

# Panasonic

Recognising 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**  
*Founder*

# 100

A CENTURY OF  
RELIABILITY

From left: Panasonic Malaysia Sdn Bhd managing director Cheng Chee Chung, Panasonic Group of Companies in Malaysia (PM, PMMA, PAVCKM, PAVCJM, PAPAMY, PIDMY) chairman Tan Sri Asmat Kamaludin, and Panasonic Appliances Asia Pacific managing director Hiroyuki Tagishi

A century of  
Panasonic's mission  
on society betterment  
**1918-2018**

A SPECIAL REPORT BY

**EdgeProp.my**

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# Defying odds for a better society

To stay strong throughout 100 years is a feat that few companies can achieve. What's more, it has been a century browbeaten by a world war, several economic crises and two major tsunami earthquakes that hit close to home (Japan) — all of which had threatened to dissolve the corporation. Yet, Panasonic not only survived, but thrived, as a testament to the result of determination, diligence and altruism.

The company's steadfastness can be traced to its late founder's own grit in overcoming countless struggles. Born in Wakayama Prefecture in 1894, Konosuke Matsushita was forced to work away from home at the age of nine due to a reversal in family fortunes. Before he was 20, Matsushita had to endure the death of seven of his 10-member family one by one, including his parents. At 20, he took on the responsibility of a household when his sister arranged his marriage to Mumeno Iue, one year his junior.

At 22, when Matsushita's invention of an upgraded electrical light socket was spurned by his employer, Matsushita started out on his own with his wife, brother-in-law and two friends. The enterprise was almost short-lived, as the device was too ahead of its time. On the brink of liquidation, it caught the attention of one company that noticed the ingenuity of the socket mould and decided to order a thousand insulator plates for electric fans from him.

The profit enabled Matsushita, at 23, to rent a 2-storey home to launch Matsushita Electric Housewares Manufacturing Works. Starting with an innovative attachment plug and a two-way socket, the company began to earn a reputation for high-quality products at attainable prices.

## Shifting the paradigm of his times

Upon Japan's surrender in World War 2, the Allied Forces succeeded to implement their reforms in the country. Part of the restructuring exercise included the dismissal of senior personnel, intended to unravel the imperious strongholds of public and private organisations then — a move that was largely welcomed by the labour unions.

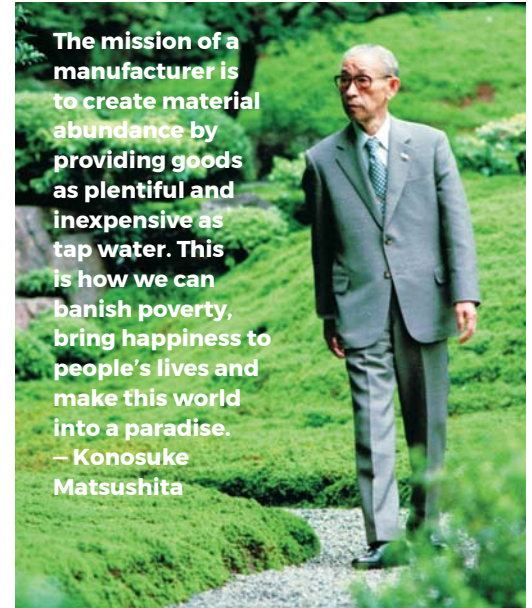
In contrast, Panasonic's own employees and affiliates fought for Matsushita to be retained. Taken by surprise, the authorities eventually exempted the injunction from Panasonic.

The extraordinary support from the grassroots attested to Matsushita's exceptional leadership, whose core principle was to improve the society.

Below are 10 of his policies. Deemed unconventional during his time, they have been a strong backbone for the company's advancement till today.

