

PANASONIC Corp  
Form 6-K  
February 28, 2013  
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 2013**

**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 27, 2013, 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/ HARUHIKO SEZAKI  
Haruhiko Sezaki, Attorney-in-Fact  
General Manager of IR Disclosure,  
Panasonic Corporation

Dated: February 28, 2013

**Table of Contents**

*February 27, 2013*

**FOR IMMEDIATE RELEASE**

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**Panasonic Announces Proposed Senior Management Changes**

Osaka, Japan, February 27, 2013 - 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, 2013, and proposed changes of the members of the Board of Directors, and the Board of Corporate Auditors effective June 26, 2013. 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 26, 2013.

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

| Title                      | Name                | Responsibilities                 |
|----------------------------|---------------------|----------------------------------|
| Chairman of the Board      | Fumio Ohtsubo       |                                  |
| Vice Chairman of the Board | Masayuki Matsushita |                                  |
| President                  | Kazuhiro Tsuga      |                                  |
| Executive Vice President   | Yasuo Katsura       |                                  |
| Executive Vice President   | Shusaku Nagae       | President, Eco Solutions Company |

**Table of Contents**

- 2 -

| Title                    | Name              | Responsibilities  |
|--------------------------|-------------------|---|
| Senior Managing Director | Ikusaburo Kashima | In charge of Legal Affairs, Risk Management, Information Security, Business Ethics, and International Affairs<br>Director, Legal Affairs Division |
| Senior Managing Director | Yoshihiko Yamada  | President, Automotive & Industrial Systems Company  |
| Senior Managing Director | Yoshiiku Miyata   | Representative in Tokyo   |
| Senior Managing Director | Kazunori Takami   | President, Appliances Company   |
| Managing Director        | Takashi Toyama    | In charge of Planning and BPR Project   |
| Managing Director        | Hideaki Kawai     | In charge of Accounting and Finance, and Groupwide Cost Busters Project   |
| Managing Director        | Yoshiyuki Miyabe  | President, AVC Networks Company<br>In charge of Global Sourcing for Components and Devices Procurement, and System LSI Business Division          |

**Table of Contents**

- 3 -

| Title             | Name              | Responsibilities   |
|-------------------|-------------------|--|
| Managing Director | Yoshiaki Nakagawa | In charge of Human Resources, General Affairs, Social Relations, and Facility Management<br>Director, Human Resources & General Affairs Division |
| Managing Director | Mamoru Yoshida    | In charge of Technology, Intellectual Property, Information Systems, and Panasonic Start-up Fund<br>Director, R&D Division                       |
| Director          | Ikuo Uno          |  |
| Director          | Masayuki Oku      |  |

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)**

| Title                    | Name               | Responsibilities                           |
|--------------------------|--------------------|--|
| Senior Corporate Auditor | Seiichiro Sano     |  |
| Senior Corporate Auditor | Yoshihiro Furuta   | Chairman, Panasonic Group Auditors Meeting |
| Corporate Auditor        | Yasuo Yoshino      |  |
| Corporate Auditor        | Ikuo Hata          |  |
| Corporate Auditor        | Hiroyuki Takahashi |  |

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

**Table of Contents**

- 4 -

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

| Title                             | Name              | Responsibilities  |
|-----------------------------------|-------------------|---|
| Senior Managing Executive Officer | Takumi Kajisha    | In charge of Corporate Communications, Advertising, and Citizenship Director, Groupwide Brand Communications Division   |
| Managing Executive Officer        | Masatoshi Harada  | Representative in Kansai  |
| Managing Executive Officer        | Laurent Abadie    | Regional Head for Europe & CIS<br>Chairman & CEO, Panasonic Europe Ltd.<br>Managing Director, Panasonic Marketing Europe GmbH   |
| Managing Executive Officer        | Yorihisa Shiokawa | Regional Head for Asia, the Middle East & Africa<br>Managing Director, Panasonic Asia Pacific Pte. Ltd.   |
| Managing Executive Officer        | Jun Ishii         | Director, Government and External Relations Division  |
| Managing Executive Officer        | Tsuyoshi Nomura   | In charge of Manufacturing Innovation, Quality Administration, FF Customer Support & Management, Environmental Affairs, Procurement, Logistics, and Motor Business Administration Office<br>Director, Global Manufacturing Division |

**Table of Contents**

- 5 -

| Title                      | Name              | Responsibilities  |
|----------------------------|-------------------|---|
| Managing Executive Officer | Joseph Taylor**   | Regional Head for North America<br>Chairman & CEO, Panasonic Corporation of North America<br>President, Panasonic Consumer Marketing Company of North America |
| Managing Executive Officer | Yoshio Ito**      | Senior Vice President, Automotive & Industrial Systems Company<br>In charge of Industrial Business  |
| Managing Executive Officer | Hidetoshi Osawa** | Regional Head for China & Northeast Asia<br>Chairman, Panasonic Corporation of China  |
| Managing Executive Officer | Yukio Nakashima** | Director, Consumer Marketing Sector for Japan Region<br>In charge of Design   |
| Executive Officer          | Shiro Nishiguchi  | Senior Vice President, AVC Networks Company<br>In charge of Consumer Business   |
| Executive Officer          | Kenji Yamane      | President, Panasonic Healthcare Co., Ltd.   |
| Executive Officer          | Yasutomo Fukui    | In charge of Information Systems  |

