

MATSUSHITA ELECTRIC INDUSTRIAL CO LTD

Form 6-K

March 07, 2007

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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 2007

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 21, 2007, by Matsushita Electric Industrial Co., Ltd. (the registrant), announcing the repurchase of a portion of its own shares.
2. News release issued on February 26, 2007, by the registrant, announcing the 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 7, 2007

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February 21, 2007

FOR IMMEDIATE RELEASE

Media Contacts:

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Matsushita Electric Executes Own Share Repurchase

Osaka, Japan, February 21, 2007 Matsushita Electric Industrial Co., Ltd. (MEI [NYSE symbol: MC]), best known for its Panasonic brand, announced that it has repurchased a portion of its own shares from the market in conformity with provisions of Article 459, Paragraph 1, Item 1 of the Company Law of Japan.

Details of the share repurchase are as follows:

1. Class of shares: Common stock
2. Period of repurchase: Between February 2, 2007 and February 21, 2007
3. Aggregate number of shares repurchased: 8,394,000 shares
4. Aggregate repurchase amount: 19,998,485,000 yen
5. Method of repurchase: Shares were repurchased on the Tokyo Stock Exchange

(Reference 1)

- 1) The following details were resolved at the Board of Directors meeting held on February 1, 2007:

Class of shares: Common stock

Aggregate number of repurchasable shares: Up to 25 million shares

Aggregate repurchase amount: Up to 50 billion yen

- 2) Cumulative total of shares repurchased since the February 1, 2007 Board of Directors resolution through today:

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Aggregate number of shares repurchased: 8,394,000 shares

Aggregate repurchase amount: 19,998,485,000 yen

3) Cumulative total of shares repurchased since April 28, 2006 through today:

Aggregate number of shares repurchased: 49,390,000 shares

Aggregate repurchase amount: 119,990,355,000 yen
(Reference 2)

The number of shares issued and treasury stock as of December 31, 2006:

Total number of shares issued (excluding treasury stock): 2,171,855,027 shares

Treasury stock: 281,198,470 shares

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February 26, 2007

FOR IMMEDIATE RELEASE

Media Contacts:

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Hiroko Carvell (Europe)
Panasonic Finance (Europe) plc
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Matsushita Announces Proposed Senior Management Changes

Osaka, Japan, February 26, 2007 - Matsushita Electric Industrial Co., Ltd. (Matsushita [NYSE symbol: MC]), best known for its Panasonic brand, today announced the following changes of the members of the Board of Directors and Executive Officers, effective April 1, 2007, and proposed changes of the members of the Board of Directors and Corporate Auditors, effective June 27, 2007.

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 27, 2007.

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

| Title | Name | New Responsibilities |
|----------------------------|---------------------|---|
| Chairman of the Board | Kunio Nakamura | |
| Vice Chairman of the Board | Masayuki Matsushita | |
| President | Fumio Ohtsubo | |
| Executive Vice Presidents | Takami Sano | Representative in Tokyo, in charge of Automotive Electronics Business, Panasonic EV Energy Co., Ltd., Panasonic System Solutions Company, Panasonic Mobile Communications Co., Ltd., Corporate eNet Business Division, ep Business Integration Center, and Corporate Construction Business Promotion Division |
| | Susumu Koike | In charge of Technology and Semiconductor Company |
| | Tetsuya Kawakami | In charge of Accounting |

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|---|---------------------------------|---|
| Executive Vice Presidents | Shunzo Ushimaru (promoted) | In charge of Domestic Consumer Marketing, Electrical Supplies Sales, Project Sales and Building Products Sales, Advertising and Design, Chairman, Corporate Brand Committee |
| Senior Managing Director | Toshihiro Sakamoto | President, Panasonic AVC Networks Company |
| Managing Directors | Takahiro Mori | In charge of Planning, Associate Director, Corporate IT Innovation Division, in charge of Panasonic Start-up Fund Vice Chairman, Corporate Brand Committee |
| | Shinichi Fukushima | In charge of Personnel, General Affairs and Social Relations, in charge of e-Work Promotion Office |
| | Junji Esaka | In charge of Home Appliances Business President, Matsushita Home Appliances Company, in charge of Lighting Company and Matsushita Refrigeration Company |
| | Ikusaburo Kashima (promoted) | In charge of Legal Affairs, Corporate Risk Management, Corporate Information Security and Corporate Business Ethics, Legal Consultation & Solutions Center, and Corporate International Affairs |
| Directors | Ikuo Uno | |
| | Yoshifumi Nishikawa | |
| | Hidetsugu Otsuru | In charge of Facility Management, Quality Assurance, Corporate FF Customer Support & Management Division, Environmental Affairs, and Recycling Business Promotion |
| | Mikio Ito | In charge of Public and Private Institutions |
| Honorary Chairman of the Board and Executive Advisor, Member of the Board | Masaharu Matsushita | |

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.

