



# IN Your Future

**Your Committed Enabler**

# Panasonic Industry Europe GmbH

**Press Kit**

© May 2023



# 01

## General

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# Management Objective



## Basic Management Objective:



**Recognizing our responsibilities as industrialists, we will devote ourselves to the progress and development of society and the well-being of people through our business activities, thereby enhancing the quality of life throughout the world.**

Konosuke Matsushita

# Panasonic GREEN IMPACT



Panasonic has set ambitious targets to create a positive impact on environmental sustainability.

**Panasonic GREEN IMPACT** is our vision which incorporates all our initiatives to challenge ourselves to go beyond just reducing emissions from our own value chain.

In addition, we aim to contribute avoiding emissions throughout society.





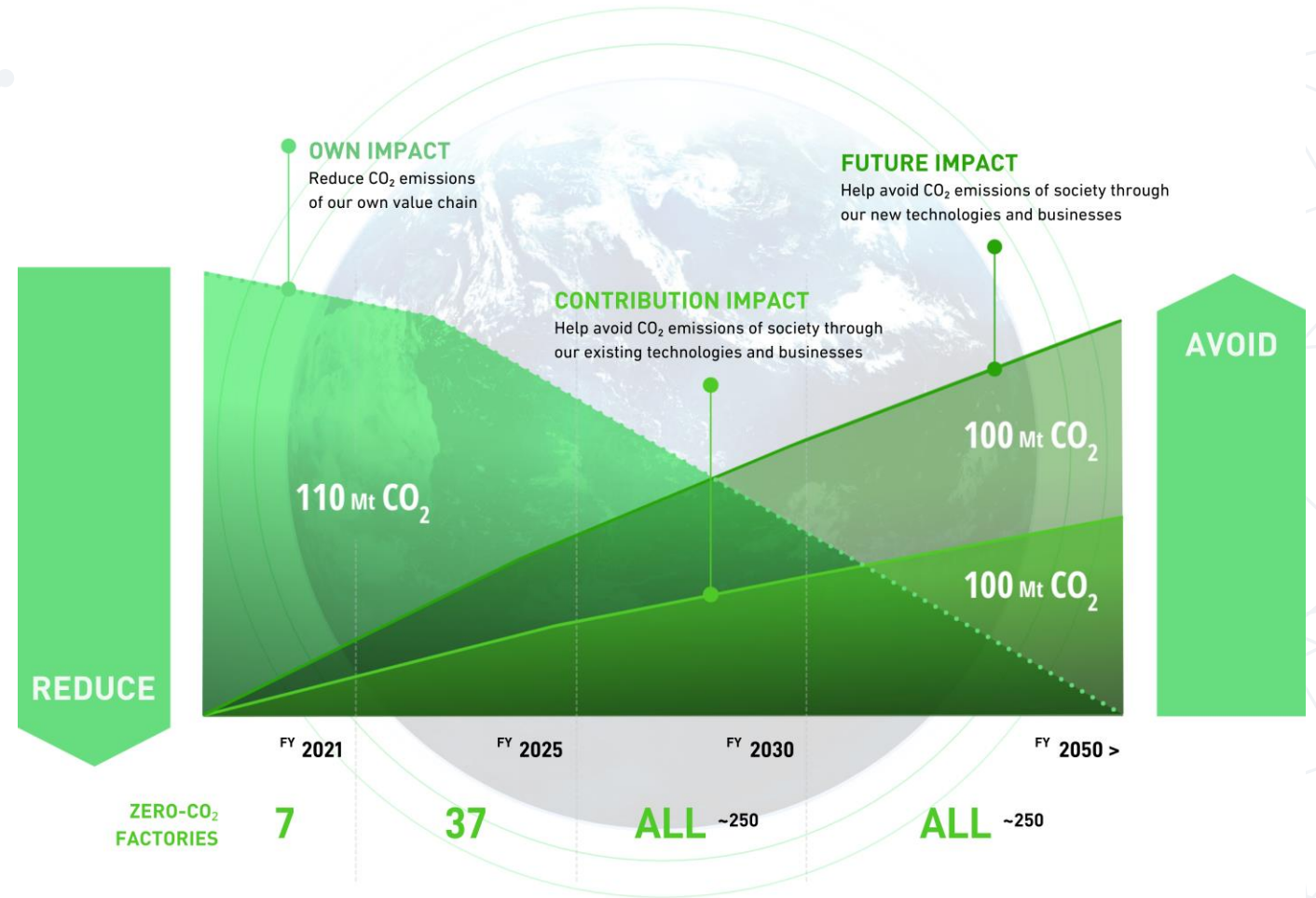
# Panasonic GREEN IMPACT



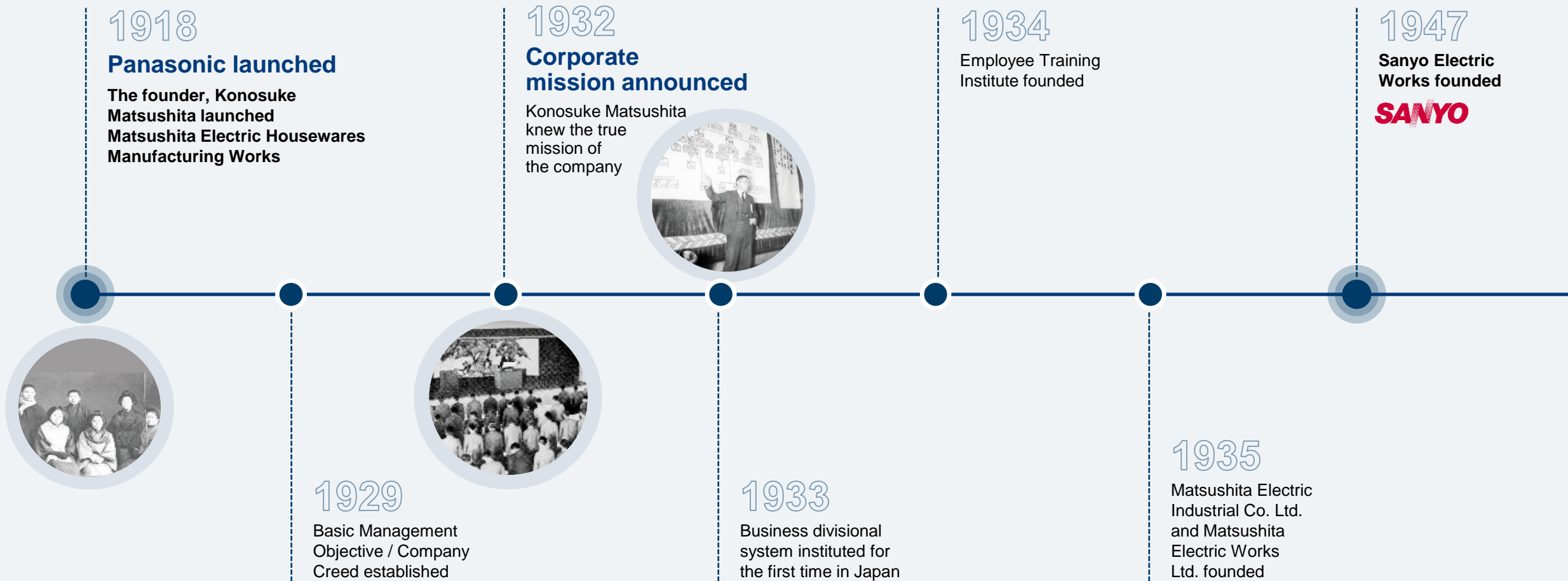
We have set ourselves ambitious targets in our commitment to reducing CO<sub>2</sub> emissions deriving from our business operations and value chain.

This includes converting **all of our approximately 250 factories into net-zero factories by 2030** and achieve net-zero CO<sub>2</sub> emissions across our entire value chain by 2050.

