



**“Culture meets Technology“
Press Trip to Salzburg June 28 – 29, 2022**

Agenda

Tuesday, June 28

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| 10:40 | Meeting point in front of the festival halls |
| 10:45 – 13:00 | Tour through the Festival Halls - Culture meets Technology |
| 13:30 – 14:30 | Lunch |
| from 15:00 | Transfer to the Stiegl Brauwelt |
| 16:00-18:00 | Traditional brewing craftsmanship meets state-of-the-art technology Guided tour of the Stiegl brewery (with Siemens reference) + beer tasting with food pairing |
| 18:00 | Transfer back to the Hotel |
| from 18:30 | Dinner at the Hotel |

Wednesday, June 29

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| from 07:30 | Breakfast at the Hotel |
| 08:30 | Transfer to the Red Bull Arena |
| 09:00 – 11:00 | Tour Red Bull Arena: A look behind the scenes at the soccer stadium |
| from 11:00 | Transfer to the trainstation / Departure |