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Ikuo Uno and Yoshifumi Nishikawa are outside directors.

2. Members of the Board of Corporate Auditors (Effective April 1)

| Title | Name | New Responsibilities |
|---------------------------|--------------------|---|
| Senior Corporate Auditors | Kazumi Kawaguchi | Chairman, Matsushita Group Auditors Meeting |
| Corporate Auditors | Yukio Furuta | |
| | Yasuo Yoshino | |
| | Ikuo Hata | |
| | Hiroyuki Takahashi | |

Note: Yasuo Yoshino, Ikuo Hata and Hiroyuki Takahashi are outside corporate auditors.

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3. Executive Officers (Effective April 1)

| Title | Name | New Responsibilities |
|-----------------------------------|-------------------|--|
| Senior Managing Executive Officer | Koshi Kitadai | President, Panasonic Automotive Systems Company In charge of: Industrial Sales |
| Managing Executive Officers | Yasuo Katsura | Director, Tokyo Branch |
| | Nobutane Yamamoto | In charge of Global Procurement |
| | (promoted) | Director, Corporate Procurement Division, in Charge of Global Logistics |
| | Hitoshi Otsuki | In charge of Overseas Operations |
| | (promoted) | |
| | Yoshinobu Sato | Director, Corporate Sales Strategy Division for National/Panasonic Retailers, in charge of Corporate CS Division and Showroom Strategic Planning Office, Chairman, Showroom Strategic Committee |
| | (promoted) | |
| | Yoshihiko Yamada | Director, Corporate Management Division for North America, and Chairman, Panasonic Corporation of North America |
| (promoted) | | |
| Executive Officers | Ken Morita | Senior Vice President, Panasonic AVC Networks Company, Director, Visual Products and Display Devices Business Group, Panasonic AVC Networks Company |
| | (promoted) | |
| | Yoshitaka Hayashi | Director, Corporate Management Division for China and Northeast Asia, Chairman, Panasonic Corporation of China |
| | Fujio Nakajima | Senior Vice President, Panasonic AVC Networks Company, Director, Technology Planning & Development Center, Panasonic AVC Networks Company, General Manager, Digital Broadcasting Business Promotion Office |
| | Takae Makita | In charge of Information Systems Associate Director, Corporate IT Innovation Division |
| | Masashi Makino | Director, Corporate Manufacturing Innovation Division |
| | Joachim Reinhart | COO, Panasonic Europe Ltd. |
| | Yutaka Mizuno | Vice President in charge of Sales, Panasonic Automotive Systems Company |
| | Kazuhiro Tsuga | In charge of Digital Network & Software Technology, Overseas R&D Centers, and Digital Network Strategic Planning Office |

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Ikuo Miyamoto

President, Motor Company

Hideo Kawasaki

President, Semiconductor Company

Shigeru Omori

Director, Corporate Industrial Marketing & Sales
Division

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|--------------------|---|---|
| Executive Officers | Takumi Kajisha | In charge of Corporate Communications Division, Director, Corporate Communications Division, in charge of CSR Office, Advertising Group, and Corporate Citizenship Group, Vice Chairman, Showroom Strategic Committee |
| | Masaaki Fujita | Senior Vice President, Panasonic AVC Networks Company, and Director, Visual Products and Display Devices Business Group, and PDP TV Business Unit, Panasonic AVC Networks Company |
| | Kazunori Takami | In charge of Corporate Marketing Division for National Brand Home Appliances and Corporate Marketing Division for National Brand Wellness Products, Director, Corporate Marketing Division for National Brand Home Appliances |
| | Yoshihisa Fukushima | In charge of Intellectual Property |
| | | Director, Corporate Intellectual Property Division, and President, Intellectual Property Rights Operations Company |
| | Makoto Uenoyama | In charge of Accounting and Finance |
| | Masatsugu Kondo (newly appointed) | President, Matsushita Battery Industrial Co., Ltd., and President, Rechargeable Battery Company, Matsushita Battery Industrial Co., Ltd. |
| | Naoto Noguchi (newly appointed) | Director, Corporate Environmental Affairs Division, in charge of Corporate Quality Administration Division |
| | Osamu Waki (newly appointed) | President, Panasonic Mobile Communications Co., Ltd. |
| | Toshiaki Kobayashi (newly appointed) | President, Panasonic Electronic Devices Co., Ltd. |
| | Joseph Taylor (newly appointed) | COO, Panasonic Corporation of North America |
| | Yoshiiku Miyata (newly appointed) | Director, Corporate Management Division for Europe, and Chairman, Panasonic Europe Ltd. |
| | Takashi Toyama (newly appointed) | President, Panasonic System Solutions Company, and Director, Corporate Construction Business Promotion Division |
| | Jun Ishii (newly appointed) | Associate Director, Corporate Sales Strategy Division for National/Panasonic Retailers |

