

14. EUROPEAN FORUM FOR MARKETING OF SCIENTIFIC AND RESEARCH ORGANIZATIONS

INNOVATIONS
FOR SECURITY.
IMPORTANCE
AND PROMOTION

6-7 November 2025

Bulletin no.1

July 2025

14th European Forum for Marketing of Scientific and Research Institutions
Innovations for Security. Importance and Promotion

You are invited to participate in the 14th European Forum for Marketing of Scientific and Research Organizations, during which leading scientists, industry experts and thought leaders will share their knowledge and experiences on topics related to marketing of science and R&D collaboration.

THE ORGANIZER

Łukasiewicz Research Network – Institute of Aviation

THE DATE

November 6-7, 2025 (Thursday-Friday)

VENUE

Łukasiewicz Research Network – Institute of Aviation

al. Krakowska 110/114

02-256 Warsaw, Poland

ABOUT THE FORUM

This year's Forum will be the fourteenth opportunity to discuss and exchange ideas in the field of marketing of scientific and research organizations and research and development cooperation.

The European Forum for Marketing of Scientific and Research Organizations is a unique event that provides a space for the exchange of experiences, mutual inspiration of marketing, communication and commercialization teams representing universities, research institutions, the scientific and business community – from corporations to SMEs. The thematic scope covers the main challenges faced by marketing and communication employees. These are primarily: building strong relationships with customers, supporting commercialization processes and implementing scientific achievements in business. These activities require non-standard and pioneering promotional activities, marketing campaigns, recruitment and social responsibility of science. This year will be the 14th edition of the MINIB Forum.

The 14th European Forum for Marketing of Scientific and Research Organizations will be held on November 6-7, 2025 in Warsaw.

Similarly to previous years, the venue for this year's event will be Łukasiewicz – Institute of Aviation. During the two days, discussion panels and presentations of good practices will be held. This time we will focus on the issue of innovation for safety. Topics to be discussed include: the role of innovation in building safety; how to promote innovation for safety; key success factors for implementing innovations for security; good practices for commercializing new technologies; can small companies effectively function with the defense sector?

The event will be held in Polish and English.

KEY TOPICS DISCUSSED DURING THIS YEAR'S MINIB FORUM

What is the role of innovation in building security? Can small companies operate effectively in the defense sector? How to identify directions for meeting the needs of innovation for security? What are the key success factors, effective strategies and marketing tools in the area of innovation? What good practices are worth using in marketing and commercialization of new technologies? These are just examples of questions that will be answered during the 14th European Forum of Marketing of Scientific and Research Institutions, organized by Łukasiewicz – Institute of Aviation.

FORUM THROUGH THE EYES OF EXPERTS



„In today's turbulent world, the pace of change is exceptionally fast. In such a reality, effective implementation of innovations requires a thorough understanding of market needs, a realistic assessment of implementation possibilities, as well as taking into account complex conditions, including marketing strategies and processes of commercialization of research and new technologies. Bold actions, often burdened with high risk, are necessary to effectively build security based on innovation. Key factors influencing the success of such solutions will be discussed during the 14th European Forum of Scientific and Research Institutions.” – says ILOT professor Cezary Szczepański, acting Director of Łukasiewicz – Institute of Aviation.



„Stable security is not built on its own and using standard technical and market solutions. The current geopolitical situation forces the creation and effective commercialization of new technologies that can be quickly used in both civilian and military sectors.” – says Professor Joanna Cygler – from the Warsaw School of Economics and Łukasiewicz – Institute of Aviation, Vice-Chair of the Scientific Committee of the 14th European Forum of Scientific and Research Institutions. *„Due to the strong time pressure, the need to spend significant amounts on R&D and market activities, strong political, economic and social turbulence in the world, interdisciplinary and international research teams, supported by industry, governments and international organizations, are becoming the basis for success. Safety will increase when the results of the work of these teams are jointly implemented.”* – adds Professor Cygler.



"Security, understood more broadly than just in military terms, is becoming one of the key challenges for scientific institutions and innovators today. That is why this year our focus is on innovations for security and their effective promotion and implementation. We are interested in how science, technology and marketing can work together to build the resilience of systems, institutions and the economy. The MINIB Forum is not only a meeting place for experts, but also a space for presenting the latest research and practical solutions. We want to inspire action where knowledge really changes reality” – says Professor Agnieszka Skala Gosk – Head of the Entrepreneurship and Innovation Department at the Warsaw University of Technology, Chairwoman of the Scientific Committee of the Forum.

HONORARY PATRONAGE

Patronat Honorowy
Prezesa Centrum Łukasiewicz



WHY PARTICIPATE?

Top 5 reasons to take part in the 14th European Forum for Marketing of Scientific and Research Organizations?

1. Gaining knowledge about the role of innovation in building security

The Forum is a meeting place with leading scientists and practitioners from Europe who will share knowledge in the field of identifying and implementing innovations for the security of the country and its citizens. This is an excellent opportunity to learn about current trends, new tools, and thus deepen knowledge in the field of marketing scientific achievements and research organizations in the area of security and defense.

2. Establishing and building business relationships

The Forum is an event that integrates communities – during two days, representatives of leading corporations, public administration, scientific and academic communities share their experience. It is a space for inspiration and establishing new business contacts or strengthening existing relationships.

3. Access to best market practices

The Forum program includes both discussion panels with the participation of experts in the field of new trends in the field of marketing of business and scientific organizations, as well as people responsible for creating and implementing innovations, including their commercialization. This is an opportunity to learn about the best market practices, the so-called case studies.

