants are asked to write about their role within the industry, what makes them unique, goals, initiatives, research collaborations and current pipelines. The goal is to help Sweden's Triple Helix (academic, healthcare and industrial) innovators to reach target business collaborations, partnership opportunities, and investment potential.

The book is built upon editorials about the investment industry, early stage market players, how to support young players to market, innovation systems and unique links between academia and industry, all written by key individuals from around the world. The 5 main regions will showcase key regional leaders, academic and research institutes, academic hospitals, innovation systems, science parks, and individual innovators. This year, the book will include a special focus on 'Cross-border collaborations', specific alliances and endeavors towards internationalization.

2014 also marks the launch of '**European Biotechnology**', a hardcover publication showcasing the newest developments in 'red' bio throughout selected European countries. Horn Publishing has developed cooperation with Europe's leading industry organizations, and those responsible for economic, regional, and cluster development in each country being profiled. Editorially, the book will highlight R&D initiatives, access to funding, regulatory environments, pricing, HTAs, and each country's links between academia and industry, all rounded out with a showcasing of selected players in the industry.

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