

PANASONIC Corp  
Form 6-K  
February 24, 2011  
Table of Contents

**FORM 6-K**  
**SECURITIES AND EXCHANGE COMMISSION**

**WASHINGTON, D.C. 20549**

**Report of Foreign Private Issuer**

**Pursuant to Rule 13a-16 or 15d-16 of**

**The Securities Exchange Act of 1934**

**For the Month of February 2011**

**Commission File Number: 1-6784**

**Panasonic Corporation**

**Kadoma, Osaka, Japan**

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b)(7):

**Table of Contents**

**This Form 6-K consists of:**

1. News release issued on February 22, 2011, by Panasonic Corporation (the registrant), announcing proposed senior management changes.

**Table of Contents**

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Panasonic Corporation

By: /s/ MASAHITO YAMAMURA  
Masahito Yamamura, Attorney-in-Fact  
General Manager of Investor Relations  
Panasonic Corporation

Dated: February 24, 2011

**Table of Contents**

*February 22, 2011*

**FOR IMMEDIATE RELEASE**

**Media Contacts:**

**Akira Kadota (Japan)**  
**International PR**  
**(Tel: +81-3-6403-3040)**

**Panasonic News Bureau (Japan)**  
**(Tel: +81-3-3542-6205)**

**Jim Reilly (U.S.)**  
**(Tel: +1-201-392-6067)**

**Anne Guennewig (Europe)**  
**(Tel: +49-611-235-457)**

**Investor Relations Contacts:**

**Makoto Mihara (Japan)**  
**Investor Relations**  
**(Tel: +81-6-6908-1121)**

**Yuko Iwatsu (U.S.)**  
**Panasonic Finance (America), Inc.**  
**(Tel: +1-212-698-1360)**

**Hiroko Carvell (Europe)**  
**Panasonic Finance (Europe) plc**  
**(Tel: +44-20-3008-6887)**

**Panasonic Announces Proposed Senior Management Changes**

Osaka, Japan, February 22, 2011 - Panasonic Corporation ([NYSE:PC/TSE:6752] Panasonic ), today announced the following changes of the members of the Board of Directors, Corporate Auditors and Executive Officers, effective April 1, 2011, and proposed changes of the members of the Board of Directors, and the Board of Corporate Auditors effective June 24, 2011. These proposed changes will be submitted for and subject to approval at the company's ordinary general meeting of shareholders to be held on June 24, 2011.

**1. Members of the Board of Directors (Effective April 1)**

| <b>Title</b>               | <b>Name</b>         | <b>Responsibilities</b>  |
|----------------------------|---------------------|--|
| Chairman of the Board      | Kunio Nakamura      |  |
| Vice Chairman of the Board | Masayuki Matsushita |  |
| President                  | Fumio Ohtsubo       |  |
| Executive Vice Presidents  | Toshihiro Sakamoto  | In charge of Domestic Consumer Marketing<br><br>General Director, Consumer Products Marketing<br><br>In charge of Domestic Customer Satisfaction; Design |
|                            | Takahiro Mori       | In charge of Planning; Corporate Division for Promoting Systems & Equipment Business; Electrical Supplies Sales, Project Sales, Building Products Sales  |
|                            | Yasuo Katsura       | Representative in Tokyo  |