1. Unlike his contemporaries, which kept trade secrets closely guarded, Matsushita declared he would teach the company's techniques of making insulating material to any able worker, regardless old or new.
2. To counter trade unions that grew hostile in the face of massive unemployment, Matsushita formed the "Hoichi Kai" ("one-step society") in 1920, to promote company spirit through sports, cultural, recreational and other bonding activities.
3. Crippled by the Great Kanto Earthquake in 1923, many companies in Japan collapsed. Matsushita felt that communication was key in alleviating the apprehension, and in 1927, he established two periodicals — one for his employees and one for his retail outlets, to share company updates and encourage feedback.
4. During the 1929 Great Depression, Matsushita's company was similarly impacted. However, he refused to lay off even a single employee. Instead, he implemented a half-day work at the same wages, compensated with no leaves. At the same time, all employees were to do their best to sell inventory. Consequently, the company recovered full-scale production within two months.
5. In 1933, the company was the first sole proprietorship in Japan to apply the autonomous management system, aimed at developing capable managers.
6. Matsushita saw the importance of developing people and opened an Employee Training Institute in 1934 and Factory Worker Training Institute in 1936. After World War 2, they were reopened in 1960 as the Matsushita Electric Technical College.
7. In 1935, he instituted a fair price policy to counter a haphazard system of lopsided profits in the market then. The subsequent establishment of the Matsushita Retailers Association helped to create healthy competition that prospered businesses and consumers mutually.
8. From 1935, Matsushita set a precedent for regular discussion meetings open to all employees.
9. In 1936, Matsushita changed the traditional two-day holiday per month to four days and recommended that half of it be used for self-study.
10. In 1937, he established the Health Insurance Association and in 1940, the Matsushita Hospital to provide healthcare for company staff.

**The mission of a manufacturer is to create material abundance by providing goods as plentiful and inexpensive as tap water. This is how we can banish poverty, bring happiness to people's lives and make this world into a paradise.**  
— Konosuke Matsushita



In 1929, to ground the company's expansion, Matsushita formulated the Management Objective (cover page) and Company Creed (page 8), adding the Seven Principles several years later. These basic tenets have remained unchanged throughout the decades.

Compacted under its slogan, "A better life, a better world", this is Panasonic's brand promise to pursue a better life for each individual customer through its various fields, says MD of Panasonic Malaysia, Cheng Chee Chung.

## Seven Principles:

Contribution to society  
Fairness and honesty  
Cooperation and team spirit  
Untiring effort for improvement  
Courtesy and humility  
Adaptability  
Gratitude

## Present-day fast facts:

**Head office:** Kadoma City, Osaka, Japan  
**President:** Kazuhiro Tsuga  
**Worldwide staff count:**  
Approximately 258,000  
**Companies:** 496 (parent company and consolidated subsidiaries)

## Panasonic's early products designed to make lives better

**1927**

An electrical iron was a luxury item that few could afford until Matsushita determined to make it accessible to the population at large by risking a mass production scheme for similar quality.



**1931**

To counter the problem of unreliable radios in those days, Panasonic laboured arduously to produce this three-tube radio (R-31) to provide uninterrupted broadcasts. Matsushita also paid for the patent of a critical radio part and offered it free to the entire market to stimulate the expansion of the industry.



**1951**

Inspired by a study tour to the US, Matsushita developed the first agitator-type washing machine, the MW-101, with a 2kg capacity featuring a round enamel tank, so that housewives could perform this back-breaking chore by just a touch of a button.



**1952**

The first National TV set, the 17K-531, became the pioneering model for rectangular cathode ray tubes (CRT) and TV screens, which had been round before that.



**1953**

National's electric refrigerator, the NR-351, made its debut. A notch above its contemporaries, it soon became a premium household appliance.



**1958**

This lightweight air conditioner made it possible for homes in Japan to enjoy a cooler environment, something that had only been available for business use due to its high cost and huge size.



**1960**

The K21-10 was National's first 21-inch diagonal colour TV set, employing breakthrough technology developed by the company to offer superior performance.



# A time-tested tenacity

Panasonic remains firm-footed in Malaysia through the generations, thanks to its relentlessness in staying ahead in the electronics industry and its dexterity in adapting to the local market.

From Matsushita to National to Panasonic, these names have made their presence in countless households and businesses in Malaysia, right from the flower power era to the threshold of the hybrid age. How is such durable relevance maintained for over half a century?

“We have a total of six research and development centres, including for air conditioners, audio visual, home appliances and office products. On top of that, for the Asia Pacific market, Panasonic Appliances Asia Pacific has set up a design centre in the Malaysian office to further understand and localise the products that we offer to consumers,” says Panasonic Malaysia managing director Cheng Chee Chung.

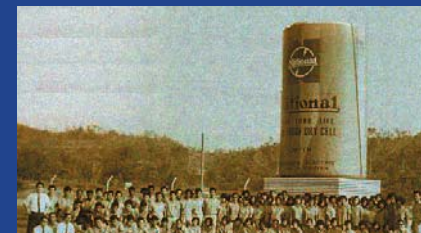
“This office has also established Asia Lifestyle Research Centre for the Asia Pacific market that conducts surveys on consumer lifestyle and product development to gather feedback and improve our products. Factors such as consumer behaviour and cultural lifestyle play an important role in influencing the development of the products,” he adds.

