

PANASONIC Corp
Form 6-K
February 24, 2010
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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 2010

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):

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

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This Form 6-K consists of:

1. News release issued on February 22, 2010, by Panasonic Corporation (the registrant), announcing proposed senior management changes.

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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/ YUKITOSHI ONDA
Yukitoshi Onda, Attorney-in-Fact
General Manager of Investor Relations
Panasonic Corporation

Dated: February 24, 2010

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February 22, 2010

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Panasonic Announces Proposed Senior Management Changes

Osaka, Japan, February 22, 2010 - Panasonic Corporation (Panasonic [NYSE symbol: PC]), today announced the following changes of the members of the Board of Directors and Executive Officers, effective April 1, 2010, and proposed changes of the members of the Board of Directors, effective June 25, 2010. 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 25, 2010.

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

| Title | Name | Responsibilities |
|----------------------------|---------------------|--|
| Chairman of the Board | Kunio Nakamura | |
| Vice Chairman of the Board | Masayuki Matsushita | |
| President | Fumio Ohtsubo | |
| Executive Vice Presidents | Koshi Kitadai | |
| | Toshihiro Sakamoto | In charge of Domestic Consumer Marketing / General Director, Consumer Products Marketing / In charge of Domestic Customer Satisfaction and Design |
| | Takahiro Mori | In charge of Planning, Corporate Division for Promoting Systems & Equipment Business, Electrical Supplies Sales, Project Sales and Building Products Sales |
| | Yasuo Katsura | Representative in Tokyo / Director, Corporate Division for Government & Public Affairs |
| | (promoted) | |

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| Title | Name | Responsibilities |
|---|---------------------------------|---|
| Senior Managing Directors | Hitoshi Otsuki | In charge of Overseas Operations |
| | Ken Morita | President, AVC Networks Company |
| | Ikusaburo Kashima (promoted) | In charge of Legal Affairs, Intellectual Property, Corporate Business Ethics, Legal Consultation & Solutions Center and Corporate International Affairs |
| | Junji Nomura (promoted) | In charge of Technology and Corporate Division for Promoting Energy Solutions Business |
| Managing Directors | Kazunori Takami | President, Home Appliances Company / In charge of Lighting Company |
| | Makoto Uenoyama (promoted) | In charge of Accounting, Finance and Information Systems |
| | Masatoshi Harada (promoted) | In charge of Personnel, General Affairs, Social Relations and e-Work Promotion Office |
| Directors | Ikuo Uno | |
| | Masayuki Oku | |
| | Masashi Makino | In charge of Manufacturing Innovation, Facility Management, Quality Administration, FF Customer Support & Management and Environmental Affairs / Director, Corporate Environmental Affairs Division |
| Honorary Chairman of the Board and Executive Advisor, Member of the Board | Masaharu Matsushita | |

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.

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

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| Title | Name | Responsibilities |
|---------------------------|--------------------|--|
| 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.

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3. Executive Officers (Effective April 1)

| Title | Name | Responsibilities |
|-----------------------------|---------------------|---|
| Managing Executive Officers | Yoshihiko Yamada | In charge of Industrial Sales |
| | Kazuhiro Tsuga | President, Automotive Systems Company |
| | Takumi Kajisha | In charge of Corporate Communications, Advertising, Corporate Citizenship and CSR Office |
| | Ikuo Miyamoto | Director, Corporate Management Division for Asia and Oceania / Managing Director, Panasonic Asia Pacific Pte. Ltd. |
| | Yoshiiku Miyata | Senior Vice President / Director, Visual Products and Display Devices Business Group / In charge of PDP Business and Overseas Operations, AVC Networks Company |
| | Yutaka Takehana | Representative in Kansai / In charge of Corporate Risk Management and Corporate Information Security |
| | Toshiaki Kobayashi | President, Panasonic Electronic Devices Co., Ltd. |
| Executive Officers | (promoted) | |
| | Masaaki Fujita | In charge of Global Procurement / 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 |
| | Naoto Noguchi | President, Energy Company |
| | Osamu Waki | President, Panasonic Mobile Communications Co., Ltd. |
| | Joseph Taylor | Director, Corporate Management Division for North America / Chairman & CEO, Panasonic Corporation of North America |

