

MEXICAN ECONOMIC DEVELOPMENT INC

FORM 6-K (Report of Foreign Issuer)

Filed 06/06/16 for the Period Ending 06/06/16

Telephone	528183286167
CIK	0001061736
Symbol	FMX
SIC Code	2086 - Bottled and Canned Soft Drinks and Carbonated Waters
Industry	Beverages (Non-Alcoholic)
Sector	Consumer/Non-Cyclical
Fiscal Year	12/31

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 June 2016

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
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 Comercio enters convenience store space in Chile

Monterrey, Mexico, June 6, 2016 — FEMSA Comercio, S.A. de C.V. ("FEMSA Comercio") announced today that it has acquired Big John, a leading convenience store operator based in Santiago, Chile.

Following its acquisition of a majority stake in Chilean drugstore operator Socofar in the second half of 2015, FEMSA Comercio today reiterated its appetite to pursue incremental growth opportunities in the region by acquiring Big John, which today operates 49 stores mainly in the Santiago metropolitan area.

This transaction represents another important step for FEMSA Comercio as it brings its considerable expertise in the convenience store format to the Chilean market, acquiring a strong local operator with a leading banner and attractive growth prospects while establishing a solid base from which to expand in the region.

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About FEMSA Comercio

FEMSA Comercio operates several small-format retail chains in Mexico, Chile and Colombia, including OXXO stores; Yza, Moderna, Farmacon and Cruz Verde drugstores, and Maicao beauty stores. In addition, it operates OXXO Gas service stations and Doña Tota quick service restaurants. Through its various formats, FEMSA Comercio serves more than 11 million consumers every day.

About FEMSA

FEMSA is a leading company that participates in the beverage industry through Coca-Cola FEMSA, the largest franchise bottler of Coca-Cola products in the world by volume; 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. In the retail industry it participates through FEMSA Comercio, comprising a Retail Division operating various small-format store chains including OXXO; a Fuel Division, operating the OXXO GAS chain of retail service stations; and a Health Division, which includes its drugstore and related operations. Additionally, through its Strategic Businesses unit, it provides logistics, point-of-sale refrigeration solutions and plastics solutions to FEMSA's business units and third-party clients.