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Toshiro Kisaka

(newly appointed)

Director, Corporate Management Division for Asia
and Oceania, and President, Panasonic Asia Pacific
Pte. Ltd.

Note: Effective March 31, 2007, Yoshiaki Kushiki, Tameshige Hirata, Toru Ishida and Katsutoshi Kanzaki will retire from the office of Managing Executive Officer, Tomiyasu Chiba, Kazuyoshi Fujiyoshi and Tomio Kawabe will retire from the office of Executive Officer and Hajime Sakai will retire from the office of Corporate Advisor.

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4. Resignations and Appointments of the Members of the Board of Directors and Corporate Auditors (Effective June 27)**Resignations:**

| Title | Name | New Responsibilities |
|--------------------------|------------------|---|
| Executive Vice President | Tetsuya Kawakami | To be appointed Corporate Advisor, Matsushita Electric Industrial Co., Ltd., and President, Matsushita Accounting College |
| Director | Mikio Ito | To retain his position as Executive Officer, Matsushita Electric Industrial Co., Ltd. |

Senior Corporate Auditor

Kazumi Kawaguchi

Appointments:

| Title | Name | Former (Current) Responsibilities |
|--------------------------|-----------------|--|
| Senior Managing Director | Koshi Kitadai | Currently Senior Managing Executive Officer and President, Panasonic Automotive Systems Company, in charge of Industrial Sales |
| Managing Directors | Yasuo Katsura | Currently Managing Executive Officer and Director, Tokyo Branch |
| | Hitoshi Otsuki | Currently Managing Executive Officer in charge of Overseas Operations |
| Director | Makoto Uenoyama | Currently Executive Officer, in charge of Accounting and Finance |
| Senior Corporate Auditor | Kenichi Hamada | Formerly Executive Vice President, Panasonic Communications Co., Ltd. |

5. Members of the Board of Directors (Effective June 27, 2007)

| Title | Name | New Responsibilities |
|----------------------------|---------------------|---|
| Chairman of the Board | Kunio Nakamura | |
| Vice Chairman of the Board | Masayuki Matsushita | |
| President | Fumio Ohtsubo | |
| Executive Vice Presidents | Takami Sano | Representative in Tokyo, in charge of Automotive Electronics Business, Panasonic EV Energy Co., Ltd., Panasonic System Solutions Company, Panasonic Mobile Communications Co., Ltd., Corporate eNet Business Division, ep Business Integration Center, and Corporate Construction business Promotion Division |
| | Susumu Koike | In charge of Technology and Semiconductor Company |
| | Shunzo Ushimaru | In charge of Domestic Consumer Marketing, Electrical Supplies Sales, Project Sales and Building Products |

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|--|--------------------------------------|--|
| Senior Managing Directors | Koshi Kitadai (newly appointed) | President, Panasonic Automotive Systems Company, and in charge of Industrial Sales |
| | Toshihiro Sakamoto | President, Panasonic AVC Networks Company |
| Managing Directors | Yasuo Katsura (newly appointed) | Director, Tokyo Branch |
| | Takahiro Mori | In charge of Planning, Associate Director, Corporate IT Innovation Division, in charge of Panasonic Start-up Fund, Vice Chairman, Corporate Brand Committee |
| | Shinichi Fukushima | In charge of Personnel, General Affairs and Social Relations, in charge of e-Work Promotion Office |
| | Junji Esaka | In charge of Home Appliances Business President, Matsushita Home Appliances Company |
| | Hitoshi Otsuki (newly appointed) | In charge of Lighting Company and Matsushita Refrigeration Company In charge of Overseas Operations |
| | Ikusaburo Kashima | In charge of Legal Affairs, Corporate Risk Management, Corporate Information Security and Corporate Business Ethics, Legal Consultation & Solutions Center, and Corporate International Affairs |
| Directors | Ikuo Uno Yoshifumi Nishikawa | |
| | Hidetsugu Otsuru | In charge of Facility Management, Quality Assurance, Corporate FF Customer Support & Management Division, Environmental Affairs, and Recycling Business Promotion |
| | Makoto Uenoyama (newly appointed) | In charge of Accounting and Finance |
| Honorary Chairman of the Board and Executive Advisor, Member of the Board | Masaharu Matsushita | |

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.