**Table of Contents**

-2-

| <b>Title</b>              | <b>Name</b>         | <b>Responsibilities</b>   |
|---------------------------|---------------------|---|
| Senior Managing Directors | Hitoshi Otsuki      |   |
|                           | Ken Morita          | In charge of Manufacturing Innovation; Facility Management; Quality Administration; FF Customer Support & Management;<br><br>Environmental Affairs; Motor Business Administration Office                        |
|                           | Ikusaburo Kashima   | In charge of Legal Affairs, Intellectual Property; Corporate Risk Management, Corporate Information Security, Corporate Business Ethics; Legal Consultation & Solutions Center; Corporate International Affairs |
|                           | Junji Nomura        | In charge of Promoting Energy Solutions Business  |
|                           | Yoshihiko Yamada**  | In charge of Industrial Sales<br><br>Director, Corporate Industrial Marketing & Sales Division  |
| Managing Directors        | Kazunori Takami     | President, Home Appliances Company  |
|                           | Makoto Uenoyama     | In charge of Accounting, Finance<br><br>General Manager, Corporate Finance & IR Group<br><br>In charge of Global Finance Administration Center  |
|                           | Masatoshi Harada    | Representative in Kansai  |
|                           | Takashi Toyama**    | President, Systems & Communications Company, President, Panasonic System Networks Co., Ltd.   |
| Directors                 | Ikuo Uno            |   |
|                           | Masayuki Oku        |   |
|                           | Masashi Makino      |   |
| Honorary Chairman of the  | Masaharu Matsushita |   |

## Edgar Filing: PANASONIC Corp - Form 6-K

Board and Executive Advisor,  
Member of the Board

Notes: The Chairman of the Board of Directors, Vice Chairman of the Board of Directors, President, Executive Vice Presidents and Senior Managing Directors are Representative Directors and severally represent the company.

Ikuo Uno and Masayuki Oku are outside directors of the company as stipulated in Article 2, Paragraph 15 of the Company Law of Japan.

**Table of Contents**

-3-

**2. Members of the Board of Corporate Auditors (Effective April 1)**

| <b>Title</b>              | <b>Name</b>        | <b>Responsibilities</b>                    |
|---------------------------|--------------------|--|
| Senior Corporate Auditors | Kenichi Hamada     | Chairman, Panasonic Group Auditors Meeting |
|                           | Masahiro Seyama    |  |
| Corporate Auditors        | Yasuo Yoshino      |  |
|                           | Ikuo Hata          |  |
|                           | Hiroyuki Takahashi |  |

Note: Yasuo Yoshino, Ikuo Hata and Hiroyuki Takahashi are outside corporate auditors.

**3. Executive Officers (Effective April 1)**

| <b>Title</b>                       | <b>Name</b>        | <b>Responsibilities</b>  |
|------------------------------------|--------------------|--|
| Senior Managing Executive Officers | Shusaku Nagae*     | In charge of Lighting Company; Panasonic Ecology Systems Co., Ltd. President, Panasonic Electric Works Co., Ltd. |
|                                    | Seiichiro Sano*    | President, SANYO Electric Co., Ltd.  |
|                                    | Kazuhiro Tsuga**   | President, AVC Networks Company  |
|                                    | Yoshiiku Miyata**  | In charge of Overseas Operations   |
| Managing Executive Officers        | Takumi Kajisha     | In charge of Corporate Communications; Advertising; Corporate Citizenship; CSR Office                            |
|                                    | Yutaka Takehana    | Director, Corporate Division for Government & Public Affairs   |
|                                    | Toshiaki Kobayashi | President, Panasonic Electronic Devices Co., Ltd.  |
|                                    | Masaaki Fujita**   | In charge of Global Procurement  |

Edgar Filing: PANASONIC Corp - Form 6-K

Director, Corporate Procurement Division

In charge of Global Logistics

Director, Corporate Global Logistics Division

In charge of Trading Company

Yoshihisa Fukushima\*\* In charge of Intellectual Property

Director, Corporate Intellectual Property Division; President, Intellectual Property Rights Operations Company



