Intestinal metaplasia (IM) of the stomach is associated with an increased risk of gastric carcinoma. It consists in the transdifferentiation of gastric epithelial cells to an intestinal phenotype and it is dependent on the *de novo* expression of the homeobox gene CDX2. In a mouse model, CDX2 expression in the stomach was shown to be sufficient for IM development. Molecular mechanisms regulating CDX2 expression are yet mostly unknown. It has been reported that CDX2 forms a positive autoregulatory loop *in vitro*, which could be important in IM establishment/maintenance and hence we studied the putative regulation by CDX2 of its own expression. We show that CDX2 transactivates a 9,3kb fragment of the mCdx2 promoter in gastric and intestinal cell lines and CDX2 is bound to at least 3 different sites on its proximal 1,7kb promoter in a living gastric cell line. Finally, transfection of cell lines with CDX2 increased the expression of its endogenous counterpart, and inclusively an activation of its expression in HeLa cell line, which does not express CDX2 endogenously. These results show that CDX2 autoregulates its expression in *vitro*. Further studies are needed to elucidate if this regulatory pathway may be important *in vivo* as well.