

Our Corporate History

Ever since its founding in 1918, Panasonic has continued to undertake business activities with the objectives of “devoting ourselves to the progress and development of society and the well-being of people” and “enhancing the quality of life throughout the world.” Moving forward, we will squarely address societal issues and take up the challenge of eliminating the concerns of today and the future with the aim of achieving an ideal society with affluence both in matter and mind to create new value.

1918

Matsushita Electric Housewares Manufacturing Works (today's Panasonic) established. Two new products, an attachment plug and, a two-way socket, launched on the market.

1927



Square bicycle lamp launched under the name “National Lamp,” reflecting the hope that it would become **indispensable to the nation's citizens**. The product became popular through-out Japan as a safe light source.

1931

Sales of radios commenced. This radio that **“wouldn't break down”** delighted consumers and it brought news and culture into people's homes.



1932 First year of the founding mission*

Trade department established and **export business commenced**.

*First year of the founding mission

The founder Konosuke Matsushita clearly expressed the Company's true mission as a manufacturer: to overcome poverty and bring wealth to society by producing an inexhaustible supply of goods.

<https://www.panasonic.com/global/corporate/history/chronicle/1932.html>

1950s

Washing machines, black and white TVs, refrigerators and other products launched that **reduced the burden of housework** and made life easier.



1961

Panasonic's **first overseas manufacturing facility**, National Thai Manufacturing Company, established. Manufacturing facilities were subsequently established in countries with difficulty importing household appliances due to foreign exchange shortages.



1965

Five-day work week introduced ahead of other companies. With a slogan of “One day of study, and one day of rest,” the change played a major role in raising employee **productivity and motivation**.

1987

Joint venture to produce picture tubes (CRTs) for color TVs established in Beijing with a view to **China's modernization**. It was the first joint venture in China for Panasonic.



1988

Promoting **world peace** through sport. In accord with this philosophy of the Olympic Games, Panasonic has, since the Olympic Winter Games Calgary 1988, supported the Movement over 30 years as the highest ranking sponsor in "The Olympic Partner (TOP)" program.

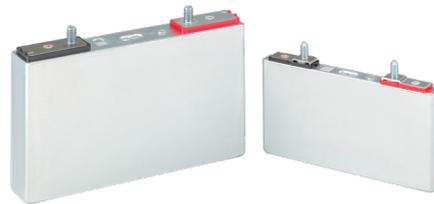


2008

To make the Company **a truly global corporation**, the company name was changed to "Panasonic Corporation," and its corporate brands were unified as "Panasonic" worldwide.

2010

Mass production of lithium-ion batteries for hybrid EV automobiles commenced, helping to **popularize eco-cars**.



2014

Fujisawa Sustainable Smart Town established for **eco-conscious and comfortable** lifestyles while ensuring **safety and security**.



2018

Marking **the 100th anniversary of its founding**, Panasonic introduced **"Lifestyle Updates"*** as its **future direction to take**.

*Continually providing individual and corporate customers with the most suitable goods and services.

2021

Announcement of **"contributing to solving global environmental issues"** and **"taking up the challenge of constant improvement"** made towards achieving an ideal society with affluence both in matter and mind.