



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   o      No      x  
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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

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Javier Astaburuaga  
Chief Financial Officer

Date: March 12, 2010

## FEMSA Announces Shareholders Meeting

Monterrey, Mexico, March 12, 2010 — Fomento Económico Mexicano, S.A.B. de C.V. (“FEMSA”) (NYSE: FMX, BMV: FEMSAUBD) announces it will hold its Annual Shareholders Meeting on April 26, 2010, during which FEMSA will submit the transaction with Heineken for shareholders approval.

Additionally, the company informs that the record date for FEMSA’s ADS holders (NYSE: FMX) in the US will be March 22, 2010.

A detailed agenda for the meeting will be published in due course.

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

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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, with presence in Brazil, and an important beer exporter to the United States and other countries; and OXXO, the largest and fastest growing convenience store chain in Mexico with over 7,300 stores.