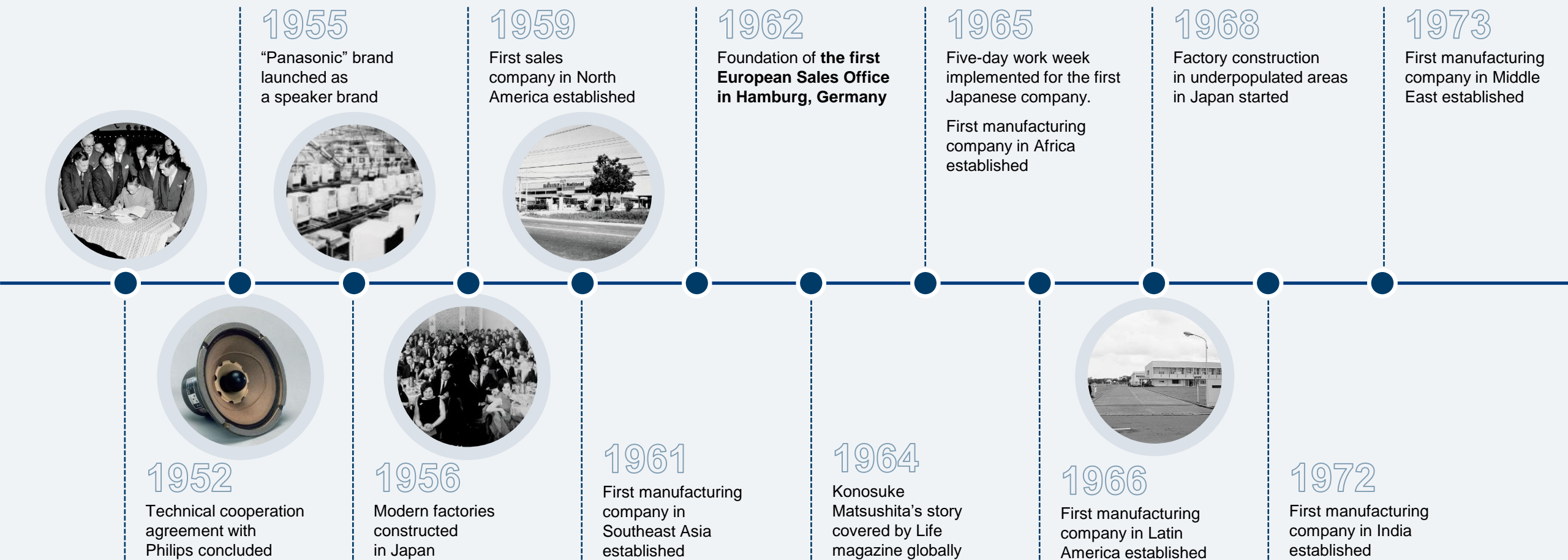
In addition, our goal is to help avoid society's emissions, totaling over 300 million tons of CO<sub>2</sub> emissions yearly by 2050.



