

奥运·残奥

Olympic and Paralympic Games



松下携手奥运会32年，支持残奥会22年！  
松下将以最新类别的产品及相关技术和解决方案为北京2022的运营提供支持，与世界各国人民分享全球最重要的体育赛事所带来的激情和兴奋。

As a TOP sponsor of the Olympic Games for 32 years, and a sponsor of the Paralympic Games for 22 years, Panasonic will support the operation of Beijing 2022 with the latest category products and related technologies and solutions, and share the passion and excitement created by the world's greatest sporting events with people around the world.



松下纪念馆

Matsushita Memorial Hall



松下纪念馆是为了传承松下幸之助的经营理念，介绍松下事业内容，并为加强与事业伙伴和客户沟通洽谈提供交流场所的综合文化馆，选址于松下集团在中国建立的第一家合资公司（北京·松下彩色显象管有限公司）的原址。

Matsushita Memorial Hall serves as a comprehensive cultural space for inheriting management philosophy of Konosuke Matsushita, introducing Panasonic business contents, and communicating with business partners and clients. It is located at original sites of Panasonic first joint venture ( Beijing Matsushita Color CRT Co., Ltd. ) in China.



**事业分布**  
Distribution of Business Sites

北京市 (4) Beijing	上海市 (12) Shanghai	河北省 (1) He Bei	山东省 (2) Shan Dong	浙江省 (7) Zhe Jiang	香港 (3) Hong Kong	日本 (1) Japan	新加坡 (1) Singapore	澳大利亚 (1) Australia
天津市 (2) Tianjin	重庆市 (1) Chongqing	辽宁省 (8) Liao Ning	江苏省 (13) Jiang Su	福建省 (7) Fu Jian	台湾 (8) Tai Wan	韩国 (3) Korea	泰国 (1) Thailand	新西兰 (1) New Zealand
			广东省 (11) Guang Dong				马来西亚 (2) Malaysia	

※ 截止 2020年3月末

**Panasonic**  
**松下电器**

中国东北亚公司 经营企划中心  
China & Northeast Asia Company Business Planning Center

Panasonic官方网站 <http://panasonic.cn>  
Panasonic official website <http://panasonic.cn>

地址: 北京市朝阳区景华南街5号 远洋·光华国际C座5层  
Add: 5th Floor, Tower C Office Park, No.5, Jinghua South Street, Chaoyang District, Beijing

官方网站  
Official website

官方微博  
Official Weibo

官方微信  
Official Wechat

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企业社会责任

Corporate Social Responsibility



松下始终将自身发展与社会发展紧密结合，持续探求以公司专长奉献社会的最佳途径，以切实的行动，贡献可持续发展。在教育、文化、环保和慈善等公益领域持续不断地贡献着自己的力量。未来，我们将创新公益模式，为创造一个更加美好和谐的社会做出贡献。

Panasonic has always closely combined its own development with the social sustainable development and has been committed to contributing to the areas of education, culture, environmental protection and philanthropy, etc. In the future, Panasonic will innovate public welfare models to create a better and harmonious society.







松下电器 中国东北亚公司 总裁 CEO  
CEO of China & Northeast Asia Company, Panasonic Corporation

## 本间 哲朗

Tetsuro Homma

松下集团是全球领先的制造企业，1918年创业以来，以提高人类生活水平和发展世界文化为己任，不断创新，追求卓越。

松下集团的中国事业始于1978年，邓小平副总理访问日本，邀请集团创始人松下幸之助为中国的现代化做贡献。经过近10年的合作，1987年，松下集团在华成立了第一家合资企业，之后事业迅猛发展。今日，松下集团在华拥有6万员工、70家以上的企业、事业规模达1100亿元，事业涵盖家电、住宅、冷链、零部件、汽车电子、互联解决方案等多个领域。

As a leading manufacturing enterprise, Panasonic Group has been committed to improving the living standard of people and developing the world culture since its establishment in 1918.