**Table of Contents**

-4-

| <b>Title</b>                | <b>Name</b>         | <b>Responsibilities</b>  |
|-----------------------------|---------------------|--|
| Managing Executive Officers | Hideaki Kawai**     | General Manager, Corporate Planning Group  |
|                             | Yoshiyuki Miyabe**  | In charge of Technology, Digital Network & Software Technology, Tokyo R&D Center, Overseas R&D Centers; New Business Strategy Office; Panasonic Spin-up Fund; acTVila Business Promotion |
|                             | Laurent Abadie**    | Director, Corporate Management Division for Europe; Chairman & CEO, Panasonic Europe Ltd.; Managing Director, Panasonic Marketing Europe GmbH  |
|                             | Yorihisa Shiokawa** | Director, Corporate Management Division for Asia and Oceania; Managing Director, Panasonic Asia Pacific Pte. Ltd.  |
|                             | Yoshiaki Nakagawa** | In charge of Personnel, General Affairs, Social Relations<br><br>In charge of e-Work Promotion Office  |
| Executive Officers          | Joseph Taylor       | Director, Corporate Management Division for North America; Chairman & CEO, Panasonic Corporation of North America  |
|                             | Jun Ishii           | In charge of New Business Promotion<br><br>President, Panasonic Consumer Marketing Co., Ltd.<br><br>In charge of Corporate CS Division   |
|                             | Toshiro Kisaka      | Director, Corporate Management Division for China and Northeast Asia; Chairman, Panasonic Corporation of China   |
|                             | Masato Tomita       | Director, Corporate Management Division for CIS, the Middle East & Africa  |
|                             | Takeshi Uenoyama    | In charge of Device Technology<br><br>General Manager, Device Strategy Office<br><br>In charge of Advanced Technology Research Laboratories<br><br>Acting Director, The Nakao Laboratory |

**Table of Contents**

-5-

| <b>Title</b>       | <b>Name</b>         | <b>Responsibilities</b>  |
|--------------------|---------------------|--|
| Executive Officers | Shiro Nishiguchi    | Director, Digital AVC Products Marketing Division, Consumer Products Marketing   |
|                    | Yoshio Ito          | Senior Vice President, Director, Display Devices Business Group, AVC Networks Company  |
|                    | Hidetoshi Osawa     | Director, Corporate Communications Division  |
|                    | Mamoru Yoshida      | Senior Vice President, Director, Display Network Products Business Group, AVC Networks Company   |
|                    | Tsuyoshi Nomura     | Director, Corporate Manufacturing Innovation Division<br><br>In charge of Advanced Production Systems Development Company  |
|                    | Nobuharu Akamine    | Senior Vice President, Systems & Communications Company, Executive Senior Vice President, Panasonic System Networks Co., Ltd.  |
|                    | Kuniaki Okahara     | Director, Corporate Engineering Quality Administration Division<br><br>In charge of Corporate FF Customer Support & Management Division                                    |
|                    | Yukio Nakashima     | Director, Home Appliances and Wellness Products Marketing Division, Consumer Products Marketing  |
|                    | Kuniaki Matsukage*  | President, Lighting Company<br><br>Senior Managing Director; Director of Lighting Manufacturing Business Unit, Senior Managing Director Panasonic Electric Works Co., Ltd. |
|                    | Masato Ito*         | President, Energy Company<br><br>Senior Vice President; Company President of Mobile Energy Company, SANYO Electric Co., Ltd.   |
|                    | Yasutomo Fukui*     | In charge of Information Systems   |
|                    | Katsuhiko Fujiwara* | Senior Vice President<br><br>In charge of Air Conditioning and Energy Business<br><br>Home Appliances Company  |

**Table of Contents**

-6-

| <b>Title</b>       | <b>Name</b>       | <b>Responsibilities</b>  |
|--------------------|-------------------|--|
| Executive Officers | Masahisa Shibata* | President, Automotive Systems Company  |
|                    | Toshiyuki Takagi* | Senior Vice President<br>Director, Network Systems Business Group<br>AVC Networks Company      |
|                    | Shiro Kitajima*   | COO, Panasonic Corporation of North America; President, Panasonic Consumer Electronics Company |
|                    | Machiko Miyai*    | Director, Corporate Environmental Affairs Division   |

Note: Effective March 31, 2011, Ikuo Miyamoto will retire from the office of Managing Executive Officer, and Naoto Noguchi and Osamu Waki will retire from the office of Executive Officer.