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|------------------|---|
| Takashi Toyama | President, System Networks Company / President, Panasonic System Networks Co., Ltd. |
| 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 |
| Hideaki Kawai | General Manager, Corporate Finance & IR Group / In charge of Financial Operations Center |
| Takeshi Uenoyama | In charge of Device Technology / General Manager, Device Strategy Office / In charge of Advanced Technology Research Laboratories / Acting Director, The Nakao Laboratory |

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| Title | Name | Responsibilities |
|--------------------|---------------------------------------|---|
| Executive Officers | Shiro Nishiguchi | Director, Corporate Marketing Division for Digital AVC Products, Consumer Products Marketing |
| | Yoshiyuki Miyabe | In charge of Digital Network & Software Technology, Tokyo R&D Center, Overseas R&D Centers, New Business Strategy Office, Panasonic Spin-up Fund and acTVila Business Promotion |
| | Laurent Abadie | Director, Corporate Management Division for Europe / Chairman & CEO Panasonic Europe Ltd. |
| | Yorihisa Shiokawa | COO, Panasonic Europe Ltd. / Managing Director, Panasonic Marketing Europe GmbH |
| | Yoshio Ito | President, Lighting Company |
| | Hidetoshi Osawa | Director, Corporate Communications Division |
| | Yoshiaki Nakagawa | General Manager, Corporate Planning Group |
| | Mamoru Yoshida | Senior Vice President / Director, Network Business Group, AVC Networks Company |
| | Tsuyoshi Nomura | Director, Corporate Manufacturing Innovation Division / President, Advanced Production Systems Development Company |
| | Nobuharu Akamine (newly appointed) | Senior Vice President, System Networks Company and Executive Senior Vice President, Panasonic System Networks Co., Ltd. |
| | Kuniaki Okahara (newly appointed) | Director, Corporate Engineering Quality Administration Division / In charge of Corporate FF Customer Support & Management Division |
| | Yukio Nakashima (newly appointed) | Director, Home Appliances and Wellness Products Marketing Division, Consumer Products Marketing |

Note: Effective March 31, 2010, Hideo Kawasaki, Shigeru Omori and Koji Itazaki will retire from the office of Executive Officer.

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4. Resignation and Appointments of the Members of the Board of Directors (Effective June 25)**Resignation:**

| Title | Name | Responsibilities |
|--------------------------|---------------|--|
| Executive Vice President | Koshi Kitadai | To be appointed Corporate Advisor, Panasonic Corporation |

Appointments:

| Title | Name | Responsibilities (as of April 1) |
|-------------------|------------------|---|
| Managing Director | Yoshihiko Yamada | In charge of Industrial Sales |
| Director | Takashi Toyama | President, System Networks Company / President, Panasonic System Networks Co., Ltd. |

5. Members of the Board of Directors (Effective June 25)

| Title | Name | Responsibilities |
|----------------------------|---------------------|--|
| 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 / General Director, Consumer Products Marketing / In charge of Domestic Customer Satisfaction and Design |
| | Takahiro Mori | In charge of Planning, Corporate Division for Promoting Systems & Equipment Business, Electrical Supplies Sales, Project Sales and Building Products Sales |
| | Yasuo Katsura | Representative in Tokyo / Director, Corporate Division for Government & Public Affairs |
| Senior Managing Directors | Hitoshi Otsuki | In charge of Overseas Operations |
| | Ken Morita | President, AVC Networks Company |
| | Ikusaburo Kashima | In charge of Legal Affairs, Intellectual Property, Corporate Business Ethics, Legal Consultation & Solutions Center and Corporate International Affairs |
| | Junji Nomura | In charge of Technology and Corporate Division for Promoting Energy Solutions Business |
| Managing Directors | Yoshihiko Yamada | In charge of Industrial Sales |
| | (newly appointed) | |
| | Kazunori Takami | President, Home Appliances Company / In charge of Lighting Company |
| | Makoto Uenoyama | In charge of Accounting, Finance and Information Systems |
| | Masatoshi Harada | In charge of Personnel, General Affairs, Social Relations and e-Work Promotion Office |