Panasonic Group has started its business in China since 1978, the year when Vice Premier Deng Xiaoping visited the founder Konosuke Matsushita to ask for help in modernizing China's economy. After nearly 10 years of partnership, Panasonic set up its first joint venture in China in 1987. Since then, it has grown rapidly to nearly 60,000 employees, more than 70 companies. The business covers home appliances, residence, cold chain, devices, automotive electronics and connected solutions, and the scale has reached to 110 billion up to today.

2019年4月，松下集团在北京成立了集事业和地域统括职能于一体的中国东北亚公司，以中国广受关注的社会课题“健康养老”以及“生鲜食品供应链”两大业务范畴重新定义成长领域，融合松下在家电、住宅设备方面的传统优势，以及冷链冷机行业的独特技术特长作为事业基盘，为中国消费者提供更加健康美好的生活体验。

同时，松下集团作为奥运会、残奥会的TOP赞助商，继2008年北京奥运会后，将再次全面支持2022年北京冬奥会的成功举办。

In April 2019, Panasonic Group established China & Northeast Asia Company in Beijing, which realized the business and functional divisions into one. It will maximize Panasonic advantages in home appliances, residential equipment, cold chain and refrigerator system industry to solve social issues of "well-being, elderly care" and "fresh food supply chain", and create a healthier and better life experience for Chinese consumers.

Besides, as a worldwide partner of the Olympic and Paralympic Games, Panasonic will give full support again to Beijing 2022 with the latest technologies following Beijing 2008.

## 松下集团全球七大事业公司

Seven Global Business Companies of Panasonic Group

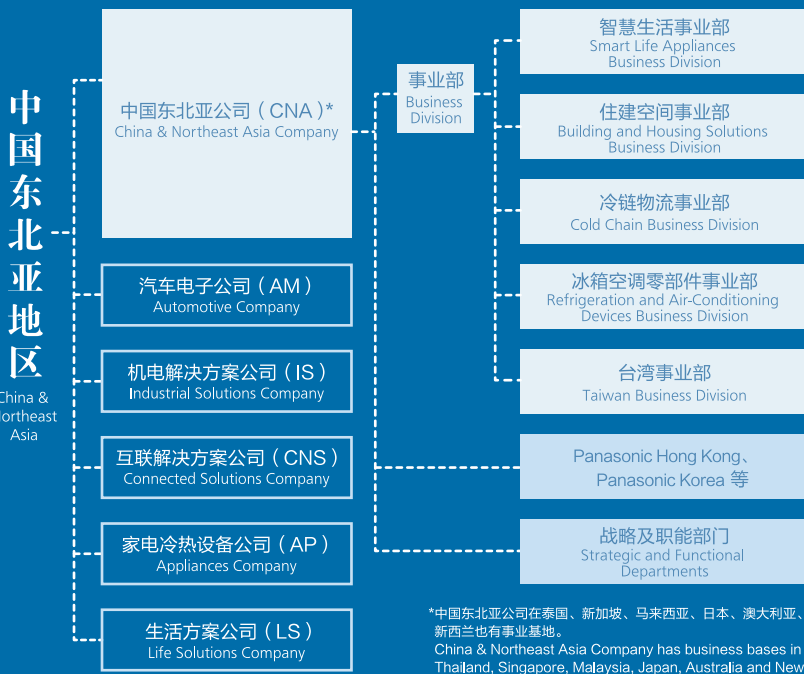
松下致力于“通过不断的技术革新，为人类的繁荣和幸福做贡献”，并将这一理念贯穿于全球事业活动，推动松下跨越既有事业结构、发挥集合优势，凝聚伙伴力量，为实现拥有理想生活、享受更好明天的可持续未来创造更大价值。

Panasonic carries out "contributing to the evolution of society and to the happiness of people through continuous technology innovation" throughout the global business activities, and combines the strengths of seven global business companies and business partners to create a greater value.