# Milestones in Panasonic History – Japanese Heritage

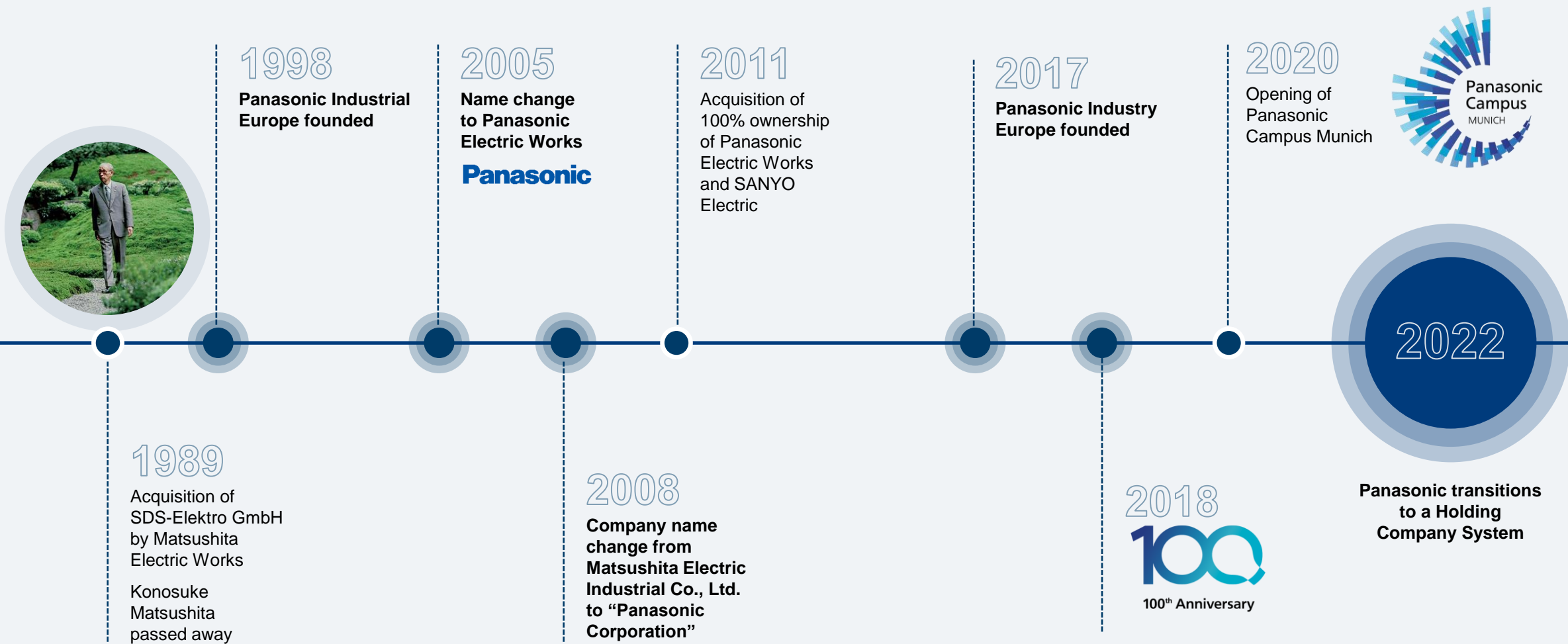


# Milestones in Panasonic History – Internationalisation

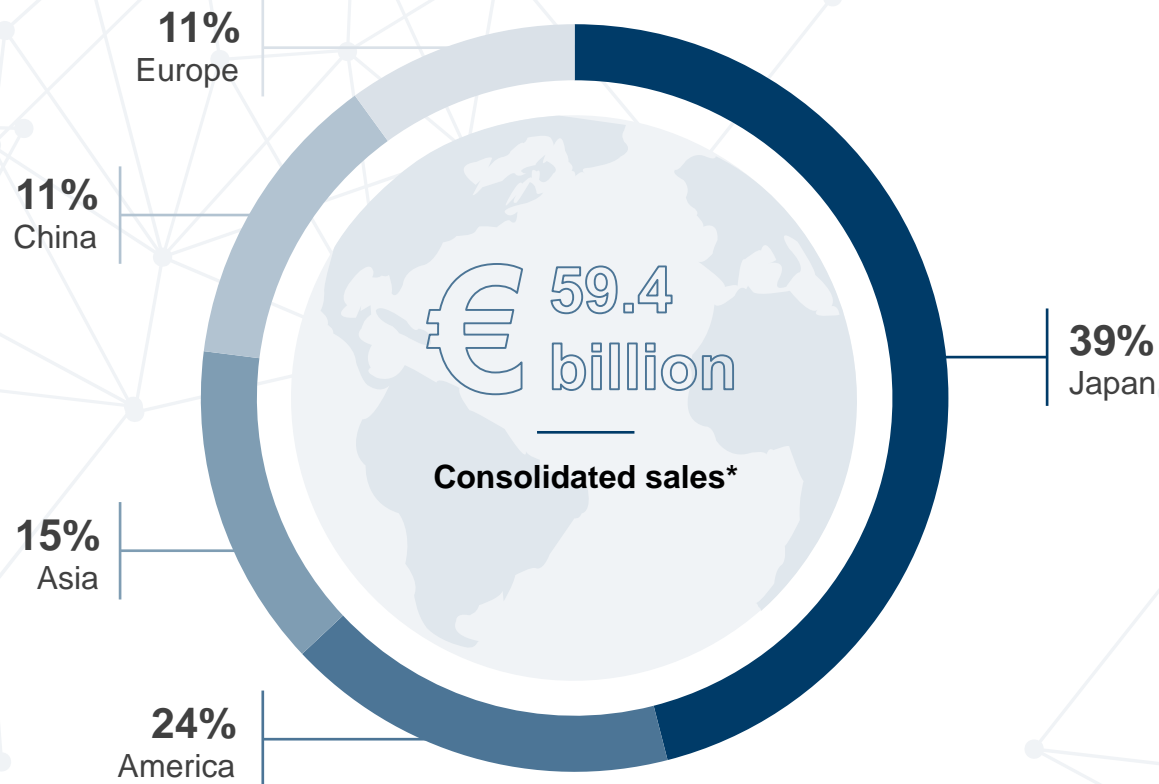




# Milestones in Panasonic History – Consolidation



# Sales worldwide



Panasonic is one of the **world's leading electronic manufacturers** with a century of experience.

**233,391** employees work for Panasonic globally.

\*Consolidated sales in FY 2022/2023 after elimination and adjustments based on average exchange rate: 1 € = 141 JPY



Panasonic invested  
**5.6%** of their net  
sales in R&D.

Panasonic ranked  
**8th** in Japan's Best  
Global Brands Ranking  
2023 by Interbrand.

\*In FY 2022/2023 based on average  
exchange rate: 1 € = 141 JPY



# 02

## Organization

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# Panasonic Holdings

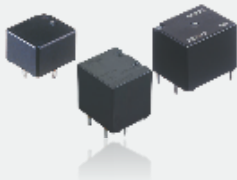
President: Yuki Kusumi



## Panasonic Holdings

### Panasonic Industry Co., Ltd

Passive components  
Electromechanic & couplers  
Sensors & wireless connectivity  
Thermal solutions  
Automation devices & solutions



### Panasonic Energy Co., Ltd.

Lithium-ion batteries	Micro batteries
Battery modules	Ni-cd batteries
Power storage	Rechargeable batteries modules
