

MATSUSHITA ELECTRIC INDUSTRIAL CO LTD

Form 6-K

March 08, 2006

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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 2006

Commission File Number: 1-6784

Matsushita Electric Industrial Co., Ltd.

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 23, 2006, by Matsushita Electric Industrial Co., Ltd. (the registrant), announcing top management changes.
2. News release issued on February 23, 2006, by 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.

Matsushita Electric Industrial Co., Ltd.

By: /s/ YOICHI NAGATA

Yoichi Nagata, Attorney-in-Fact
Director of Overseas Investor Relations
Matsushita Electric Industrial Co., Ltd.

Dated: March 8, 2006

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February 23, 2006

FOR IMMEDIATE RELEASE

Media Contacts:

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(Tel: +81-3-3542-6205)

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Investor Relations Contacts:

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Matsushita Announces Proposed Top Management Changes

Osaka, Japan, February 23, 2006 Matsushita Electric Industrial Co., Ltd. (Matsushita [NYSE symbol: MC]), best known by its Panasonic brand, today announced the following proposed changes in its top management personnel. 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 28, 2006.

Details of the changes, effective on June 28, 2006, are as follows:

Proposed changes

| | |
|---------------------------------|--|
| Chairman of the Board: | Kunio Nakamura (current President) |
| President, Member of the Board: | Fumio Ohtsubo (current Senior Managing Director) |
| Executive Advisor: | Yoichi Morishita (current Chairman of the Board) ### |

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February 23, 2006

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Panasonic Finance (Europe) plc
(Tel: +44-20-7562-4400)

Matsushita Announces Proposed Senior Management Changes

Osaka, Japan, February 23, 2006 Matsushita Electric Industrial Co., Ltd. (Matsushita [NYSE symbol: MC]), best known by its Panasonic brand products, today announced the following changes of the members of the Board of Directors and Executive Officers, effective April 1, 2006, and proposed changes of the members of the Board of Directors and Corporate Auditors, effective June 28, 2006.

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 28, 2006.

1. Members of the Board of Directors (Effective April 1, 2006)

(changes in titles shown in parentheses)

| <u>Title</u> | <u>Name</u> | <u>Main New Responsibilities</u> |
|----------------------------|--------------------------------|---|
| Chairman of the Board | Yoichi Morishita | |
| Vice Chairman of the Board | Masayuki Matsushita | |
| President | Kunio Nakamura | |
| Executive Vice Presidents | Kazuo Toda | In charge of Domestic Resale* |
| | Takami Sano | Representative in Tokyo, President of Panasonic Automotive Systems Company, in charge of Industrial Sales, Panasonic System Solutions Company, Corporate Construction Business Promotion Division and Panasonic EV Energy Co., Ltd. |
| | Susumu Koike (Promoted) | In charge of Technology, Semiconductor Company |
| | Tetsuya Kawakami (Promoted) | In charge of Finance and Accounting |

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Senior Managing Directors

Fumio Ohtsubo

Toshihiro Sakamoto
(Promoted)

President of Panasonic AVC Networks Company

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| | | |
|---|--|--|
| Managing Directors | Takahiro Mori | In charge of Planning, Associate Director of Corporate Management Quality Innovation Division, Associate Director of Corporate IT Innovation Division, in charge of Panasonic Start-up Fund |
| | Shinichi Fukushima | In charge of Personnel, General Affairs, Social Relations, e-Work Promotion Office |
| Directors | Ikuo Uno | |
| | Yoshifumi Nishikawa | |
| | Yoshitaka Hayashi (effective February 23) | In charge of FF-type Kerosene Fan Heater Recall* (effective February 23) Director of Corporate Management Division for China and Northeast Asia, Chairman of Panasonic Corporation of China (effective April 1) |
| | Hidetsugu Otsuru (effective February 23) | In charge of Facility Management, Quality Assurance and Environmental Affairs, concurrently Director of Corporate Environmental Affairs Division, in charge of Recycling Business Promotion |
| | Masaki Akiyama | In charge of Systems Business* |
| | Mikio Ito | Director of Corporate Legal Affairs Division, in charge of Corporate Risk Management, Corporate Information Security, Business Ethics, and Legal Consultations & Solutions Center* |
| | Ikusaburo Kashima | Deputy Chief of Overseas Operations, concurrently Director of Global Strategy Research Institute |
| Honorary Chairman of the Board of Directors and Executive Advisor | Masaharu Matsushita | |

* Translation tentative

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 Yoshifumi Nishikawa are outside directors, as provided by the Commercial Code of Japan.

