

# Study Visit on Japan's most admired enterpriser

–Learn the business philosophy of Konosuke Matsushita, founder of  
Panasonic Corporation–

2016



**PHP**

# Konosuke Matsushita

## founder of PHP Institute and Panasonic Corporation



Even now, 25 years after his passing, the name Konosuke Matsushita is still spoken with reverence in Japan. He is widely viewed as “the god of management” and remains one of the most influential and inspirational business thinkers ever. Founder and father of the global corporation Panasonic, as well as PHP Institute, Matsushita saw the creation of wealth not as a goal or destination but as a voyage.

Until his death at the age of 94 in 1989, Matsushita maintained a keen interest not only in his global industrial empire but also in humanitarian projects.

His philosophy of corporate management is highly idealistic as well as pragmatic and is infused with a fervent sense of mission. Always people-centered, it is grounded in his down-to-earth, realistic understanding of human nature.

# Study Visit and Round-table Discussion

10 mins

## Opening Session

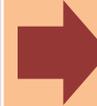
- Introduction of PHP Institute and Explanation of schedule
- Watching videos to learn the basics of K. Matsushita



10 mins

## PHP company show room

- Introducing the business activities of PHP Institute at the show room.



60 mins

## Matsushita Memorial Library

- Panel exhibition: K. Matsushita's life and philosophy and his business management
- Videos: "His Life and His Legacy," "How to Attain Untrapped Mind."



1 or 2 hours

## Round-table talk on Business Management

- Discussion about current business management with our business consultants and researchers



20 mins

## Japanese-style room and Shrine

- K. Matsushita as a researcher used to talk with other researcher to find out the way to prosperity of all.
- Also, he believed there exists the source of power, sort of the God. The Shrine is where he would give prayer.



10 mins

## K.Matsushita's Resource Library

- The library stores K. Matsushita's real voices and video as well as his publication not only in Japanese but various foreign languages.



# ACCESS and MAP



Venue: PHP Institute, Kyoto Office

〒601-8411 Kyoto Minami-ku,  
Nishikujo, Kitanouchi-cho, 11

**Only 5 minute-walk** from  
Kyoto Station, Hachijo-exit  
(A major shopping mall is  
nearby. Very Convenient!)



**At your request, we can customize your business seminar in Japan!**

We can conduct seminars at our Tokyo Office and the duration of more than one day can be consulted.  
Please feel free to contact us now!

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