Dry batteries	



### Panasonic Connect Co., Ltd.

Vehicle and parcel tracking management systems	Network cameras
Secure payment systems	Inflight entertainment systems



### Panasonic Automotive Systems Co., Ltd.

Next-generation cockpit systems	Camera modules
Navigation	Onboard charging systems
ETC onboard units	Inverter-integrated compressors



### Panasonic Housing Solutions Co., Ltd.

Modular kitchens	Flooring
Prefabricated bathroom units	Construction materials
Sanitary fittings	Wardrobes



### Panasonic Entertainment & Communication Co., Ltd.

Flat panel TV	Intercoms
Home audio and video equipment	Telephones
Digital cameras	Home network systems



### (New) Panasonic Corporation

China and Northeast Asia Company  
Living Appliances and Solutions Company  
Heating & Ventilation A/C Company  
Cold Chain Solutions Company  
Electric Works Company



\*Consolidated sales in FY 2021/2022 after elimination and adjustments based on average exchange rate: 1 € = 131 JPY



# Panasonic Industry Europe

President: Johannes Spatz

## Panasonic Industry Europe

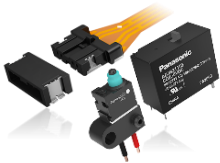


### Industry

#### Device

##### EMC Business Management

Electromechanical relays  
PhotoMOS  
Switches  
Connectors  
Emec devices  
PIDEU products