**Table of Contents**

- 6 -

| Title             | Name               | Responsibilities  |
|-------------------|--------------------|---|
| Executive Officer | Katsuhiko Fujiwara | Senior Vice President, Appliances Company<br>In charge of Devices Business, New Business, and Quality Operations  |
| Executive Officer | Masahisa Shibata   | Senior Vice President, Automotive & Industrial Systems Company<br>In charge of Automotive Business  |
| Executive Officer | Toshiyuki Takagi   | Senior Vice President, AVC Networks Company<br>President, Panasonic System Networks Co., Ltd.<br>In charge of Panasonic Mobile Communications Co., Ltd. and IT Products Business Division |
| Executive Officer | Machiko Miyai      | In charge of Lifestyle Research for New Markets, R&D Division   |
| Executive Officer | Masahiro Ido       | Vice President, Eco Solutions Company<br>In charge of Planning<br>Director, Customer Communication Center   |
| Executive Officer | Satoshi Takeyasu   | Associate Director, Groupwide Brand Communications Division   |
| Executive Officer | Norihisa Mimura*   | Senior Vice President, Appliances Company<br>In charge of Cold Chain Business<br>Director, Air-Conditioner Business Division  |

**Table of Contents**

- 7 -

| Title             | Name            | Responsibilities   |
|-------------------|-----------------|--|
| Executive Officer | Yasuji Enokido* | Senior Vice President, AVC Networks Company<br>In charge of Imaging Business Division, Media Business Division, Visual Systems Business Division, and Panasonic Plasma Display Co., Ltd. |
| Executive Officer | Paul Margis*    | Senior Vice President, AVC Networks Company<br>In charge of Avionics Business Division<br>Director, Avionics Business Division   |

**4. Resignation and Appointments of the Members of the Board of Directors (Effective June 26)**

Resignation:

| Name                         | New Responsibility | Current Responsibility   |
|------------------------------|--------------------|--------------------------|
| Yasuo Katsura<br>Assignment: | Corporate Advisor  | Executive Vice President |

| Title             | Name            | Current Responsibilities  |
|-------------------|-----------------|---|
| Managing Director | Tsuyoshi Nomura | Managing Executive Officer<br>In charge of Manufacturing Innovation, Quality Administration, FF Customer Support & Management, Environmental Affairs, Procurement, Logistics, and Motor Business Administration Office<br>Director, Global Manufacturing Division |
| Director          | Hiroko Ota      | Professor, National Graduate Institute for Policy Studies   |

**Table of Contents**

- 8 -

**5. Members of the Board of Directors (Effective June 26)**

| Title                      | Name                | Responsibilities  |
|----------------------------|---------------------|---|
| Chairman of the Board      | Fumio Ohtsubo       |   |
| Vice Chairman of the Board | Masayuki Matsushita |   |
| President                  | Kazuhiro Tsuga      |   |
| Executive Vice President   | Shusaku Nagae       | President, Eco Solutions Company  |
| Senior Managing Director   | Ikusaburo Kashima   | In charge of Legal Affairs, Risk Management, Information Security, Business Ethics, and International Affairs<br>Director, Legal Affairs Division |
| Senior Managing Director   | Yoshihiko Yamada    | President, Automotive & Industrial Systems Company  |
| Senior Managing Director   | Yoshiiku Miyata     | Representative in Tokyo   |
| Senior Managing Director   | Kazunori Takami     | President, Appliances Company   |
| Managing Director          | Takashi Toyama      | In charge of Planning and BPR Project   |
| Managing Director          | Hideaki Kawai       | In charge of Accounting and Finance, and Groupwide Cost Busters Project   |
| Managing Director          | Yoshiyuki Miyabe    | President, AVC Networks Company<br>In charge of Global Sourcing for Components and Devices Procurement, and System LSI Business Division          |
| Managing Director          | Yoshiaki Nakagawa   | In charge of Human Resources, General Affairs, Social Relations, and Facility Management<br>Director, Human Resources & General Affairs Division  |

**Table of Contents**

- 9 -

| Title             | Name             | Responsibilities  |
|-------------------|------------------|---|
| Managing Director | Mamoru Yoshida   | In charge of Technology, Intellectual Property, Information Systems, and Panasonic Start-up Fund<br>Director, R&D Division  |
| Managing Director | Tsuyoshi Nomura* | In charge of Manufacturing Innovation, Quality Administration, FF Customer Support & Management, Environmental Affairs, Procurement, Logistics, and Motor Business Administration Office<br>Director, Global Manufacturing Division |
| Director          | Ikuo Uno         |   |
| Director          | Masayuki Oku     |   |
| Director          | Hiroko Ota*      |   |