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| | Title | Name | Responsibilities |
|---|--------------|---------------------|---|
| Directors | | Ikuo Uno | |
| | | Masayuki Oku | |
| | | Masashi Makino | In charge of Manufacturing Innovation, Facility Management, Quality Administration, FF Customer Support & Management and Environmental Affairs / Director, Corporate Environmental Affairs Division |
| | | Takashi Toyama | President, System Networks Company / President, Panasonic System Networks Co., Ltd. |
| | | (newly appointed) | |
| Honorary Chairman of the Board and Executive Advisor, Member of the Board | | Masaharu Matsushita | |

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.

6. Members of the Board of Corporate Auditors (Effective June 25)

| | Title | Name | Responsibilities |
|---------------------------|--------------|--------------------|--|
| 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.

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7. Executive Officers (Effective June 25)

| Title | Name | Responsibilities |
|-----------------------------|---------------------|---|
| Managing Executive Officers | Kazuhiro Tsuga | President, Automotive Systems Company |
| | Takumi Kajisha | In charge of Corporate Communications, Advertising, Corporate Citizenship and CSR Office |
| | Ikuo Miyamoto | Director, Corporate Management Division for Asia and Oceania / Managing Director, Panasonic Asia Pacific Pte. Ltd. |
| | Yoshiiku Miyata | Senior Vice President / Director, Visual Products and Display Devices Business Group / In charge of PDP Business and Overseas Operations, AVC Networks Company |
| | Yutaka Takehana | Representative in Kansai / In charge of Corporate Risk Management and Corporate Information Security |
| Executive Officers | Toshiaki Kobayashi | President, Panasonic Electronic Devices Co., Ltd. |
| | Masaaki Fujita | In charge of Global Procurement / 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 |
| | Naoto Noguchi | President, Energy Company |
| | Osamu Waki | President, Panasonic Mobile Communications Co., Ltd. |
| | 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 | |

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|-------------------|---|
| | 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 |
| Hideaki Kawai | General Manager, Corporate Finance & IR Group / In charge of Financial Operations Center |
| 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, Corporate Marketing Division for Digital AVC Products, Consumer Products Marketing |
| Yoshiyuki Miyabe | In charge of Digital Network & Software Technology, Tokyo R&D Center, Overseas R&D Centers, New Business Strategy Office, Panasonic Spin-up Fund and acTVila Business Promotion |
| Laurent Abadie | Director, Corporate Management Division for Europe / Chairman & CEO Panasonic Europe Ltd. |
| Yorihisa Shiokawa | COO, Panasonic Europe Ltd. / Managing Director, Panasonic Marketing Europe GmbH |
| Yoshio Ito | President, Lighting Company |
| Hidetoshi Osawa | Director, Corporate Communications Division |

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| Title | Name | Responsibilities |
|--------------------|-------------------|--|
| Executive Officers | Yoshiaki Nakagawa | General Manager, Corporate Planning Group |
| | Mamoru Yoshida | Senior Vice President / Director, Network Business Group, AVC Networks Company |
| | Tsuyoshi Nomura | Director, Corporate Manufacturing Innovation Division / President, Advanced Production Systems Development Company |
| | Nobuharu Akamine | Senior Vice President, System Networks Company and Executive Senior Vice President, Panasonic System Networks Co., Ltd. |
| | Kuniaki Okahara | Director, Corporate Engineering Quality Administration Division / In charge of Corporate FF Customer Support & Management Division |
| | Yukio Nakashima | Director, Home Appliances and Wellness Products Marketing Division, Consumer Products Marketing |

About Panasonic

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 7.77 trillion yen (US\$78.4 billion) for the year ended March 31, 2009. 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>.

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