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COCA COLA FEMSA SA DE CV

Form 6-K

January 08, 2004

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 January 2004

Commission file number 1-12260

COCA-COLA FEMSA, S.A. de C.V.  
(Translation of Registrant's name into English)

Guillermo Gonzalez Camarena No. 600  
Col. Centro de Ciudad Santa Fe  
Delegacion Alvaro Obregon  
Mexico, 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- .)

CONFORMED COPY

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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: January 7, 2004

By: /s/ HECTOR TREVINO GUTIERREZ

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Name: Hector Trevino Gutierrez  
Title: Chief Financial Officer