## Panasonic Group of Companies in Malaysia (as of 2016)

**RM14.6 billion**  
consolidated sales  
(contributing 1.32% of total Malaysia GDP)

**23,025**  
total employees

## Significant milestones in Malaysia



**1965**  
Matsushita Electric opened its first factory in Kuala Lumpur.

**1976**  
Matsushita Sales and Services Sdn Bhd (MASCO) was established.

**1979**  
Kedai Nasional was launched nationwide.

**1979**



Founder Konosuke Matsushita was conferred the Tan Sri title by then-Prime Minister Tun Hussein Onn.

**1992**  
MASCO changed its name to National Panasonic Malaysia (NPM).

**2001**  
NPM Distribution Centre was officially opened in Shah Alam.

**2003**



The global brand unification took place; thereon National became Panasonic, and the brand tagline “Ideas for Life” was created. Subsequently, NPM Sdn Bhd became Panasonic Malaysia Sdn Bhd.

**2012**  
The new headquarters in Petaling Jaya was completed.

**2017**  
Panasonic Malaysia officially launched its new HOME-2-COM Solution Center at The Vertical Podium, Bangsar South, KL. The first of its kind in the Asean region, it is a platform for reference and inspiration for its B2B (business-to-business) segment, displaying technologies that can be used in the home, town and commercial entities.

**2018**



Panasonic has expanded to 148 Panashops, 285 service centres and service networks, 10 manufacturing plants and 23 companies under its Panasonic Group, encompassing manufacturing, research and development, sales and marketing, and management.



Advertisements on wheels are not a latter-day technique, as proven here.



The pioneering batch of leaders of the first Matsushita Electric factory in 1965.



Panashops (then known as National shops) have been great intertwining partners of Panasonic in serving their respective communities, spanning decades down to the second or third generations now.



A roadshow in an open field displaying the latest wares.



Before flat screens, there were solid TV sets complete with antennae.



If this National shop still existed now, it would have been just as Instagrammable as it was then.

# The industry offers its congratulations

Throughout its journey in Malaysia, Panasonic has teamed up with a host of industry players which share a common vision for a better world.



**Dato' M Murly**  
President & group CEO,  
Aspen Group

"Coming together is a beginning, keeping together is progress, and working together is success." Panasonic has proven to be consistently proactive, innovative and reliable in its product development, empowering people and businesses through its technology. One hundred years in business, of ideas and creations is a wonderful achievement.

**Ir Anilarasu Amaranazan**  
Chief operating officer,  
Aspen Group

Great integrity and strong work ethics have led to Panasonic's glorious success. It has been a real honour to work with it and we value each and every opportunity to do so. We salute its efforts in reaching such an exceptional milestone.



**Au Foong Yee**  
MD and editor-in-chief,  
EdgeProp.my

Konosuke Matsushita may be knocked down time and again, but he is NEVER knocked out! He is an inspiration not just to the Panasonic family but also to individuals and institutions the world over. He is proof that it's possible to arrive at 100 years thriving if one's heart beats for the people.



**Dato' Choy Wai Hin**  
Group MD, Federal Furniture  
Holdings (M) Bhd

We are honoured to partner with Panasonic as it constantly strives to create great products that benefit the Malaysian public and enhance the quality of life. We have been inspired by its deeply-rooted corporate philosophy of contributing to human well-being and we look forward to many more years of successful partnership with Panasonic.



**Ngan Chee Meng**  
CEO, Gamuda Land

Panasonic's continuous commitment to innovation and energy efficiency has created a better life for millions of homes and communities around the world. The brand has shown great leadership in technological growth and innovation over the years. May its brand remain reliable and continue to inspire many lives around the world.

**TS Soon**  
General manager,  
I-City Properties Sdn Bhd

We sincerely appreciate Panasonic's efficient and gracious customer service, the level of detail and accountability it has demonstrated in each project, and the way it conducts business as a whole. We have, and will continue to, recommend its service to others. We could not be more satisfied with its work and we look forward to continuing this relationship.



**Dato' Hoo Kim See**  
Senior general manager  
for the central region,  
IJM Land Bhd

We applaud Panasonic's commitment in investing in innovative technology to bring unique products and solutions to the masses. Its partnership approach, innovative spirit and commitment to customer focus are highly commended. We are proud to be working with Panasonic and wish it continued success in the years to come.



