

MEXICAN ECONOMIC DEVELOPMENT INC  
Form 6-K  
March 30, 2007

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**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 March 2007

**FOMENTO ECONÓMICO MEXICANO, S.A. 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  
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-\_\_\_\_\_

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**FEMSA Proposed Dividend of Ps. 1,485 Million  
Approved at Annual Meeting of Stockholders**

MONTERREY, México, March 29, 2007 -- Fomento Economico Mexicano, S.A.B. de C.V. ( FEMSA ) (NYSE: FMX; BMV: FEMSAUBD) held its Annual General Ordinary Stockholders Meeting today, at which shareholders approved the annual report for 2006 presented by the Board of Directors, the consolidated financial statements for 2006, the declaration of the dividend corresponding to fiscal year 2006, and the composition of the Board of Directors for 2007.

The stockholders approved the payment of an ordinary dividend in the amount of 1,485 million pesos, representing a 51% increase over last year's amount of 986 million pesos.

The dividend will be paid as of May 15, 2007, upon submittal of Coupon Number 1, as follows: 0.22217 pesos for each Series B share and 0.27771 pesos for each Series D share. This corresponds to actual dividend payments of 1.33301 pesos for each BD Unit and 1.11085 pesos for each B Unit. Therefore, each ADR (NYSE: FMX) will receive a dividend payment of 13.3301 pesos.

In addition, stockholders approved a three-for-one stock split, which is expected to take place during the second quarter of 2007, and 3,000 million pesos as the maximum amount that could potentially be used in stock repurchases, as per Mexican legislation.

José Antonio Fernández Carbajal, Chairman and CEO of FEMSA, commented, "In 2006, we achieved important accomplishments both operationally and strategically, delivering strong results across our business sectors and geographic markets and completing several important transactions that position us to further capture growth opportunities and leverage our business model. The acquisition of Kaiser in Brazil, the announced agreement of Coca-Cola FEMSA to acquire Jugos del Valle, S.A.B. de C.V. jointly with The Coca-Cola Company, and our new cooperative framework with The Coca-Cola Company position FEMSA to compete and create value in complex and challenging environments.

I would like to thank the more than ninety-seven thousand men and women that form part of the FEMSA family. These great results were made possible thanks to your talent, creativity, discipline and hard work," concluded Jose Antonio Fernandez.

The Board of Directors was appointed as follows:

**BOARD OF DIRECTORS 2007**

**MEMBERS**

**ALTERNATE**

**SERIES B**

**HONORARY LIFE**

**CHAIRMAN**

Eugenio Garza Lagüera

**CHAIRMAN**

José Antonio Fernández Carbajal

Bárbara Garza de Braniff

José Calderón Rojas

Consuelo Garza de Garza

Max Michel Suberville

Alberto Bailleres

Francisco Javier Fernández Carbajal

Ricardo Guajardo Touché

Alfredo Livas Cantú

Roberto Servitje Sendra

Carlos Salguero

Paulina Garza de Marroquín

Jose Manuel Canal Hernando

Mariana Garza de Treviño

Federico Reyes García

Eva Garza de Fernández

Francisco José Calderón Rojas

Alfonso Garza Garza

Max Michel González

Arturo Fernández Pérez

Javier Astaburuaga Sanjines

Othón Páez Garza

Sergio Deschamps Ebergenyi

Juan Guichard Michel

Alfonso González Migoya

Carlos Salazar Lomelín

Ricardo Saldívar Escajadillo

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## SERIES D

Armando Garza Sada  
Alexis E. Rovzar de la Torre  
Helmut Paul  
Lorenzo H. Zambrano Treviño  
Robert E. Denham

Eduardo Padilla Silva  
Francisco Zambrano Rodríguez  
Antonio Elosúa Mugerza  
Francisco Garza Zambrano  
José González Ornelas

## SECRETARIES

Carlos Eduardo Aldrete Ancira

Arnulfo Eduardo Treviño Garza

## COMMITTEES 2007

### AUDIT COMMITTEE

#### CHAIRMAN

Alexis E. Rovzar de la Torre  
José Manuel Canal Hernando  
Francisco Zambrano Rodríguez  
Alfonso Gonzalez Migoya

#### SECRETARY (NON MEMBER)

José González Ornelas

#### FINANCE EXPERT

José Manuel Canal Hernando

### FINANCE COMMITTEE

#### CHAIRMAN

Ricardo Guajardo Touché  
Federico Reyes García  
Robert E. Denham  
Francisco Javier Fernández Carbajal  
Alfredo Livas Cantú

#### SECRETARY (NON MEMBER)

Javier Astaburuaga Sanjines

### CORPORATE PRACTICES COMMITTEE

#### CHAIRMAN

Lorenzo H. Zambrano Treviño  
Carlos Salguero  
Helmut Paul

#### SECRETARY (NON MEMBER)

Alfonso Garza Garza

FEMSA is the leading beverage company in Latin America. It controls an integrated beverage platform that comprises Coca-Cola FEMSA, the largest Coca-Cola bottler in the region; FEMSA Cerveza, one of the leading brewers in Mexico and important beer exporter to the United States; and Oxxo, the largest and fastest growing convenience store chain in Mexico with over 4,800 stores.

## FORWARD LOOKING STATEMENTS

This report may contain certain forward-looking statements concerning our future performance that should be considered as good faith estimates made by us. These forward-looking statements reflect management's expectations and are based upon currently available data. Actual results are subject to future events and uncertainties, which could materially impact our actual performance.

SOURCE Fomento Economico Mexicano, S.A.B. de C.V.

-0- 03/29/2007

/CONTACT: Fomento Economico Mexicano: Investors, +52-818-328-6167, or investor@femsa.com.mx, or Media,  
+011-52-818-328-6046, or comunicacion@femsa.com/  
/Web site: <http://www.femsa.com/>  
(FMX)

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

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Javier Astaburuaga  
Chief Financial Officer

Date: March 29, 2007

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