##### DS Business Management

Capacitors  
Resistors  
PCC  
Sensor devices



##### General Business Management

Compressors  
Induction Hub  
Metering  
Fuel Cell Unit

IDBD motors  
EMBD  
EW devices



#### Solution

##### Systems & Solutions

FA sensors  
FA devices  
Drives  
PLC  
Laser Marker



### Mobility & Transportation

Markets:  
Personal Mobility  
Public Mobility  
Transportation



### Industry & Infrastructure

Markets:  
Production  
Infrastructure  
Living



Markets:  
Automation  
Medical  
Infrastructure



### Electric Works

#### Solution

##### Electric Works Solutions

Power Tools  
Fire alarm systems  
Home IoT



Markets:  
Smart Living  
Security  
Automation



### Energy

#### Energy Sales

##### Energy Device

Micro batteries  
Ni-MH & NiCd batteries  
Li-Ion batteries for packmakers



Markets:  
Appliances  
Mobility  
Distribution



##### Energy Solutions

Li-Ion batteries for OEM  
Li-Ion packs & modules



Markets:  
Appliances  
Mobility  
Infrastructure



\*Consolidated sales in FY 2021/2022 after elimination and adjustments based on average exchange rate: 1 € = 131 JPY

# Your Committed Enabler

**We will open the way to a better future and continue to contribute to an affluent society through a variety of device technologies.**

# Vision & Missions of Panasonic Industry Europe



## Vision

Be a real **European Panasonic Company**, highly evaluated by customers and employees with a **sustainable business growth**

## Mission

Bring **Competence** close to the Customer

**Localize** Customer & Company Management

**Unite** Panasonic towards the Customer

# Regional Presence of Panasonic Industry Europe



## Regional Culture

Know and understand the customers' culture

## Regional Compliance

Apply and respect regional conditions, rules and laws

## Regional Intelligence

Mirror regional and business functions and roles

 26 sales offices

 Territorial sales coverage

~ 900 employees





# 03

## Growth Markets

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# Growth Market: Living Space



IoT & Electrification supporting Comfort, Health and Security.



## Home

Entertainment  
White Goods  
Brown Goods  
Garden & Power Tools  
and more



## Personal

Beauty & Health  
Wearables  
and more



## Building

Energy Management  
Security & Safety  
Comfort & Automation  
and more



# Growth Market: Mobility



Electrification and Automation as drivers for a  
Comfortable, User-friendly, Affordable & Connected Mobility.



## Personal

Automotive  
eBikes  
Motorbike  
and more



## Public

Railway  
Agriculture  
Aviation  
Bus  
and more



## Goods Transportation

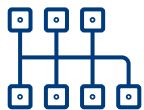
Logistics  
Material Handling  
Maritime  
and more



# Growth Market: Business & Industry



Automation & IoT increasing Productivity, Sustainability & Safety.



## Infrastructure

Energy  
Communication  
and more



## Industrial Automation

Automotive  
Semiconductor,  
and more



## Professional Equipment

Medtec  
AV & Broadcasting,  
and more





# 04

## Panasonic Industry Europe

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# Product Portfolio – Product Strategy





# Panasonic Industry – Your benefits at a glance



## More than a century of experience

Since its foundation in 1918, Panasonic has been one of the leading companies in the field of electronics and continuously thrives to continue being at the top.



## High-quality products, services and trainings

With a rich range of products from small relays to complete applications, as well as services and focused trainings, we offer solutions for all kinds of business fields.



## Continuous collaboration and innovation efforts

The Panasonic Industry brand never sleeps – every day, we drive collaboration and ideas forward in aiming to offer our customers more innovations and opportunities.



## Bringing global competence to our local customers

As worldwide operating company we keep our supply chain as short as possible and provide first-class service all over the world.



# 05

Our HQ location:

## **The Panasonic Campus Munich**

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# Panasonic Campus Munich / The Customer Experience Center



**Innovation &  
Collaboration**



**Cooperation &  
Co-Working**



**Branding &  
Experience**



**Value &  
Business**



**Watch our [teaser movie](#)**



# Impressions of virtual and on-site Events inside the CXC







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# **Panasonic**

## INDUSTRY

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[www.industry.panasonic.eu](http://www.industry.panasonic.eu)