2. Members of the Board of Corporate Auditors

| <u>Title</u> | <u>Name</u> | <u>Responsibilities</u> |
|---------------------------|--------------------------------------|---|
| Senior Corporate Auditors | Kazumi Kawaguchi Yukio Furuta | Chairman of Matsushita Group Corporate Auditors Council |

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Corporate Auditors

Yasuo Yoshino

Ikuo Hata

Note: Yasuo Yoshino and Ikuo Hata are outside corporate auditors, as provided by the law concerning Exceptional Measures to the Commercial Code of Japan.

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3. Executive Officers

| Title | Name | Main New Responsibilities |
|------------------------------------|----------------------------------|--|
| Senior Managing Executive Officers | Koshi Kitadai | President of Panasonic Electronic Devices Co., Ltd. |
| | Shunzo Ushimaru (Promoted) | In charge of Corporate Marketing Division for Panasonic Brand, concurrently Director of the same division, in charge of Corporate Marketing Division for National Brand Home Appliances, Corporate Marketing Division for National Brand Wellness Products, Corporate Sales Strategy Division for National/Panasonic Retailers, Commodity Sales / Electrical Supplies Sales / Project Sales and Building Products Sales, Matsushita Consumer Electronics Corporation, Advertising, Panasonic Center, Logistics, Corporate CS Division, Design, Network Marketing Strategy Office, Chairman of Corporate Brand Committee and Showroom Strategic Committee |
| Managing Executive Officers | Yoshiaki Kushiki | President of Panasonic Mobile Communications Co., Ltd. |
| | Yasuo Katsura | Director of Tokyo Branch |
| | Tameshige Hirata | President of Matsushita Ecology Systems Co., Ltd. |
| | Toru Ishida (Promoted) | President of Matsushita Battery Industrial Co., Ltd. |
| | Junji Esaka (Promoted) | In charge of Appliances Business, President of Matsushita Home Appliances Company, in charge of Lighting Company, Healthcare Business Company, and Matsushita Refrigeration Company (effective February 23) |
| | Katsutoshi Kanzaki (Promoted) | President of Panasonic Factory Solutions Co., Ltd., in charge of Matsushita Welding Systems Co., Ltd. |
| | Executive Officers | Fujio Nakajima |
| | Tomiyasu Chiba | President of Panasonic Shikoku Electronics Co., Ltd. |
| | Nobutane Yamamoto | In charge of Procurement, concurrently Director of Corporate Procurement Division |
| | Kazuyoshi Fujiyoshi | President of Panasonic Communications Co., Ltd. |
| | Tomio Kawabe | Director of Corporate Management Division for Asia and Oceania, President of Panasonic Asia Pacific Pte. Ltd. |

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Executive Officers

Takae Makita

In charge of Information Systems, Associate Director of Corporate IT Innovation Division

Hitoshi Otsuki

Director of Corporate Management Division for Europe, Chairman of Panasonic Europe Ltd.

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|---------------------|---|
| Masashi Makino | Director of Corporate Manufacturing Innovation Division |
| Yoshinobu Sato | Director of Corporate Sales Strategy Division for National/Panasonic Retailers, President of Matsushita Life Electronics Corporation |
| Joachim Reinhart | COO of Panasonic Europe Ltd. |
| Yutaka Mizuno | Executive Vice President in charge of sales at Panasonic Automotive Systems Company, Director of Panasonic Automotive Systems (China) of Panasonic Corporation of China |
| Yoshihiko Yamada | Director of Corporate Management Division for North America, Chairman of Panasonic Corporation of North America |
| Kazuhiro Tsuga | In charge of Digital Network and Software Technologies, Overseas R&D Centers, Digital Network Strategic Planning Office |
| Ikuo Miyamoto | President of Motor Company |
| Ken Morita | Senior Vice President of Panasonic AVC Networks Company, Director of Visual Products and Display Devices Business Group |
| Hideo Kawasaki | President of Semiconductor Company |
| (Newly Appointed) | |
| Shigeru Omori | Director of Corporate Industrial Marketing & Sales Division |
| (Newly Appointed) | |
| Takumi Kajisha | In charge of Corporate Communications Division, concurrently Director of the same division, in charge of CSR Office, Advertising Group, Corporate Citizenship Group, Vice Chairman of Showroom Strategic Committee |
| (Newly Appointed) | |
| Masaaki Fujita | Senior Vice President of Panasonic AVC Networks Company, Director of PDP TV Business Unit of Panasonic AVC Networks Company |
| (Newly Appointed) | |
| Kazunori Takami | In charge of Corporate Marketing Division for National Brand Home Appliances, Corporate Marketing Division for National Brand Wellness Products, concurrently Director of Corporate Marketing Division for National Brand Home Appliances |
| (Newly Appointed) | |
| Yoshihisa Fukushima | In charge of Intellectual Property, Director of Corporate Intellectual Property Division, President of Intellectual Property Rights Operations Company |
| (Newly Appointed) | |
| Makoto Uenoyama | General Manager of Corporate Accounting Group |

