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stock of the Company, by the issuance of common Series "B" shares and limited voting Series "D" shares, and to approve their integration into B Units and BD Units.

- II. Express waiver by the shareholders to their pre-emptive rights granted by Article 132 of the Mexican General Corporations Law, to subscribe the shares and units issued in accordance with Item I of the Agenda, in accordance to Article 9 of the by-laws of the Company and Article 81 Section X of the Mexican Securities Market Law.
- III. Approve the public offer in the securities markets of Mexico, the United States of America and other markets, in accordance with the Mexican Securities Market Law and other applicable foreign securities laws, of the B Units and BD Units related to the capital increase proposed in Item I of the Agenda, and the execution of all necessary or required actions related to such public offer.
- IV. To authorize the Board of Directors of the Company and/or executives of the Company deemed convenient (1) to determine, after the shareholders meeting, the subscription price per share, and subscription price per unit during the public offer; (2) to determine the amount to be allocated as capital stock increase and the amount to be considered as subscription premium per share and per unit, and to communicate such determination to the shareholders of the Company, and (3) in general, to determine the manner, terms and conditions for the capital increase and the public offering of the units representing the shares issued pursuant to Item I above.
- V. Approve the conditions precedent for the effectiveness of the resolutions adopted during the meeting.
- VI. Issuance of powers of attorney to execute the resolutions adopted during the meeting.
- VII. Appointment of delegates for the Shareholders' Meeting.
- VIII. Approval of the minutes of the Shareholders' Meeting.

The meeting shall take place 11:00 a.m. at the auditorium of Cerveceria Cuauhtemoc Moctezuma, S.A. de C.V. located at Avenida Alfonso Reyes 2202 Norte, Monterrey, N.L., Mexico.

SIGNATURES

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

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

By: /s/ Federico Reyes

Federico Reyes
Chief Financial Officer

Date: July 12, 2004

