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# What Happened at Lifewood Tech Talk 2026 in Dongguan?

Three talks at Songshan Lake on how search is becoming an answer economy: brand equity repriced as Share-of-Answer, AIGC compliance as a legal requirement, and AIGC moving from prompt to governed system.

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PUBLISHED

August 2026 · 6 min read

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Lifewood Tech Talk 2026 took place on 21 May 2026 in Dongguan, at Songshan Lake, where three talks set out how search is becoming an answer economy. The AEO and GEO session argued that brand equity is being repriced around citation inside AI answers. A risk session showed how Lifewood keeps AIGC compliant and human-verified. A systems session moved AIGC from prompt to workflow. The morning ran three and a half hours, from 09:30 to 13:00, at the 521 Technology & Finance Center.



Tech Talk 2026, in one frame — a full house at Songshan Lake.

## Why is search becoming an answer economy?

Search is becoming an answer economy because users increasingly receive a synthesized answer instead of a list of links. The opening deck carried a Chinese title — 被发现、被解答、被选择 — which translates as “Be Discovered. Be Answered. Be Chosen.” Its core image: the search engine is evolving from a librarian into an analyst. The librarian matched keywords to maximize clicks. The analyst reads semantic structure and entity endorsements, then cites the most trustworthy source inside the answer itself.

The deck backed the shift with numbers. Search impressions rose 49% after AI Overviews arrived, while click-through on traditional results fell 30%. An estimated 60% of searches in the US and Europe were projected to end with zero clicks in 2025, and up to 77% on mobile. Budgets are following the behaviour. The deck forecast a market above \$50 billion over the next ten years, carved from a global SEO pool worth more than \$175 billion, and cited McKinsey’s estimate that generative AI could add roughly \$463 billion in annual marketing impact.

## What did the AEO and GEO talk show about brand strategy?

The talk showed that brand equity is being repriced from customer mindshare to a Share-of-Answer inside large language models. The deck named the new model AIBE, AI-Based Brand Equity, measured across four dimensions: Visibility, Positioning, Consistency, and Authority. One translated line summarized it: in the past, brands fought for a share of the consumer’s mind; in future they fight for a share of the AI’s answer.

Evidence came from [Aggarwal et al., GEO: Generative Engine Optimization, ACM KDD 2024](#), a 10,000-query benchmark. Adding statistics lifted AI visibility by up to 40%. Adding authoritative quotations lifted it about 30%, and improving fluency added 15% to 30%. Keyword stuffing scored minus 10%. The closing banner, translated in full, drew the biggest reaction: this new era no longer rewards traffic manipulation, it rewards structured truth.

Execution got its own warning. According to the deck, true [GEO](#) is systems engineering: a human-in-the-loop pipeline running AI generation, human fact-checking, structured data encoding, and LLM ingestion against a 95%+ quality red line. A wrong fact that enters a model's training corpus hardens into hallucination and is extremely hard to erase. The distinction between that discipline and its neighbours is set out in [GEO vs AEO vs SEO](#).

## **How does Lifewood keep AIGC compliant and human?**

Lifewood keeps AIGC compliant by treating human review as a legal requirement, not a preference. The second session, an AIGC risk and ESG report, mapped the regulatory maze: the US FTC's zero-AI-exemption stance, the EU AI Act's mandatory human oversight, and China's PIPL filings. One boxed line carried the argument: the missing fact in the \$100 billion AIGC market is the human-in-the-loop, and it is now a legal prerequisite.

The report then showed where those humans live. Lifewood's company profile traces the business from its 2004 founding in Hong Kong to impact hubs employing 6,902 people in Bangladesh, 519 in Benin, and 15 in Madagascar. During 2025 the company delivered 414,120 training hours, covering 100% of the Bangladesh workforce at an average of 60 hours each. Wages ran two to four times local benchmarks, with zero work-related fatalities. The closing slide read: Shared Success is Sustainable Success. The same review discipline is documented in the [QA process](#) and in [human-in-the-loop AIGC](#).

## **How does AIGC move from prompt to system?**

AIGC moves from prompt to system when generation is embedded inside a governed workflow rather than used as a loose tool. Georges Yip's talk opened with adoption data: 88% of companies use AI in at least one function, yet only about 33% are scaling programs and just 23% are scaling agentic systems. His takeaway: AIGC is becoming workflow infrastructure.





On the mic: Lifewood CEO Ronald Cheung.



Inside the AIGC deep-dive, with Georges Yip at the helm.

The centerpiece was a 20-step operational framework in three layers: client intake, an automated generation block with human review of keyframes, and a human oversight layer ending in final sign-off. Raw client data stays

internal, and external AI tools receive only approved, summary-based prompts. A bilingual slide stated the thesis in both languages – 从提示到系统, “From Prompt to System,” because 在AIGC时代，系统化才是竞争力, meaning systematization is the competitive edge in the AIGC era. Two demo films closed the loop, one subtitled in Swahili and one set in Ming Dynasty China, produced by a single pipeline. That pipeline is what [Lifewood AIGC services](#) runs in production.

Which numbers defined the morning?

The morning’s argument can be read straight from its numbers.

Key figures presented at Lifewood Tech Talk 2026, Dongguan.

| SIGNAL                                               | MEASURED VALUE                                                 |
|------------------------------------------------------|----------------------------------------------------------------|
| SEARCH IMPRESSIONS AFTER AI OVERVIEWS ARRIVED        | Impressions rose 49% while traditional click-through fell 30%. |
| ZERO-CLICK SHARE OF US AND EUROPEAN SEARCHES IN 2025 | An estimated 60% overall, and up to 77% on mobile.             |
| FORECAST AEO/GEO MARKET OVER THE NEXT 10 YEARS       | Above \$50 billion, carved from a \$175 billion SEO pool.      |
| VISIBILITY LIFT FROM ADDING STATISTICS, PER KDD 2024 | Up to 40%, with quotations adding about 30%.                   |
| LIFEWOOD TRAINING DELIVERED IN 2025                  | A total of 414,120 hours at 60 hours per employee.             |
| COMPANIES USING AI IN AT LEAST 1 FUNCTION            | Adoption sits at 88%, yet only 23% scale agentic systems.      |

What should brands do after Tech Talk 2026?

Brands should audit their AI visibility, structure their facts, and add human verification before publishing at scale. The three talks shared one arc. Questions are migrating from search boxes to answer boxes, answers are only as trustworthy as their human verifiers, and winners will build systems rather than collect tools. Teams exploring [AEO](#), [GEO](#), or [AIGC services](#) can start there. As the screens said on the way out: from data to answers.

*Glossary: AEO means Answer Engine Optimization. GEO means Generative Engine Optimization. AIGC means AI-Generated Content. Figures come from the event decks and were checked in August 2026.*