全球销售额 **4800** 亿元  
Global business sales of 480 billion RMB

中国东北亚地区事业规模 **1100** 亿元  
Business scale of 110 billion RMB in China & Northeast Asia Region



## 松下在中国发展历程 | Panasonic Development History in China

1978年  
· 邓小平副总理访问日本松下电器  
Vice Premier Deng Xiaoping visits Matsushita Electric in Japan

1980年  
· 创始人松下幸之助第二次访华  
Founder Konosuke Matsushita makes his second visit to China  
· 举办松下综合电子技术交流会  
Matsushita Electric Exhibition held

1992年  
· 江泽民总书记访问日本松下电器  
General Secretary Jiang Zemin visits Matsushita Electric in Japan

1994年  
· 成立松下电器(中国)有限公司\*  
Panasonic Corporation of China\* established  
\* 统括公司 Regional headquarter

2001年  
· 成立松下电器研究开发(中国)有限公司  
Panasonic R&D Center China Co., Ltd established

2010年  
· 向上海世界博览会日本馆提供最新技术支持  
Support Shanghai World Expo with providing the latest technical for the Japan Pavilion

2012年  
· 吸收合并松下电工(中国)有限公司，中国事业的经营范围进一步扩大  
Acquire and merge Matsushita Electric Works (China) Co., Ltd. and further expand the business in China

2019年  
中国东北亚公司成立  
China & Northeast Asia Company established

1979年  
· 创始人松下幸之助第一次访华  
Founder Konosuke Matsushita pays his first visit to China  
· 第一次技术合作：  
向上海灯泡厂提供黑白显像管成套设备  
First technical cooperation: provide complete equipment of black and white CRT for Shanghai Bulb Factory



1987年  
· 成立第一家合资企业：  
北京·松下彩色显像管有限公司  
The first joint venture: Beijing Matsushita Color CRT Co., Ltd. established



1995年  
· 设立“松下育英基金”  
“Panasonic YuYing Fund” founded  
松下电器育英基金捐赠仪式  
Panasonic YuYing Fund Donation Ceremony



2003年  
· 将全球品牌统一为“Panasonic”  
“Panasonic” positioned as global brand name

2008年  
· 胡锦涛国家主席访问日本松下电器  
President Hu Jintao visits Panasonic in Japan  
· 作为奥运会TOP赞助商全力支持北京奥运会  
As a top sponsor of Olympic Games, fully support Beijing 2008



2018年  
· 松下电器创业100周年  
The 100th Anniversary of Panasonic  
· 在北京建立松下纪念馆  
Matsushita Memorial Hall opened in Beijing





# 践行“关爱无界 身心如悦”的事业理念， 为中国健康美好的生活积极贡献

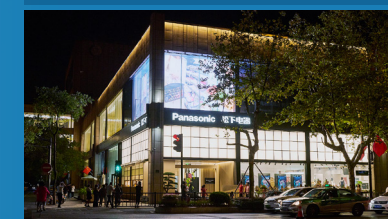
Practises the business slogan of "Limitless Care for Healthy Living",  
Panasonic devotes to creation for a healthy and better life

## 生活家电 CNA Home Appliances

将家电领域内的单品与住空间相结合，建立物联网生态圈，  
在全屋领域传递松下智能家居的概念，为消费者提供健康·  
余暇·有品位的生活提案，享受先进技术和高度便捷。

Panasonic combines the single product in the field of household  
appliances with the living space to set up an IoT ecosphere, as well as  
delivers the concept of Panasonic Smart Home to the whole household  
field. In this way, to provide consumers a healthy and leisure life with  
advanced technology and high convenience.

松下电器旗舰店 杭州 | Panasonic Center HANGZHOU



### 智慧生活事业部 | Smart Life Appliances Business Division

冰箱 Refrigerator	洗衣机 Washing Machine	调理 Kitchen	美容个护 Beauty & Personal Care	健康 Health	家事 Living	数码影音 Digital & Audio