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(Newly Appointed)

Note: Hajime Sakai, Tomikazu Ise, Tsutomu Ueda, and Osamu Nishijima will retire from the office of Executive Officer.
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4. Retirements and Appointments of Members of the Board of Directors and Corporate Auditors (Effective June 28, 2006)**Retirements**

| <u>Title</u> | <u>Name</u> | <u>New Responsibilities</u> |
|--------------------------|-------------------|---|
| Executive Vice President | Kazuo Toda | Corporate Advisor |
| Director | Yoshitaka Hayashi | Executive Officer |
| Director | Masaki Akiyama | Corporate Advisor, in charge of Systems Technologies*, Matsushita Electric Industrial Co., Ltd. |

* Translation tentative

Appointments

| <u>Title</u> | <u>Name</u> | <u>Former (Current) Responsibilities</u> |
|--------------------------|--------------------|--|
| Senior Managing Director | Shunzo Ushimaru | Formerly Managing Executive Officer, Director of Corporate Marketing Division for Panasonic Brand, concurrently in charge of Matsushita Consumer Electronics Corporation and Network Marketing Strategy Office |
| Managing Director | Junji Esaka | Formerly Executive Officer, Vice President of Matsushita Home Appliances Company Currently in charge of Refrigeration and Air Conditioning Business, President of Matsushita Refrigeration Company |
| Corporate Auditor | Hiroyuki Takahashi | Currently Adviser, Japan Corporate Auditors Association |

5. Members of the Board of Directors (Effective June 28, 2006)

(changes in titles shown in parentheses)

| <u>Title</u> | <u>Name</u> | <u>New Responsibilities</u> |
|-----------------------|----------------------------------|-----------------------------|
| Chairman of the Board | Kunio Nakamura (Promoted) | |

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|----------------------------|-----------------------------|--|
| Vice Chairman of the Board | Masayuki Matsushita | |
| President | Fumio Ohtsubo (Promoted) | |
| Executive Vice Presidents | Takami Sano | Representative in Tokyo, President of Panasonic Automotive Systems Company, in charge of Industrial Sales, Panasonic System Solutions Company, Corporate Construction Business Promotion Division, Panasonic EV Energy Co., Ltd. |
| | Susumu Koike | In charge of Technology, Semiconductor Company |
| | Tetsuya Kawakami | In charge of Finance and Accounting |
| Senior Managing Directors | Toshihiro Sakamoto | President of Panasonic AVC Networks Company - more - |

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|---|--------------------------------------|--|
| | Shunzo Ushimaru (Newly appointed) | In charge of Corporate Marketing Division for Panasonic Brand, concurrently Director of the same division, in charge of Corporate Marketing Division for National Brand Home Appliances, Corporate Marketing Division for National Brand Wellness Products, Corporate Sales Strategy Division for National/Panasonic Retailers, Commodity Sales, Electrical Supplies Sales, Project Sales and Building Products Sales, Matsushita Consumer Electronics Corporation, Advertising, Panasonic Center, Logistics, Corporate CS Division, Design, Network Marketing Strategy Office, Chairman of Corporate Brand Committee and Showroom Strategic Committee |
| Managing Directors | Takahiro Mori | In charge of Planning, Associate Director of Corporate Management Quality Innovation Division, Associate Director of Corporate IT Innovation Division, in charge of Panasonic Start-Up Fund |
| | Shinichi Fukushima | In charge of Personnel, General Affairs, Social Relations, Director of Corporate Diversity Promotion Division*, in charge of e-Work Promotion Office |
| | Junji Esaka (Newly appointed) | In charge of Home Appliances Business, President of Matsushita Home Appliances Company, in charge of Lighting Company, Healthcare Business Company, and Matsushita Refrigeration Company |
| Directors | Ikuo Uno | |
| | Yoshifumi Nishikawa | |
| | Hidetsugu Otsuru | In charge of Facility Management, Quality Administration and Environmental Affairs, concurrently Director of Corporate Environmental Affairs Division, in charge of Recycling Business Promotion |
| | Mikio Ito | Director of Corporate Legal Affairs Division, in charge of Corporate Risk Management, Corporate Information Security, Business Ethics and Legal Consultations & Solutions Center* |
| | Ikusaburo Kashima | Deputy Chief of Overseas Operations, concurrently Director of Global Strategy Research Institute |
| Honorary Chairman of the Board of Directors and Executive Advisor | Masaharu Matsushita | |

6. Members of the Board of Corporate Auditors

| <u>Title</u> | <u>Name</u> | <u>New Responsibilities</u> |
|---------------------------|------------------|--|
| Senior Corporate Auditors | Kazumi Kawaguchi | Chairman of Matsushita Group Corporate Auditors Council* |
| | Yukio Furuta | |

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Corporate Auditors

Yasuo Yoshino

Ikuo Hata

Hiroyuki Takahashi

(Newly appointed)

* Translation tentative

Note: Yasuo Yoshino, Ikuo Hata and Hiroyuki Takahashi are outside corporate auditors, as provided by the law concerning Exceptional Measures to the Commercial Code of Japan.