**Datuk Tee Eng Ho**  
Executive chairman,  
Kerjaya Prospek Group Bhd

Panasonic has a long-standing and strong brand presence in Malaysia and many of us have grown up with the brand. As a main contractor/developer today, I have seen Panasonic products being promoted as part of the home lifestyles in property developments. This shows the confidence and trust in the Panasonic brand.



**Mario Gross**  
President and CEO,  
Lafarge Malaysia Bhd

As Panasonic evolves over a century of ingenuity, it is heartening to note its steadfast commitment in "adding a little more brightness to our lives". We look forward to expand the bond of friendship and cooperation between our two brands towards our mutual goal of building better homes for better lives.



**Kurt Stocks**  
General manager,  
LEGOLAND Malaysia Resort

We believe this fantastic accomplishment is due to Panasonic's leading commitment to quality, engineering and customer service in the industry. LEGOLAND Malaysia Resort truly appreciates the unparalleled quality and support given by Panasonic.



**Mohd Faiq  
Tan Sri Abu Sahid**  
Group MD, Maju Group

We are very pleased to have Panasonic as a valuable partner on our project MAJU Kuala Lumpur. With its sustainable and innovative home appliances, it has helped us to shape a better living for our target market, the M40. We are impressed by its progress and technologies, and we can't wait to see what Panasonic will bring in the future.



**Dato' Andy Kwan**  
President, Malaysian Air  
Conditioning & Refrigeration  
Association (MACRA)

As a premier and trusted brand, Panasonic has won the hearts of consumers for its high-quality and innovative lifestyle products. MACRA is proud and honoured to have an international icon such as Panasonic as one of our life members.



**Dato' Azman Mahmud**  
CEO, Malaysian Investment  
Development Authority  
(MIDA)

Panasonic has been serving Malaysian households for decades. Despite being a leading global electronics company, Panasonic continues to evolve its ideas and technology, demonstrating that even the strongest must reinvent themselves to stay ahead. As Panasonic continues to grow in Malaysia, MIDA looks forward to more quality jobs and businesses being created for the country.

**Dato' Dr Norraesah  
Mohammad**

May Panasonic continue its growing success in its mission of improving the lives and well-being of society through innovative and reliable products.



**Dr James Tee**  
MD/CEO, Medini Iskandar  
Malaysia Sdn Bhd

Panasonic has been true to its core in establishing itself as a brand dedicated to improving our lives and striving for societal progress. It has become a popular brand not only among homemakers but also among corporations, which have enjoyed its many innovative solutions. As a flourishing smart and sustainable central business district, Medini City is proud to be working alongside Panasonic, exploring various opportunities that will bring about positive changes to how we live.



The 2-storey terraces in Hillpark @ Shah Alam North employ the Japanese NEXT+HOME solutions for enhanced quality living, along with the "Kajiraku" design for functional and efficient space utilisation.



**Tan Sri Eddy Chen**  
Group MD, MKH Bhd

It is wonderful to have been one of Panasonic's business partners. We look forward to continue working hand-in-hand in delivering value and realising the aspiration of creating "a better life, a better world".



**Gladys Goh**  
Group general manager,  
Nippon Paint Malaysia  
Sdn Bhd

We truly recognise Panasonic's unwavering mission to improve better living for everyone, and we are immensely proud to have had the opportunity to work with the company towards this goal. Kudos, Panasonic Malaysia, in leading and inspiring the industry to greater heights! We look forward to richer, better lives with it.



**Wang Chong Hwa**  
Chief operating officer,  
Paramount Property  
Development Sdn Bhd

With the dynamic business environment and keen competition, it is indeed remarkable for a corporation to continue to excel in the field that it operates over a century. Well done, Panasonic! We look forward to more collaborations in the near future.



**Dato' Jeffrey Ng Tiong Lip**  
Chairman, REHDA Institute

Building a lasting international brand legacy of more than 100 years is indeed an impressive feat. Panasonic has positioned itself as a reputable brand internationally, with many of its eco-friendly products being used in Malaysian homes, supporting developers' effort to promote sustainability in their developments.



**Carrie Fong**  
Chairperson, REHDA Youth

Panasonic is a brand that has made many Malaysians' lives more comfortable and efficient. As a household name, it continues to inspire with new initiatives to improve the world we live in. Having been privy to some of the latest technologies coming out of Panasonic during REHDA Youth's Future Forward Forum, we are assured that Panasonic has the solutions and a strategy for the future. It is a vital partner to head into the next 100 years with.