**4. Resignation and Appointments of the Members of the Board of Directors (Effective June 24)****Resignation:**

| <b>Title</b>              | <b>Name</b>    | <b>Responsibilities</b>   |
|---------------------------|----------------|---|
| Senior Managing Directors | Hitoshi Otsuki | To be appointed Corporate Advisor, Panasonic Corporation  |
|                           | Junji Nomura   | To be appointed Corporate Advisor, Panasonic Corporation, concurrently retaining his position as in charge of Promoting Energy Solutions Business |
| Director                  | Masashi Makino | To be appointed Corporate Advisor, Panasonic Corporation  |
| Senior Corporate Auditor  | Kenichi Hamada |   |

**Appointments:**

| <b>Title</b>              | <b>Name</b>     | <b>Responsibilities (as of April 1)</b>                               |
|---------------------------|-----------------|---|
| Senior Managing Directors | Kazuhiro Tsuga  | Senior Managing Executive Officer, President, AVC Networks Company    |
|                           | Yoshiiku Miyata | Senior Managing Executive Officer<br>In charge of Overseas Operations |

**Table of Contents**

-7-

| <b>Title</b>             | <b>Name</b>       | <b>Responsibilities</b>   |
|--------------------------|-------------------|---|
| Managing Directors       | Yoshiyuki Miyabe  | Managing Executive Officer<br><br>In charge of Technology, Digital Network & Software Technology, Tokyo R&D Center, Overseas R&D Centers; New Business Strategy Office; Panasonic Start-up Fund; acTVila Business Promotion |
|                          | Yoshiaki Nakagawa | Managing Executive Officer<br><br>In charge of Personnel, General Affairs, Social Relations<br><br>In charge of e-Work Promotion Office   |
| Senior Corporate Auditor | Yoshihiro Furuta  | Former: Director, Panasonic Electric Works Co., Ltd.<br><br>In charge of Corporate Overseas Business<br><br>Chairman, Panasonic Electric Works (China) Co., Ltd.  |

**5. Members of the Board of Directors (Effective June 24)**

| <b>Title</b>               | <b>Name</b>         | <b>Responsibilities</b>  |
|----------------------------|---------------------|--|
| Chairman of the Board      | Kunio Nakamura      |  |
| Vice Chairman of the Board | Masayuki Matsushita |  |
| President                  | Fumio Ohtsubo       |  |
| Executive Vice Presidents  | Toshihiro Sakamoto  | In charge of Domestic Consumer Marketing<br><br>General Director, Consumer Products Marketing<br><br>In charge of Domestic Customer Satisfaction; Design                                 |
|                            | Takahiro Mori       | In charge of Planning; Corporate Division for Promoting Systems & Equipment Business; Electrical Supplies Sales, Project Sales,<br><br>Building Products Sales                           |
|                            | Yasuo Katsura       | Representative in Tokyo  |
| Senior Managing Directors  | Ken Morita          | In charge of Manufacturing Innovation; Facility Management; Quality Administration; FF Customer Support & Management;<br><br>Environmental Affairs; Motor Business Administration Office |

**Table of Contents**

-8-

| <b>Title</b>              | <b>Name</b>         | <b>Responsibilities</b>   |
|---------------------------|---------------------|---|
| Senior Managing Directors | Ikusaburo Kashima   | In charge of Legal Affairs, Intellectual Property; Corporate Risk Management, Corporate Information Security, Corporate Business Ethics; Legal Consultation & Solutions Center; Corporate International Affairs |
|                           | Yoshihiko Yamada    | In charge of Industrial Sales<br><br>Director, Corporate Industrial Marketing & Sales Division  |
|                           | Kazuhiro Tsuga*     | President, AVC Networks Company   |
| Managing Directors        | Yoshiiku Miyata*    | In charge of Overseas Operations  |
|                           | Kazunori Takami     | President, Home Appliances Company  |
|                           | Makoto Uenoyama     | In charge of Accounting, Finance<br><br>General Manager, Corporate Finance & IR Group<br><br>In charge of Global Finance Administration Center  |
|                           | Masatoshi Harada    | Representative in Kansai  |
|                           | Takashi Toyama      | President, Systems & Communications Company, President, Panasonic System Networks Co., Ltd.   |
|                           | Yoshiyuki Miyabe*   | In charge of Technology, Digital Network & Software Technology, Tokyo R&D Center, Overseas R&D Centers; New Business Strategy Office; Panasonic Start-up Fund; acTVila Business Promotion                       |
|                           | Yoshiaki Nakagawa*  | In charge of Personnel, General Affairs, Social Relations<br><br>In charge of e-Work Promotion Office   |
| Directors                 | Ikuo Uno            |   |
|                           | Masayuki Oku        |   |
| Honorary Chairman of the  | Masaharu Matsushita |   |