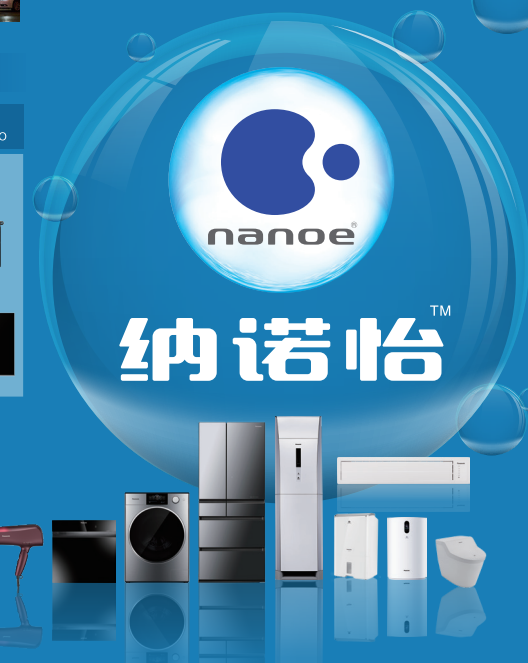
## 生活空间 CNA Living Space

通过产品的制造、销售及组合，提供基于“健康”  
的空间解决方案，从而实现让所有人拥有健康、  
安全、舒适的生活。

Through the product manufacturing, sales and portfolios,  
Panasonic provides "health-oriented" new space solutions  
to achieve a healthy, safe and comfortable life for people.

### 住建空间事业部 | Building and Housing Solutions Business Division

空调新风   Fresh Air Conditioning	住宅设备   Residential Equipment	建筑电气   Building Electricity	照明   Lighting	门控安防   Gated Security



nanoe™  
纳诺怡™

ziaino  
次氯净  
空间除菌消毒机





# 生鲜食品供应链

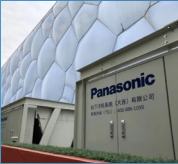
CNA

China & Northeast Asia Company

## Fresh Food Supply Chain

以食品的“安全·安心”，“保鲜”为核心，在产地预冷，产品运输，仓储加工及零售各个环节，充分利用IoT技术，提供从产地到餐桌的整个供应链的整体解决方案，2020年，随着哈斯曼大洋洲BU加入，将更进一步为全球顾客创造新鲜生活。

Focusing on the Fresh, Safety and Be relieved of food, in origin-based pre-cooling, product transportation, storage, processing and retail, by making full use of IoT technology, Panasonic provide an end-to-end overall supply chain solution from farm to table. With the joining in of Hussmann Oceania BU in 2020, Panasonic will further create a fresh life for the people around the world.



2019年，松下自主研发生产的国内首个使用R449A冷媒的大型风冷冷水机组，完美实现水冰转换，助力“水立方”成功蜕变为“冰立方”。

In 2019, Panasonic independently developed and produced the first domestic air cooled rack chiller with R449 , which perfectly realized the water-ice conversion for the successfully transform from "Water cube" to "Ice cube".

### 冷链物流（中国）事业部 | Cold Chain ( China) Business Division



# 冰箱空调零部件

CNA

China & Northeast Asia Company

## Refrigeration and Air-Conditioning Devices

作为冷热空调领域的综合元器件事业体，通过压缩机·冷热零部件的提供，充分发挥低环境负荷新冷媒技术为脱碳社会做贡献。

As a component business integration in the field of heating and cooling air-conditioning, Panasonic fulfils new refrigerant technology with low environmental load by providing compressors as well as heating and cooling components, so as to contribute to lead a decarbonizing society.

### 冰箱空调零部件事业部 | Refrigeration and Air-Conditioning Devices Business Division



### 台湾事业部 | Taiwan Business Division

CNA

China & Northeast Asia Company

为了更加快速的抓住商机，满足当地顾客需求，整合家电、建材、厨具、照明、冷链及解决方案等在台湾现有优势，展开从家电到B2B广泛领域事业的一体化经营，由松下在台三家公司组成台湾事业部，提供综合提案的销售服务。

Taiwan Business Division consists of Panasonic's three companies in Taiwan to provide comprehensive sales service proposals. In order to seize business opportunities and satisfy local customer's needs, Taiwan Business Division integrates home appliances, building materials, kitchenware, lighting, cold chain, solutions as well as other advantages in Taiwan to carry out the integrated management in a wide range of fields, from home appliances to B2B.