**Datuk Tan Hon Lim**  
Executive vice-president,  
S P Setia Bhd

S P Setia is proud to collaborate with Panasonic for the MYHOME initiative as it has always been a trusted and reliable brand. One hundred years is a milestone of immense pride for a company that is not only technologically innovative but also one that gives back to the community in so many ways, improving the lifestyle of many of its ardent followers.



**Kenneth Tan**  
MD, Sanctuary Lakes  
Global Group

A hundred years on from Konosuke Matsushita's invention of the attachment plug, the world remains in desperate need of new solutions. Never before in history has there been so many people drawing upon the finite ecological resources of this fragile planet. Panasonic's founder believed that businesses can contribute to the betterment of human society, and few corporations today are better positioned than Panasonic to help humanity tackle pressing global challenges. We salute and encourage the Panasonic team to carry on the imagination and persistence of Matsushita in striving to make the world better.



**Mohd Azanuddin Salleh**  
MD, SIRIM QAS International  
Sdn Bhd

Panasonic has always shown great commitment in enhancing the lives of Malaysians with safe and quality products over the years.



**Lee Chee Seng**  
Chief operating officer,  
SkyWorld Development  
Group

One hundred years is definitely a fantastic achievement! Panasonic has proven to us that its brand represents the very best in innovation, quality, customer service and support. It is truly the creator for a better life and a better world.



Each home in Cheria Residences is designed to be energy-efficient with built-in PURETECH air ventilation and heat insulation technology. Security is monitored by a comprehensive video intercom and home network system.



**Ung Lay Ting**  
MD, Tropicana  
Corporation Bhd

One of the greatest milestones we have achieved is the development of innovative and smart semi-detached homes at Cheria Residences in Tropicana Aman. We would like to express our sincere appreciation to Panasonic for helping us achieve our vision in creating sustainable and eco-friendly lifestyles.

**Kong Sze Choon**  
UOA Group

This centennial anniversary celebration is a testament to the fact that Panasonic is an innovative company that has made a lasting, positive contribution to everyday life. May Panasonic continue to thrive at the forefront of innovation for another century of success.

# Shaping the future of sustainable living

Panasonic embraces innovation in broad and diversified areas.

While most oak-rooted entities face the onslaught of digital disruption with apprehension or remonstrance, Panasonic has not only embraced it, but marched among the vanguards. Born out of an invention, the company has always been at the forefront of innovation.

“Our products have evolved with the changing needs of the market. A century ago, our products were made under the most basic conditions to do simple household chores. Over the years, our solutions have become more efficient and eco-friendly,” states Panasonic Malaysia managing director Cheng Chee Chung.



## Panasonic – the key products and solutions in focus

### CONSUMER ELECTRONICS

- Air Conditioning
- Cooking Appliances
- General Appliances
- Health & Beauty
- AV & Digital Imaging
- Batteries



The Ketapat Rendang Brownies Coklat drama allows viewers to see demonstrations of Panasonic's daily appliances, while enjoying the Ramadan-based story.



Panasonic's beauty solutions get Hong Kong actress and TV presenter Ali Lee's thumbs-up as she shares her experience using them.



Whether you are a professional or an amateur, the Panasonic Lumix cameras can help you get the desired shots.



With their dynamic visuals on a Firefly aircraft, the Panasonic Sky Series Air Conditioners take to the skies.



The essence of Japanese artisanship is embodied in the Shokunin Collection, seen here with the Ola Bola cast.



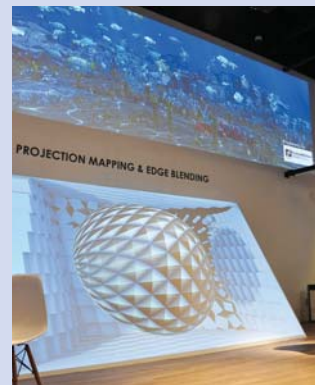
Chefs Dato' Fazley and Martin Yan show their skills in the Battle of the Chefs, featuring Panasonic Cooking in collaboration with the Asian Food Channel.



Panasonic Evolta batteries set a new record for the longest-distance toy train ride by powering the Takara Tomy Plarail Train N700 Shinkansen.