## Edgar Filing: PANASONIC Corp - Form 6-K

Board and Executive Advisor,

Member of the Board

Notes: The Chairman of the Board of Directors, Vice Chairman of the Board of Directors, President, Executive Vice Presidents and Senior Managing Directors are Representative Directors and severally represent the company.

Ikuo Uno and Masayuki Oku are outside directors of the company as stipulated in Article 2, Paragraph 15 of the Company Law of Japan.

**Table of Contents**

-9-

**6. Members of the Board of Corporate Auditors (Effective June 24)**

| <b>Title</b>              | <b>Name</b>       | <b>Responsibilities</b>                    |
|---------------------------|-------------------|--|
| Senior Corporate Auditors | Masahiro Seyama   |  |
|                           | Yoshihiro Furuta* | Chairman, Panasonic Group Auditors Meeting |
| Corporate Auditors        | Yasuo Yoshino***  |  |
|                           | Ikuo Hata         |  |

Hiroyuki Takahashi

Note: Yasuo Yoshino, Ikuo Hata and Hiroyuki Takahashi are outside corporate auditors.

\* newly appointed

\*\* promoted

\*\*\* reappointed

**7. Executive Officers (Effective June 24)**

| <b>Title</b>                       | <b>Name</b>        | <b>Responsibilities</b>   |
|------------------------------------|--------------------|---|
| Senior Managing Executive Officers | Shusaku Nagae      | In charge of Lighting Company; Panasonic Ecology Systems Co., Ltd.<br>President, Panasonic Electric Works Co., Ltd. |
|                                    | Seiichiro Sano     | President, SANYO Electric Co., Ltd.   |
| Managing Executive Officers        | Takumi Kajisha     | In charge of Corporate Communications; Advertising; Corporate Citizenship; CSR Office                               |
|                                    | Yutaka Takehana    | Director, Corporate Division for Government & Public Affairs  |
|                                    | Toshiaki Kobayashi | President, Panasonic Electronic Devices Co., Ltd.   |
|                                    | Masaaki Fujita     | In charge of Global Procurement   |

