

MEXICAN ECONOMIC DEVELOPMENT INC  
Form 6-K  
March 09, 2007

---

## FORM 6-K

Securities and Exchange Commission  
Washington, D.C. 20549  
Report of Foreign Issuer  
Pursuant To Rule 13a-16 Or 15d-16  
Of The  
Securities Exchange Act of 1934

For the month of March 2007

Commission file number 1-12260

### COCA-COLA FEMSA, S.A. de C.V.

(Translation of Registrant's name into English)

Guillermo González Camarena No. 600  
Col. Centro de Ciudad Santa Fé  
Delegación Alvaro Obregón  
México, D.F. 01210  
(Address of principal office)

(Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.)

(Check One) Form 20-F  Form 40-F

(Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.)

(Check One) Yes  No

(If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b). 82-\_\_.)

---

## Stock Listing Information

Mexican Stock Exchange  
Ticker: KOFL

NYSE (ADR)

Ticker: KOF

Ratio of KOF L to KOF = 10:1

## RECENT EVENTS

### **Coca-Cola FEMSA Announces Successful Bond Issuance in Mexican Bond Market**

**Mexico City, Mexico March 8, 2007** Coca-Cola FEMSA, S.A.B. de C.V. (Coca-Cola FEMSA or the Company), the largest Coca-Cola bottler in Latin America and the second-largest Coca-Cola bottler in the world in terms of sales volume, announced the placement of a bond offering in the local capital markets.

On March 7, 2007, the Company successfully issued Ps. 3,000 million in 5 year certificados bursátiles at a rate of 28-day THIE 0.06%, having received a total investor demand of Ps. 13,535.05 million, 4.5 times oversubscribed.

A portion of the proceeds from this issuance will be used to refinance part of a bond maturity coming due in April 2007 and for the financing of the acquisition of Jugos Del Valle, once all necessary regulatory approvals are obtained.

## For Further Information:

### Investor Relations

Alfredo Fernández  
[alfredo.fernandez@kof.com.mx](mailto:alfredo.fernandez@kof.com.mx)  
(5255) 5081-5120 / 5121

Julieta Naranjo

[julieta.naranjo@kof.com.mx](mailto:julieta.naranjo@kof.com.mx)  
(5255) 5081-5148

Website:  
[www.coca-colafemsa.com](http://www.coca-colafemsa.com)

**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 by the undersigned, thereunto duly authorized.

**COCA-COLA FEMSA, S.A. DE C.V.**  
(Registrant)

Date: March 08 , 2007

By: /s/ HÉCTOR TREVIÑO GUTIÉRREZ  
Name: Héctor Treviño Gutiérrez  
Title: Chief Financial Officer