# 事业开发

CNA

China & Northeast Asia Company

## Business Development

以实现公司愿景为目标，市场需求为导向，与事业部携手拓展新事业。并通过开发新的合作伙伴，推进跨事业领域的项目合作。

To achieve company vision and meet market demand, Panasonic promotes new business and cross-industry project cooperation through developing new partners.



# 互联解决方案

CNS

Connected Solutions Company

以投影机、液晶显示器、专业视音频设备、高速扫描仪、坚固型笔记本电脑、安防监控系统等拳头产品，全面覆盖媒体娱乐、广播电视、公共、教育、制造等行业。通过整体系统解决方案的输出，为客户现场带来革新，帮助客户解决经营课题。

Panasonic business fully covers media & entertainment, broadcasting, public, education and manufacturing industries with advanced products, including projectors, professional displays, professional AV equipments, scanners, Toughbook, security systems, etc. Through providing integral system solutions, Panasonic brings on-site innovation to solve problems for clients.



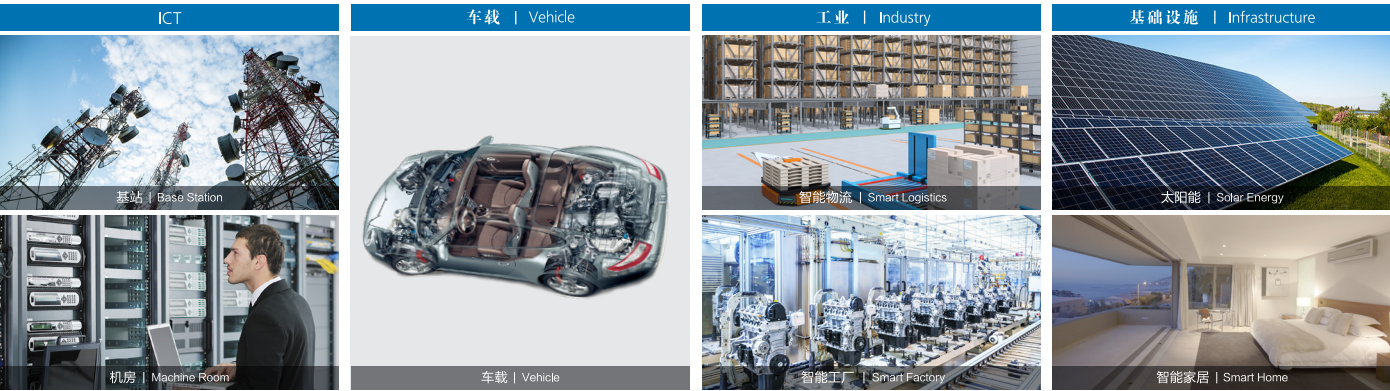
# 机电解决方案

IS

Industrial Solutions Company

通过提供电子零部件、FA/工业元器件、电子材料、电池等产品展开BtoB事业，在工厂人力节约、车载、情报通信、基础设施等社会需求大的领域提供全新的机电系统解决方案。

Panasonic carries out BtoB business through the provision of electronic components, factory automation (FA) / industrial components, electronic materials and batteries, also provides new electromechanical system solutions in the fields of high social demands, such as factory labor saving, vehicle and intelligence communication infrastructure.



# 汽车电子

AM

Automotive Company

面向汽车产业电子化和节能环保的普及和发展，集合家电、ICT、能源方面的技术能力，在“优质化(舒适)”、“统合安全(安全·安心)”、“电动化(环境)”领域，成为汽车制造业不可或缺的供应商。

In the automotive industry, cars are becoming more electrified, computerized and environmentally friendly. Therefore, by uniting a variety of technologies and know-how we have in such areas as consumer electronics, ICT and energy management, we aim to make abundant contributions in the fields of "Beyond Comfort," "Integrated Safety," and the "Electrification," and become a supplier that is integral to car manufacturing.

