UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 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 May 2022

Commission File Number: 000-51469

BAIDU, INC.

Baidu Campus
No. 10 Shangdi 10th Street
Haidian District, Beijing 100085
The People’s Republic of China
(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): ☐
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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.

BAIDU, INC.

By: /s/ Rong Luo
Name: Rong Luo
Title: Chief Financial Officer

Date: May 31, 2022
Baidu to Hold Annual General Meeting on June 28, 2022

Beijing, May 31, 2022—Baidu, Inc. (“Baidu” or the “Company”) (NASDAQ: BIDU; HKEX: 9888), a leading AI company with strong Internet foundation, today announced that it will hold its annual general meeting of shareholders at Baidu Campus, No. 10, Shangdi 10th Street, Haidian District, Beijing 100085, People’s Republic of China, on June 28, 2022 at 9:00 a.m. (local time).

No proposal will be submitted for shareholder approval at the annual general meeting.

The board of directors of the Company has fixed the close of business on May 27, 2022 (Beijing time) as the record date (the “Record Date”) for determining the shareholders entitled to receive notice of the annual general meeting or any adjournment or postponement thereof.

Holders of record of the Company’s ordinary shares at the close of business on the Record Date are entitled to attend the annual general meeting and any adjournment or postponement thereof in person.

The Company has filed its annual report on Form 20-F, including its audited financial statements, for the year ended December 31, 2021, with the U.S. Securities and Exchange Commission. The Form 20-F can be accessed on the Company’s website at http://ir.baidu.com, as well as on the SEC’s website at http://www.sec.gov.

The Company has also published the same annual report pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“HKEX”), which can be accessed on the Company’s investor relations website at http://ir.baidu.com as well as the HKEX’s website at http://www.hkexnews.hk.

About Baidu

Founded in 2000, Baidu’s mission is to make the complicated world simpler through technology. Baidu is a leading AI company with strong Internet foundation, trading on NASDAQ under “BIDU” and HKEX under “9888”. One Baidu ADS represents eight Class A ordinary shares.

Contacts

Investors Relations, Baidu, Inc.
Tel: +86-10-5992-8888
Email: ir@baidu.com
NOTICE OF ANNUAL GENERAL MEETING
To be held on June 28, 2022
(or any adjourned or postponed meeting thereof)

NOTICE IS HEREBY GIVEN that an annual general meeting (the “AGM”) of Baidu, Inc. (the “Company”) will be held at Baidu Campus, No. 10 Shangdi 10th Street, Haidian District, Beijing 100085, The People’s Republic of China, on June 28, 2022 at 9:00 a.m. (local time). No proposal will be submitted for shareholder approval at the AGM.

The board of directors of the Company has fixed the close of business on May 27, 2022 (Beijing time) as the record date (the “Record Date”) for determining the shareholders entitled to receive notice of the AGM or any adjournment or postponement thereof.

Holders of record of the Company’s ordinary shares at the close of business on the Record Date are entitled to attend the AGM and any adjournment or postponement thereof in person.

Shareholders and ADS holders may obtain a copy of the Company’s annual report on Form 20-F and/or Hong Kong annual report, free of charge, from the Company’s website at http://ir.baidu.com, from SEC’s website at www.sec.gov (for the annual report on Form 20-F) or the website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk (for the Hong Kong annual report).

By Order of the Board of Directors,
Baidu, Inc.

/s/ Robin Yanhong Li
Mr. Robin Yanhong Li
Chairman of the Board and Chief Executive Officer

Beijing, China
May 31, 2022