Edgar Filing: PANASONIC Corp - Form 6-K

Director, Corporate Procurement Division

In charge of Global Logistics

Director, Corporate Global Logistics Division

In charge of Trading Company



**Table of Contents**

-10-

| <b>Title</b>                                      | <b>Name</b>         | <b>Responsibilities</b>  |
|---|---------------------|--|
| Managing Executive Officers                       | Yoshihisa Fukushima | In charge of Intellectual Property<br><br>Director, Corporate Intellectual Property Division, President, Intellectual Property Rights Operations Company |
|   | Hideaki Kawai       | General Manager, Corporate Planning Group  |
|   | Laurent Abadie      | Director, Corporate Management Division for Europe; Chairman & CEO, Panasonic Europe Ltd.; Managing Director, Panasonic Marketing Europe GmbH            |
|   | Yorihisa Shiokawa   | Director, Corporate Management Division for Asia and Oceania; Managing Director, Panasonic Asia Pacific Pte. Ltd.  |
| Executive Officers                                | Joseph Taylor       | Director, Corporate Management Division for North America; Chairman & CEO, Panasonic Corporation of North America  |
|   | Jun Ishii           | In charge of New Business Promotion  |
| President, Panasonic Consumer Marketing Co., Ltd. |                     |  |
| In charge of Corporate CS Division                |                     |  |
|   | Toshiro Kisaka      | Director, Corporate Management Division for China and Northeast Asia; Chairman, Panasonic Corporation of China   |
|   | Masato Tomita       | Director, Corporate Management Division for CIS, the Middle East & Africa  |
|   | Takeshi Uenoyama    | In charge of Device Technology   |
|   |                     | General Manager, Device Strategy Office  |
|   |                     | In charge of Advanced Technology Research Laboratories   |
|   |                     | Acting Director, The Nakao Laboratory  |
|   | Shiro Nishiguchi    | Director, Digital AVC Products Marketing Division, Consumer Products Marketing   |

Edgar Filing: PANASONIC Corp - Form 6-K

Yoshio Ito                      Senior Vice President, Director, Display Devices Business Group, AVC Networks  
Company

Hidetoshi Osawa              Director, Corporate Communications Division

**Table of Contents**

-11-

| <b>Title</b>       | <b>Name</b>        | <b>Responsibilities</b>   |
|--------------------|--------------------|---|
| Executive Officers | Mamoru Yoshida     | Senior Vice President, Director, Display Network Products Business Group, AVC Networks Company  |
|                    | Tsuyoshi Nomura    | Director, Corporate Manufacturing Innovation Division<br>In charge of Advanced Production Systems Development Company                         |
|                    | Nobuharu Akamine   | Senior Vice President, Systems & Communications Company, Executive Senior Vice President, Panasonic System Networks Co., Ltd.                 |
|                    | Kuniaki Okahara    | Director, Corporate Engineering Quality Administration Division<br>In charge of Corporate FF Customer Support & Management Division           |
|                    | Yukio Nakashima    | Director, Home Appliances and Wellness Products Marketing Division, Consumer Products Marketing   |
|                    | Kuniaki Matsukage  | President, Lighting Company<br>Senior Managing Director; Director of Lighting Manufacturing Business Unit, Panasonic Electric Works Co., Ltd. |
|                    | Masato Ito         | President, Energy Company<br>Senior Vice President; Company President of Mobile Energy Company, SANYO Electric Co., Ltd.                      |
|                    | Yasutomo Fukui     | In charge of Information Systems  |
|                    | Katsuhiko Fujiwara | Senior Vice President<br>In charge of Air Conditioning and Energy Business<br>Home Appliances Company   |
|                    | Masahisa Shibata   | President, Automotive Systems Company   |

## Edgar Filing: PANASONIC Corp - Form 6-K

|                  |  |
|------------------|--|
| Toshiyuki Takagi | Senior Vice President<br>Director, Network Systems Business Group<br>AVC Networks Company      |
| Shiro Kitajima   | COO, Panasonic Corporation of North America; President, Panasonic Consumer Electronics Company |
| Machiko Miyai    | Director, Corporate Environmental Affairs Division   |

**Table of Contents**

-12-

**8. Establishment of Systems & Communications Company (Effective April 1, 2011)**

Visual, communication and IT systems are being integrated within the BtoB systems business. In order to achieve further growth in this business field, Panasonic will integrate the operations of System Networks Company of Panasonic Corporation, which has the edge in the visual and fixed communication equipment and the sales of their systems, and Panasonic Mobile Communications Co., Ltd., which have a competitive advantage in the field of mobile communication business.

In line with this integration, the company will dissolve System Networks Company to establish Systems & Communications Company.

The newly established Systems & Communications Company will incorporate Panasonic Mobile Communications Co., Ltd., Panasonic System Networks Co., Ltd. and Panasonic System Solutions Japan Co., Ltd.

**About Panasonic Corporation**

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 7.42 trillion yen (US\$79.4 billion) for the year ended March 31, 2010. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net>.

###