### COMMERCIAL SOLUTIONS

- Security Solutions
- Professional AV Solutions
- IP PABX & Communication Systems
- Commercial Air Conditioners
- Cold Chain Systems
- Factory Automation
- Avionics
- Automotive
- Industrial Devices



The world could watch the opening and closing ceremonies of the Olympics in clear view because of Panasonic's cutting-edge system projectors developed under its professional AV solutions.



Through an IP-based platform, the integrated security systems incorporated with various analytics, including face recognition, can be designed to link with systems for car park management, door access, IP PABX and video intercom.



Large-scale developments will find the Panasonic VRF air-conditioning system to be the most energy-efficient. An outdoor system supports up to 64 indoor units, which can be remotely monitored through a cloud system.



Panasonic supplies fluorocarbon-free CO<sub>2</sub> refrigerant condensing units to Jaya Grocer in Malaysia.

### ECO SOLUTIONS

- Indoor Air Quality
- Energy Solutions
- Building Technologies
- Housing Materials
- Lighting



Panasonic's kitchen solutions have now expanded to innovative cabinets with intelligent storage mechanisms and built-in appliances.



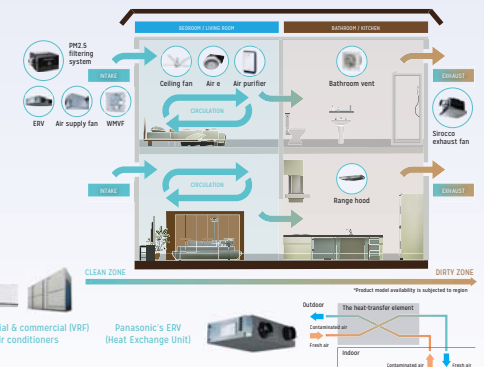
Construction through W-PC technology is a form of Industrialised Building System (IBS) implemented for better efficiency, consistent quality and less wastage.

The HIT Solar Photovoltaic Panels by Panasonic boast the world's highest conversion efficiency and are made in Malaysia.



#### Indoor Air Quality (IAQ)

Defining new standards for healthy living. Building airtightness maximises energy efficiency to keep the air cool. However, it also causes the indoor air to be polluted due to the lack of ventilation. Find out how Panasonic's Air Solution is able to take in, filter, circulate and expel air from the house all at once.



Panasonic's total indoor air quality management solution includes air intake, filtering, circulation, purification, cooling, exchange, ionisation, and exhaust.



#### Where imagination is given shape

If you want a feel of a futuristic sphere, step into the newly-minted Panasonic Home-2-Com Solution Center. The revolutionary solutions displayed in an avant-garde visual gallery will ignite your creativity to a world of possibilities. The latest innovations in indoor air quality, energy and LED lighting, security, communications, professional AV, smart solutions and lifestyle appliances are aimed at supporting any home, town and commercial development towards a better world.

#### PANASONIC HOME-2.COM SOLUTION CENTER

**Address:** Unit G-2, Ground Floor, The Vertical Podium, Bangsar South, Jalan Kerinchi, Kuala Lumpur

**Tel:** (03) 2242 1326

**Operating hours:**  
Mondays – Fridays | 10am – 5pm  
Closed on Saturday, Sundays and public holidays

# Leading the way in smart townships

Panasonic's project raises the quality of living.



Panasonic has pushed the envelope for “a better life” by actualising “a better world”. Utilising its own site in Fujisawa City, Japan, Panasonic Corp has created a model of a sustainable smart town (SST) to be replicated around the world. The 19ha township has been built in partnership with Fujisawa City and a number of other like-minded companies. Opened on Nov 27, 2014, the Fujisawa SST proves that a higher quality living is possible. Unlike other normal developers, Panasonic does not conclude at the completion of construction. In fact, it is only the beginning, as the township blueprint is based not

just on brick and mortar, but also on the nuts and bolts of actual living for the next 100 years. Comprising 1,000 households along with commercial, healthcare, welfare, educational and recreational facilities, the eco-based concept prioritises community, comfort, security, wellness and mobility. Leveraging its expertise in energy-efficient and smart solutions, Panasonic has implemented substantive state-of-the-art structures to reduce CO<sub>2</sub> emission and water consumption by 70% and 30% respectively, while raising utilisation rate of renewable energy to over 30%.

In a nutshell



### Energy

The entire town is fitted with high-efficiency solar panels and energy storage systems that can generate and save enough power to serve both individual homes and public spaces optimally. The renewable supply will remain intact even during major power disruptions for up to three days.