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

**Table of Contents**

- 10 -

**6. Members of the Board of Corporate Auditors (Effective June 26)**

| Title                    | Name               | Responsibilities                           |
|--------------------------|--------------------|--|
| Senior Corporate Auditor | Seiichiro Sano     |  |
| Senior Corporate Auditor | Yoshihiro Furuta   | Chairman, Panasonic Group Auditors Meeting |
| Corporate Auditor        | Yasuo Yoshino      |  |
| Corporate Auditor        | Ikuo Hata          |  |
| Corporate Auditor        | Hiroyuki Takahashi |  |

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

**7. Executive Officers (Effective June 26)**

| Title                             | Name             | Responsibilities  |
|-----------------------------------|------------------|---|
| Senior Managing Executive Officer | Takumi Kajisha   | In charge of Corporate Communications, Advertising, and Citizenship Director, Groupwide Brand Communications Division         |
| Managing Executive Officer        | Masatoshi Harada | Representative in Kansai  |
| Managing Executive Officer        | Laurent Abadie   | Regional Head for Europe & CIS<br>Chairman & CEO, Panasonic Europe Ltd.<br>Managing Director, Panasonic Marketing Europe GmbH |

**Table of Contents**

- 11 -

| Title                      | Name               | Responsibilities  |
|----------------------------|--------------------|---|
| Managing Executive Officer | Yorihisa Shiokawa  | Regional Head for Asia, the Middle East & Africa<br>Managing Director, Panasonic Asia Pacific Pte. Ltd.   |
| Managing Executive Officer | Jun Ishii          | Director, Government and External Relations Division  |
| Managing Executive Officer | Joseph Taylor      | Regional Head for North America<br>Chairman & CEO, Panasonic Corporation of North America<br>President, Panasonic Consumer Marketing Company of North America |
| Managing Executive Officer | Yoshio Ito         | Senior Vice President, Automotive & Industrial Systems Company<br>In charge of Industrial Business  |
| Managing Executive Officer | Hidetoshi Osawa    | Regional Head for China & Northeast Asia<br>Chairman, Panasonic Corporation of China  |
| Managing Executive Officer | Yukio Nakashima    | Director, Consumer Marketing Sector for Japan Region<br>In charge of Design   |
| Executive Officer          | Shiro Nishiguchi   | Senior Vice President, AVC Networks Company<br>In charge of Consumer Business   |
| Executive Officer          | Kenji Yamane       | President, Panasonic Healthcare Co., Ltd.   |
| Executive Officer          | Yasutomo Fukui     | In charge of Information Systems  |
| Executive Officer          | Katsuhiko Fujiwara | Senior Vice President, Appliances Company<br>In charge of Devices Business, New Business, and Quality Operations  |
| Executive Officer          | Masahisa Shibata   | Senior Vice President, Automotive & Industrial Systems Company<br>In charge of Automotive Business  |

**Table of Contents**

- 12 -

| Title             | Name             | Responsibilities  |
|-------------------|------------------|---|
| Executive Officer | Toshiyuki Takagi | Senior Vice President, AVC Networks Company<br>President, Panasonic System Networks Co., Ltd.<br>In charge of Panasonic Mobile Communications Co., Ltd. and IT Products Business Division |
| Executive Officer | Machiko Miyai    | In charge of Lifestyle Research for New Markets, R&D Division   |
| Executive Officer | Masahiro Ido     | Vice President, Eco Solutions Company<br>In charge of Planning<br>Director, Customer Communication Center   |
| Executive Officer | Satoshi Takeyasu | Associate Director, Groupwide Brand Communications Division   |
| Executive Officer | Norihisa Mimura  | Senior Vice President, Appliances Company<br>In charge of Cold Chain Business<br>Director, Air-Conditioner Business Division  |
| Executive Officer | Yasuji Enokido   | Senior Vice President, AVC Networks Company<br>In charge of Imaging Business Division, Media Business Division, Visual Systems Business Division, and Panasonic Plasma Display Co., Ltd.  |
| Executive Officer | Paul Margis      | Senior Vice President, AVC Networks Company<br>In charge of Avionics Business Division<br>Director, Avionics Business Division  |

Note: \* newly appointed

\*\* promoted

**About Panasonic**

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products in three business fields, consumer, components & devices, and solutions. Based in Osaka, Japan, the Company recorded consolidated net sales of 7.85 trillion yen for the year ended March 31, 2012. Panasonic's stock is listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) Stock Exchanges. The Company has the vision of becoming the No. 1 Green Innovation Company in the Electronics Industry by the 100th year of its founding in 2018. For more information on Panasonic, its brand and commitment to sustainability, visit the company's website at <http://panasonic.net/>.

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