4. Possibility to publish an article in the scientific journal „Marketing of Scientific and Research Organizations”

Marketing of Scientific and Research Organizations (MINIB) is an open platform for the exchange of knowledge on the commercialization of scientific research results, knowledge and technology transfer and marketing of research organizations in Poland, Europe, and the world. Scientific articles published in the journal are awarded 40 points to scientific achievements.

Selected articles (research, review, or case studies) will be presented in the paper session during the European Forum MINIB on November 6-7, 2025 in Warsaw at the Łukasiewicz – Institute of Aviation.

More at: <https://minib.pl/>

5. Visit Warsaw – the capital of Poland

There are many interesting and unusual things to do in Warsaw! It's a diverse city where everyone will find something for themselves. The vibrant, beautiful capital of Poland, Warsaw, is a true city of contrasts. It has modern business districts but remains deeply traditional with its historic architecture and monuments. It is a cosmopolitan city but also home to many charming cobbled streets, perfect for exploring.

FOR WHOM?

The 14th European Forum of Scientific and Research Institutions is a unique event because it provides a space for exchanging experiences to enable further expansion of knowledge, development of competences and inspiration for joint research and development projects and implementations.

The Forum is intended for:

- experts and managers in research and development, marketing, communication, promotion or social responsibility of science
- academic researchers
- employees of marketing departments of scientific and research institutions, universities, enterprises, technology parks, public administration
- students
- members of organizations related to marketing
- any other person interested in the topics of the Forum

MEET THE SCIENTIFIC COMMITTEE

- Professor Agnieszka Skala Gosk – Head of the Entrepreneurship and Innovation Department, Warsaw University of Technology – Chairwomen of the Scientific Committee
- Professor Joanna Cygler – SGH Warsaw School of Economics, Łukasiewicz Research Network – Institute of Aviation – Vice-Chairwoman of the Scientific Committee
- Beata Lubos, PhD – Łukasiewicz Research Network – Institute of Aviation – Vice-Chairwoman of the Scientific Committee
- Professor Katarzyna Czaińska – Military University of Land Forces
- Professor Arkadiusz Kawa – Poznań University of Economics
- Dr Urszula Widelska – Editor-in-Chief of "Marketing i Rynek"
- Sylwester Wyka – PhD Eng. Deputy Director for Research, Łukasiewicz Research Network – Institute of Aviation
- Professor Eng. Andrzej Żyluk – Air Force Institute of Technology

FORUM PROGRAMME
Innovations for security. Importance and promotion
November 6-7, 2025, Łukasiewicz – Institute of Aviation

Thursday, November 6, 2025

09.30 – 10.00 Registration of participants
10.00 – 10.30 Inaugural session: The role of innovation in building security
10.30 – 12.00 Panel discussion: Identification and directions for meeting the needs of innovation for security
12.00 – 12.30 Coffee break
12.30 – 14.00 Panel discussion: Key success factors for security innovations - good practices
14.00 – 15.00 Lunch break
15.00 – 16.45 Case studies: Marketing strategies, tools in the area of innovation for security
16.45 – 17.00 Summary of the day
19.00 Dinner (for participants with Premium tickets)

Friday, November 7, 2025

09.00 – 09.30 Registration of participants
9.30 – 11.00 Panel discussion: Innovations in the service of improving security and defense – good practices in commercializing new technologies
11.00 – 11.20 Coffee break
11.20 – 12.50 Panel discussion: Spin-offs vs. reality – can small companies effectively cooperate with the defense sector?
12.50 – 14.00 Lunch break
14.00 – 15.45 Paper session
15.45 – 16.00 Conference closing

IMPORTANT DATES

Date	Event
June 2, 2025	Registration begins (Early Bird registration)
June 2, 2025	Abstract submission begins
August 31, 2025	Abstract submission deadline
September 10, 2025	Standard rate registration
September 15, 2025	Abstract acceptance notification
November 6-7, 2025	14th European Forum for Marketing of Scientific and Research Organizations
December 1, 2025	Deadline for full-text articles

FEES AND DEADLINES

Standard Ticket	Premium Ticket	Student Ticket
Includes: <ul style="list-style-type: none"> • Participation in sessions • Certificate of participation (in pdf format on request) • Coffee and lunch breaks 	Includes: <ul style="list-style-type: none"> • Participation in sessions • Certificate of participation (in pdf format on request) • Coffee breaks and lunch • Dinner during the event 	Includes: <ul style="list-style-type: none"> • Participation in sessions • Certificate of participation (in pdf format on request) • Coffee and lunch breaks <p>Students will be required to show a valid student ID during the conference</p>
Early Bird Fee fee until September 10, 2025: PLN 1 000 gross / EUR 235 per person (proforma invoice)	Early Bird Fee fee until September 10, 2025: PLN 1 300 gross / EUR 300 per person (proforma invoice)	Early Bird Fee fee until September 10, 2025: 400 PLN gross / 100 Euro / person (proforma invoice)
Regular fee from September 10: PLN 1 200 gross / EUR 280 / person (VAT invoice)	Regular fee from September 10: PLN 1 500 gross / EUR 350 / person (VAT invoice)	Regular fee from September 10: PLN 600 gross / Euro 140 / person (VAT invoice)

Ticket prices do not include accommodation and travel costs.

Participants book and pay for their own accommodation and travel costs.

Invoices will be issued 30 days prior to the conference start date.

CONTACT

If you have any questions, please contact us at: forumminib@ilot.lukasiewicz.gov.pl