### Security

Instead of having high fences and imposing walls, the town is safeguarded by an unobtrusive virtual-gated system of surveillance cameras, intelligent lighting and human patrols. This barrier-free environment facilitates community bonding.



### Mobility

Sharing services are available for electric vehicles, electric scooters and electric-assisted bicycles, besides car rental. For conventional cars, the environmental automobile inspection service is at hand to help improve petrol mileage and reduce CO<sub>2</sub> emissions.



### Community

Every resident is a “town parent” who co-nurtures the town. Discussions are facilitated through a dedicated web portal accessible to every resident, which also serves as the town's one-stop information service. Consented ideas, through a committee, are implemented by a town management company, which will continuously support the sustainable evolution of the town. Community bonds are further fostered through the town square, which comprises a library and numerous facilities for communal activities.



### Wellness

A comprehensive care system provides seamless medical, nursing and elderly care, plus pharmaceutical services for its residents, on top of regular health promotion events.

# Accredited among the top

Bearing a name that spells reliability and quality, Panasonic has garnered numerous accolades that evidence its position in the forefront of the electronics industry throughout the years.

### BrandLaureate 2016

Panasonic Malaysia managing director Cheng Chee Chung was conferred The BrandLaureate Best Choice Industry Brand Icon Leadership Award in the Consumer Electronics Industry. This special category is reserved for only one exclusive recipient for the year to honour outstanding leaders in their respective industries. The awards is organised by the Asia Pacific Brands Foundation, which is dedicated to advancing the branding standards in the region. Founded in 2004, it made its debut in Malaysia in 2006.



### Reader's Digest Trusted Brand Awards 2017

Panasonic Malaysia bagged five gold awards in the TV, air conditioner, refrigerator, washing machine and water purifier categories. Since 2001, Panasonic Malaysia has won The Trusted Brand award in various categories for 16 consecutive years. Launched in 1999, Reader's Digest Trusted Brands Survey (formerly known as Reader's Digest Super Brands) identifies which brands, among the thousands available in the market, appeal most to affluent Asian consumers. The Trusted Brand achievement marks the genuine high regard consumers have towards the Panasonic brand.

### Putra Brand Awards 2017

Panasonic Malaysia was bestowed The People's Choice Gold Award in the Personal, Household & Outdoor Appliances category. Since the Putra Brand Awards was established in 2010, Panasonic has never failed to be recognised every year. Established by the Association of Accredited Advertising Agents Malaysia and endorsed by the Malaysia External Trade Development Corporation (MATRADE), the Putra Brand Awards seeks to recognise local and international brands that Malaysians appreciate. Winners are picked based on consumer preference.

### PERSONAL, HOUSEHOLD & OUTDOOR APPLIANCES GOLD



# Pursuing a better life and a better world

Panasonic takes its corporate social responsibility (CSR) and contribution to the betterment of the property sector seriously. Here are some of its key activities in the past years.



## Flood and disaster reliefs

### Penang

In November 2017, Panasonic Malaysia helped alleviate the distress of Penangites by offering free repair service for electrical appliances, free carton boxes and discounted parts to its customers and dealers swamped by the sudden deluge.

### East Coast

In February 2015, Panasonic Malaysia donated a total of 1,275 electrical items worth RM655,233 to 88 schools in Kelantan and Pahang that were most critically hit by the floods.



## HEARTHEART Project

In January 2016, Panasonic Malaysia donated 16,000 picture books to more than 7,700 primary schools in Malaysia under the HEARTHEART Project, which was initiated by the international Nonprofit Organization XYZ (cross wise). The picture books were a token of gratitude to the global community that had rendered aid during the 2011 Great East Japan Earthquake.



## Panasonic Sports Complex

In June 2008, Panasonic Group of Companies donated the Panasonic Sports Complex to the Ministry of Youth and Sports. The RM34 million high-tech sports complex in Shah Alam houses a 2,000-seating capacity outdoor stadium and an indoor arena within its 15.3 acres.

## Eco-education

### Kid Witness News

Panasonic runs the Kid Witness News programme worldwide annually. In Malaysia, the programme began in 2005. School children aged 10 to 17, in teams of four, come up with five-minute video productions themed on environment, communication or sports.



## Eco Picture Diary

The Eco Picture Diary is part of Panasonic's global eco-learning programme that was introduced in Malaysia from 2011. In collaboration with the Ministry of Education, Panasonic Malaysia distributes special three-day diary books in which children record their environmental-saving gestures. Participants with the best diaries win prizes from Panasonic Malaysia.