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7. Executive Officers

| <u>Title</u> | <u>Name</u> | <u>New Responsibilities</u> | |
|-----------------------------------|---------------------|---|--|
| Senior Managing Executive Officer | Koshi Kitadai | President of Panasonic Electronic Devices Co., Ltd. | |
| Managing Executive Officers | Yoshiaki Kushiki | President of Panasonic Mobile Communications Co., Ltd. | |
| | Yasuo Katsura | Director of Tokyo Branch | |
| | Tameshige Hirata | President of Matsushita Ecology Systems Co., Ltd. | |
| | Toru Ishida | President of Matsushita Battery Industrial Co., Ltd. | |
| | Katsutoshi Kanzaki | President of Panasonic Factory Solutions Co., Ltd., in charge of Matsushita Welding Systems Co., Ltd. | |
| Executive Officers | Yoshitaka Hayashi | Director of Corporate Management Division for China and Northeast Asia, Chairman of Panasonic Corporation of China | |
| | Fujio Nakajima | Senior Vice President of Panasonic AVC Networks Company, Director of Technology Planning & Development Center and General Manager of Digital Broadcasting Business Promotion Office | |
| | Tomiyasu Chiba | President of Panasonic Shikoku Electronics Co., Ltd. | |
| | Nobutane Yamamoto | In charge of Procurement, concurrently Director of Corporate Procurement Division | |
| | Kazuyoshi Fujiyoshi | President of Panasonic Communications Co., Ltd. | |
| | Tomio Kawabe | Director of Corporate Management Division for Asia and Oceania, President of Panasonic Asia Pacific Pte. Ltd. | |
| | Takae Makita | In charge of Information Systems, Associate Director of Corporate IT Innovation Division | |
| | Hitoshi Otsuki | Director of Corporate Management Division for Europe, Chairman of Panasonic Europe Ltd. | |
| | Executive Officers | Masashi Makino | Director of Corporate Manufacturing Innovation Division |
| | | Yoshinobu Sato | Director of Corporate Sales Strategy Division for National/Panasonic Retailers, President of Matsushita Life Electronics Corporation |
| Joachim Reinhart | | COO of Panasonic Europe Ltd. | |
| | Yutaka Mizuno | Executive Vice President in charge of sales at Panasonic Automotive Systems Company, Director of Panasonic Automotive Systems (China) | |

of Panasonic Corporation of China
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| | |
|---------------------|---|
| Yoshihiko Yamada | Director of Corporate Management Division for North America, Chairman of Panasonic Corporation of North America |
| Kazuhiro Tsuga | In charge of Digital Network and Software Technologies, Overseas R&D Centers, Digital Network Strategic Planning Office |
| Ikuo Miyamoto | President of Motor Company |
| Ken Morita | Senior Vice President of Panasonic AVC Networks Company, Director of Visual Products and Display Devices Business Group |
| Hideo Kawasaki | President of Semiconductor Company |
| Shigeru Omori | Director of Corporate Industrial Marketing & Sales Division |
| Takumi Kajisha | In charge of Corporate Communications Division, concurrently Director of the same division, in charge of CSR Office, Advertising Group, Corporate Citizenship Group, Vice Chairman of Showroom Strategic Committee |
| Masaaki Fujita | Senior Vice President of Panasonic AVC Networks Company, Director of PDP TV Business Unit of Panasonic AVC Networks Company |
| Kazunori Takami | In charge of Corporate Marketing Division for National Brand Home Appliances, Corporate Marketing Division for National Brand Wellness Products and concurrently Director of Corporate Marketing Division for National Brand Home Appliances |
| Yoshihisa Fukushima | In charge of Intellectual Property, Director of Corporate Intellectual Property Division and President of Intellectual Property Rights Operations Company |
| Makoto Uenoyama | General Manager of Corporate Accounting Group |

8. Appointment of Business Domain Company President (Effective April 1, 2006)

| <u>Title</u> | <u>Name</u> | <u>New Responsibilities</u> |
|----------------------------|----------------|---|
| Executive Senior Councilor | Takashi Toyama | President of Panasonic System Solutions Company, Director of Corporate Construction Business Promotion Division, Director of Corporate eNet Business Division |

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About Panasonic

Best known by its Panasonic brand name, Matsushita Electric Industrial Co., Ltd. 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 US\$81.44 billion for the year ended March 31, 2005. The company's shares are listed on the Tokyo, Osaka, Nagoya, New York (NYSE:MC), Euronext Amsterdam and Frankfurt 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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