

MEXICAN ECONOMIC DEVELOPMENT INC  
Form 6-K  
February 27, 2012  
SECURITIES AND EXCHANGE COMMISSION  
  
WASHINGTON, DC 20549

**FORM 6-K**

REPORT OF FOREIGN PRIVATE ISSUER  
  
PURSUANT TO RULE 13a-16 OR 15d-16 UNDER  
  
THE SECURITIES EXCHANGE ACT OF 1934

For the month of February 2012

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**FOMENTO ECONÓMICO MEXICANO, S.A. B. DE C.V.**

(Exact name of Registrant as specified in its charter)

Mexican Economic Development, Inc.

(Translation of Registrant's name into English)

United Mexican States

(Jurisdiction of incorporation or organization)

General Anaya No. 601 Pte.

Colonia Bella Vista

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Monterrey, Nuevo León 64410

México

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports  
under cover of 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-\_\_\_\_\_



SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf of the undersigned, thereunto duly authorized.

FOMENTO ECONÓMICO  
MEXICANO, S.A. DE C.V .

By: /s/ Javier Astaburuaga  
Javier Astaburuaga  
Chief Financial Officer

Date: February 27, 2012

**FEMSA Announces Shareholders Meeting**

**Monterrey, Mexico, February 27, 2012** — FOMENTO ECONOMICO MEXICANO, S.A.B. de C.V. (“FEMSA”) (NYSE: FMX, BMV: FEMSAUBD, FEMSAUB) announces it will hold its Annual Ordinary and Extraordinary Shareholders Meeting on March 23, 2012.

Additionally, the company informs that the record date for FEMSA’s ADS holders (NYSE: FMX) in the US will be March 8, 2012.

(This release is an English translation of a document filed with the Mexican Stock Exchange.)

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FEMSA is a leading company that participates in the non-alcoholic beverage industry through Coca-Cola FEMSA, the largest independent bottler of Coca-Cola products in the world in terms of sales volume; in the retail industry through FEMSA Comercio, operating the largest and fastest-growing chain of convenience stores in Latin America, and in the beer industry, through its ownership of the second largest equity stake in Heineken, one of the world's leading brewers with operations in over 70 countries.