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Accomplishing 100 years of its foundation, Panasonic has anchored itself as one of the world's most trusted brands which owns a legion of products that are loved by its customers throughout the world.

With its capability to constantly innovate, Panasonic Marketing Middle East & Africa further takes great strides to bring value-added benefits to its regional customers' lives and businesses through locally-fit offerings that span across an array of consumer electronics, B2B solutions and life solutions.

Keeping our customers at the heart of our business, we will continue to advance towards the future with a never ending pursuit of our ethos to realize "A Better Life, A Better World".

Panasonic Marketing Middle East & Africa (PMMAF) restated its commitment of MEA market expansion and consumer wellbeing at its regional convention, held in Dubai, that unveiled the brand's new global motto - "Live Your Best". The new slogan embodies Panasonic's commitment to providing solutions that make life simpler, safer, healthier, and more enjoyable for the customers helping them to live their best.

Meanwhile, the brand will focus on expanding its regional market share to cater to the evolving customer demands with solutions that make homes, public premises, and businesses a healthy and convenient ecosystem. The convention attended by over 190 business associates from over 24 countries and media, laid down the brand's plans for the new financial year and shared the business highlights for the year 2021. Panasonic registered 119% sales vs 2020 for its Health and Hygiene related consumer appliances and 106% sales vs 2020 for the B2B solution business.

Aligned with the brand's new commitment, the event was themed "Wellbeing for Life" focused on bringing a sense of balance and wellbeing to everyone's lives by bestowing enhanced health and hygiene. Panasonic plans to introduce a lineup of 64 new products to support this mission in 2022.

Some of the new unique products with superior technologies and Japanese excellence were spotlighted at the event. Key highlights amongst many were the Nanoe-X Air conditioners which can inhibit pathogenic microorganisms (bacteria, fungi, and viruses) and allergens. The ACs will not only cool and heat the surroundings but also clean the indoor air, offering 24-hour protection to keep living spaces fresh and clean, so consumers can benefit from a healthier life.

Another innovative clean air solution ziaino™ that uses high degree of sterilizing and deodorizing power of sodium hypochlorite to effectively sanitize the environment. Ideal for hygiene of different venues, including restaurants, hotels, hospitals, clinics, laboratories, elderly hostels, schools, offices, pet shops, fitness centers and shopping malls.

NewABAYA WASH washing machines were positioned as distinctive hygiene systems that protect families by eliminating 99.99%* of bacteria from the clothes while washing. * Certified by CVC testing Technology Co. Ltd; Test Report number: WTS2021-17186/17119/17120-2/17120/17186-2 "Antibacterial and cleaning function for household and similar electrical appliances-Particular requirements for electric washing machine

The brand also emphasized on nutrition and food hygiene through its latest "Nutri TaFreez" refrigerator series that feature speedy freezing technology specifically for preserving nutrients of meats stored in the freezer. To further support health and wellbeing, Panasonic encourages home cooking for its consumers by introducing new kitchen appliances line up such as Kitchen Machine, Bread Maker and more appliances that enrich cooking experience.

Also introduced at the event was the brand's latest "tenant solution" to facilitate health, safety and convenience empowered by Panasonic IPRO's AI Occupancy Detection and IoT-enabled control panel (Wall-I). The game changing solution will help people check congestion levels in common areas of private or public spaces making indoor environments healthier to be in.

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