

Ten Swedish firms in Red Herring top 100

Written by Johan Nylander

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Ten Swedish companies – most of them from Stockholm – have made it on to Red Herring's prestigious annual list of Europe's most innovative, unique and promising companies.

One of the firms to make 2012's top 100 list is Linköping-based startup Roxen, which provides web-based editorial solutions for print and online publishing.



Per Östlund, the company's CEO, said the recognition is an acknowledgement of the disruptive, innovative technology that the firm provides to an industry that is undergoing rapid change.

"We have attracted great interest for our products and our company from investors, important influencers, potential partners and customers, i.e. attention well beyond what a small company usually can expect," he told The Swedish Wire.

"In the market for editorial systems, we are unique in that we are native to the web and we have relentlessly refused to inherit the complexity of traditional newspaper production."

Another Swedish company to make the top 100 was leading mobility platform provider, Pocket Mobile.

The Stockholm company's CEO, Anders Tormod, said the acknowledgment is carrying great weight, particularly within the firm itself.

"It's is a recognition of what we do," he said. "Mobility is growing strong in almost every company - everyone knows that. But how a company can handle business-critical mobility, safe and effective, is not nearly as obvious. This is where [we] come in."

Red Herring's rankings were compiled after companies were evaluated on quantitative and qualitative criteria, like financial performance, technological innovation, quality of management, execution of strategy and disruption in their respective industries.

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Red Herring describes itself as a global media company which unites the world's best high technology innovators, venture investors and business decision makers.

Swedish companies in Red Herring's 2012 Top 100 Europe

- Acronis GmbH (Computers/Software/Technology)
- BONESUPPORT AB (Biosciences/Biomedical)
- Brevo AB (Internet & Services)
- CloudMe (Internet & Services)
- DigitalRoute AB (Computers/Software/Technology)
- Global mouth AB (Mobile)
- Klarna (Finance/Banking/Brokerage)
- op5 AB (Computers/Software/Technology)
- PocketMobile (Communications Mobile)
- Roxen Holding AB /Software)

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