
FOR IMMEDIATE RELEASE

March 31, 2022

Establishment of Panasonic Connect

Leading the Panasonic Group's B2B solutions business to contribute to a sustainable society

As part of the Panasonic Group's switch to an operating company system, Panasonic Connect Co., Ltd. (CEO: Yasu Higuchi) will be established on April 1, 2022.



Panasonic Connect will take over the B2B solutions business of the former Panasonic Connected Solutions Company. The new company will consist of the Gemba Solutions Company (former Panasonic System Solutions Japan Co., Ltd.) responsible for solutions sales in Japan; the Process Automation Business Division which provides electronic component mounting machines and welding equipment; the Media Entertainment Business Division which provides high-quality projectors, broadcasting cameras, sound systems; the Mobile Solutions Business Division which provides mobile devices under the "Let's note" and TOUGHBOOK brands; [Panasonic Avionics Corporation](#) which boasts a high share of the in-flight entertainment systems market; and [Zetes Industries S.A.](#) which specializes in logistics traceability and people identification services; as well as the supply chain software company [Blue Yonder](#) which became a wholly owned subsidiary in September 2021. The new company will start with approximately 28,500 employees under its umbrella.

Company Overview

Company Name	Panasonic Connect Co., Ltd.
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Head Office Location	Sumitomo Fudosan Shiodome Hamarikyu Bldg., 8-21-1 Ginza, Chuo-ku, Tokyo 104-0061, Japan
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Tel	+81-3-5565-8700
Foundation	April 1, 2022
CEO	Yasu Higuchi
Business	Development, manufacture and sale of devices, and provision of solutions, including system integration, installation, maintenance and repair services for the supply chain, public service, infrastructure, and entertainment sectors.
Employees	Approx. 28,500 (Japan: 12,500; overseas: 16,000)(as of April 1, 2022)
Annual Sales	JPY818.2 billion (FY2021, recorded as Panasonic Corporation, Connected Solutions Company)

With the establishment of Panasonic Connect, the company will adopt a new logo and has redefined its Purpose and Story. By strengthening its business and functional strategies, and executing on these in an accurate and rapid manner, the company will continue its efforts to contribute to society by helping to solve its customers' challenges, and aims to be a sustainable enterprise.

Our Purpose

**Change Work,
Advance Society,
Connect to Tomorrow.**

Our Story

At Panasonic Connect, we help our customers connect today for a better tomorrow. We work with them and our partners on the ground, facing their challenges alongside them. Whether it's their technology, process, or operating site, we help improve and innovate work where the most impact is created. This allows us to be constantly learning and iterating, helping our customers and ourselves get smarter in the process. Leveraging our decades-long experience and the latest technologies, we connect everything we provide, from hardware and software to smart components and autonomous systems, to create value for customers' business.

We connect people, processes, and technologies to move society forward.

It's our way of ensuring a sustainable future for our customers and our planet.

It's how we partner for tomorrow.



New Panasonic Connect Website:

<https://connect.panasonic.com> (from April 1, 2022)

Media Contact:

Panasonic Corporation Brand Strategy Division Corporate PR Department

<https://news.panasonic.com/global/contacts/>

About Panasonic

Panasonic Corporation is a global leader developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, and B2B sectors. The company, which celebrated its 100th anniversary in 2018, operates 522 subsidiaries and 69 associated companies worldwide and reported consolidated net sales of 6,698.8 billion yen for the year ended March 31, 2021. Committed to pursuing new value through collaborative innovation, the company uses its technologies to create a better life and a better world for customers. Learn more about Panasonic: <https://www.panasonic.com/global>

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