6. Members of the Board of Corporate Auditors (Effective June 27)

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| Title | Name | New Responsibilities |
|---------------------------|--------------------|---|
| Senior Corporate Auditors | Yukio Furuta | |
| | Kenichi Hamada | Chairman, Matsushita Group Auditors Meeting |
| | (newly appointed) | |
| Corporate Auditors | Yasuo Yoshino | |
| | Ikuo Hata | |
| | Hiroyuki Takahashi | |

Note: Yasuo Yoshino, Ikuo Hata and Hiroyuki Takahashi are outside corporate auditors.

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7. Executive Officers (Effective June 27)

| Title | Name | New Responsibilities |
|-----------------------------|-------------------|--|
| Managing Executive Officers | Nobutane Yamamoto | In charge of Global Procurement Director, Corporate Procurement Division |
| | Yoshinobu Sato | In Charge of Global Logistics Director, Corporate Sales Strategy Division for National/Panasonic Retailers In charge of Corporate CS Division and Showroom Strategic Planning Office Chairman, Showroom Strategic Committee |
| | Yoshihiko Yamada | Director, Corporate Management Division for North America and Chairman, Panasonic Corporation of North America |
| | Ken Morita | Senior Vice President, Panasonic AVC Networks Company, and Director, Visual Products and Display Devices Business Group, Panasonic AVC Networks Company |
| Executive Officers | Yoshitaka Hayashi | Director, Corporate Management Division for China and Northeast Asia, and Chairman, Panasonic Corporation of China |
| | Fujio Nakajima | Senior Vice President, Panasonic AVC Networks Company, and Director, Technology Planning & Development Center, Panasonic AVC Networks Company, and General Manager, Digital Broadcasting Business Promotion Office |
| | Takae Makita | In charge of Information Systems Associate Director, Corporate IT Innovation Division |
| | Masashi Makino | Director, Corporate Manufacturing Innovation Division |
| | Joachim Reinhart | COO, Panasonic Europe Ltd. |
| | Yutaka Mizuno | Vice President in charge of Sales, Panasonic Automotive Systems Company |
| | Mikio Ito | In charge of Public and Private Institutions |
| | Kazuhiro Tsuga | In charge of Digital Network & Software Technology, Overseas R&D Centers, and Digital Network Strategic Planning Office |
| | Ikuo Miyamoto | President, Motor Company |

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Hideo Kawasaki

President, Semiconductor Company

Shigeru Omori

Director, Corporate Industrial Marketing & Sales Division

Takumi Kajisha

In charge of Corporate Communications Division, Director, Corporate Communications Division, in charge of CSR Office, Advertising Group, and Corporate Citizenship Group, Vice Chairman, Showroom Strategic Committee

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| | | |
|--------------------|---------------------|---|
| Executive Officers | Masaaki Fujita | Senior Vice President, Panasonic AVC Networks Company, and Director, Visual Products and Display Devices Business Group, and PDP TV Business Unit, Panasonic AVC Networks Company |
| | Kazunori Takami | In charge of Corporate Marketing Division for National Brand Home Appliances and Corporate Marketing Division for National Brand Wellness Products, Director, Corporate Marketing Division for National Brand Home Appliances |
| | Yoshihisa Fukushima | In charge of Intellectual Property |
| | | Director, Corporate Intellectual Property Division, and President, Intellectual Property Rights Operations Company |
| | Masatsugu Kondo | President, Matsushita Battery Industrial Co., Ltd., and President, Rechargeable Battery Company, Matsushita Battery Industrial Co., Ltd. |
| | Naoto Noguchi | Director, Corporate Environmental Affairs Division, in charge of Corporate Quality Administration Division |
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| | Joseph Taylor | COO, Panasonic Corporation of North America |
| | Yoshiiku Miyata | Director, Corporate Management Division for Europe; and Chairman, Panasonic Europe Ltd. |
| | Takashi Toyama | President, Panasonic System Solutions Company; Director, Corporate Construction Business Promotion Division |
| | Jun Ishii | Associate Director, Corporate Sales Strategy Division for National/Panasonic Retailers |
| | Toshiro Kisaka | Director, Corporate Management Division for Asia and Oceania; and President, Panasonic Asia Pacific Pte. Ltd. |

About Panasonic

Best known for 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\$76.02 billion for the year ended March 31, 2006. The Company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:MC) 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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