## EdgeProp Malaysia's Best Managed Property Awards

For two consecutive years since 2017, Panasonic Malaysia has been one of the two main partners of EdgeProp Malaysia's Best Managed Property Awards organised by EdgeProp.my. In honouring real estates that are excellently managed, the venture seeks to raise the bar on Malaysian property management practices, encompassing stratified and non-stratified buildings in the residential, commercial and mixed development categories.

## Lafarge-EdgeProp MYHOME project

Panasonic Malaysia is working hand-in-hand with other industry leaders towards designing homes based on feedback from the general public. Kicked off in early 2018, the collaboration between Lafarge and EdgeProp.my gathered urbanites' views through a nationwide survey, which will be translated into homes that would better meet the needs of the population and improve overall living quality.



## Virtual Property Expo 2017

Panasonic Malaysia lent its support for the first-ever Virtual Property Expo in Malaysia last year. Organised by EdgeProp.my, the virtual fair marked a step forward in the digitisation of the real estate industry in the nation.



# Putting people first

As of 2016, Panasonic in Malaysia has 13,765 full-time and 9,260 contract employees. Five of them from Panasonic Malaysia Sdn Bhd share why they love working here.

Progress and development can be realised only through the combined efforts and cooperation of each employee of our company. United in spirit, we pledge to perform our corporate duties with dedication, diligence and integrity.

— Panasonic's company creed



**Takaaki Uehara**  
Consumer Marketing  
and Customer Service  
Director (24 years)

In school (Japan), we were exposed to Konosuke Matsushita's Basic Business

Philosophy and "sunao" mind (an uncluttered mind that can discern the state of affairs without pre-conceived prejudice) practice. Since then, I have been impressed with his wisdom and approach towards life and business. His philosophy is relevant both in our business operations and personal lives. It has guided me through the years.

I have gained many opportunities and valuable experiences here. I am also fortunate to have worked for fantastic and inspirational bosses. In Malaysia, we are proud to achieve No. 1 shop share for consumer electrical products in our biggest retailer, Senheng, for 2017. This is thanks to the hard work of our staff.



**Chew Keng Heng**  
Marketing Innovation  
Department General  
Manager (26 years)

I have grown up using Panasonic (previously National) appliances and

have known Panasonic as a big brand with a strong business culture. I was also impressed by Matsushita's philosophy. So, in my final year at varsity, Matsushita Sales & Service Sdn Bhd (the name of the company then) was one of the multinational companies (MNCs) I aimed to work in.

The constant challenges, innovations and leaderships make every day feel like a fresh experience. Plus, the culture, system and pragmatic leadership have made me stay. I have fond memories of working with colleagues from different places and cultures around the country. I will always treasure their professionalism, support and camaraderie.



**Rusli Baba**  
Integrated Solutions  
Department General  
Manager (29 years)

While pursuing my business degree, I became interested in the Japanese work philosophy. I also aspired to work for a

well-established MNC, so I applied for a junior marketing executive position. That was the best decision I ever made.

The company puts equal emphasis on customer service and staff welfare. We also practise the Matsushita Basic Business Philosophy and are constantly reminded of our work culture — teamwork, plan ahead, growth driven, creative and caring.

Panasonic has made me a motivated, detailed and results-oriented person. All the difficulties we have faced while working on projects, and the joy and satisfaction upon their completion, are priceless.



**Chew Yoke Yuen**  
Audio Visual  
Communication  
Department Marketing  
Executive (5 years)

I had always wanted to work in a well-known MNC

like Panasonic. The working environment and the challenges, along with supportive superiors and colleagues, make my journey here interesting.

When I was managing home audio products in the past, I was assigned to do a solo presentation at the annual Panasonic AV Key Dealer Conference to our nationwide business partners.

I was naturally apprehensive but I received lots of support from my superiors. The biggest surprise was when my deputy managing director gave me a jar of honey to help prevent sore throat. Consequently, I did well at the conference and that gave me the confidence that I hold on to till today.



**Shamini Krishnan**  
Human Resources  
Executive (5 years)

I joined Panasonic because it is a company that emphasises contribution to society — something which

we are very proud of. I am proud to be a part of a strong and supportive team. We practise teamwork and never fail to bring out the best in each other.

I am in charge of payroll. Sometimes we have to stay back to ensure staff salary is remitted on time. Sometimes we encounter technical glitches. However, backed by a strong team, we always somehow manage to get things done.