**Grossi F. C.**

**Tatarstan, laboratory of ideas, models and innovation of the Russian Federation, some practical proposals for integration into Eurasia.**

Introduction

Since I first arrived in Kazan, requested for a conference by "КНИТУ" in March 2013, Tatarstan has had a great momentum forward and, in these years, I have been a spectator of the great cultural and economic growth of this Republic, which is a point of reference for the whole Russian Federation. In 19 years (since that fateful December 31, 1999) also Russia has made great strides, but its economic progress is "compressed" to the east by China and to the west by Europe. This economic gap is also due to the lack of an appropriate birth and development of SMEs, that in China and Italy are the main factor for the production of their respective GDPs. In Italy, for example, the SMEs are the 99.9% of all Italian companies and this situation in China is not much different. Having said that, I would consider it interesting, for Tatarstan, to establish collaborative relations in Eurasia and, at first, with China and with some European countries. As regards Europe I suggest Italy, which has excellent relations with China and with which it shares more than 5,000 years of civilization. Above all, the Italian and Russian citizens have many similarities and their mutual skills could lead to fruitful collaborative relationships. Very important, in relations between Russia, China and Italy, will be, finally, the communicative approach, which could be based on a model, that I presented at the turn of the third millennium (February 2000), during a conference in Paris and which takes into account of different cultures, lexicon and transmission channels. In other words, we must absolutely implement new models of development and growth, which take into account the ongoing globalization and the renewal of the human-environment pact, above all by implementing cooperation based on mutual interests.

Main subjects:

**1. (II.) Potential for modernizing Eurasian integration**

Introduction of new production models, so as to implement the safety, quality and efficiency of companies. Selection of brand values ​​to increase competitive advantages in the global market. Development of Start Up "containers" in "smart office" mode, with shared Hi-Tech platforms, in order to implement the possibilities for millennials (Young Mobile Professionals).

**2. (III.) Strategic projects of Eurasian integration**

A first strategic project is undoubtedly the one relating to the sharing of the BRI project and also in this case the collaboration with Italy could be very fruitful, since the port of Trieste was chosen as the final maritime destination of the Silk Road, also by creating a "circular economy". Another strategic project is to equip the major cities with a telecommunications system in ITU-T SG13 5G / IMT-2020 standard and WiFi 6 in 802.11ax standard. It would then be interesting to network the Universities of Eurasia by developing joint projects.

**3. (V.) Scientific, educational and personnel support for Eurasian integration**

The first topic to be dealt with, refers to the understanding of Chinese culture, also in relation to their unconscious distrust of foreign peoples, as well as the easier understanding of Italian culture. Creation of an e-learning school, with AI facilities, for young entrepreneurs, of an observatory and of an annual conference on SMEs, on the model of Italian SMEs. Introduction of new courses, which are missing in Russia, such as the Ergonomics Applied to Industrial Design, Communication Sciences Advanced for companies, new models of cognitive marketing and Industrial Design.

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