I begin to present a brief introduction of the Aomoto-Gelfand generalized hypergeometric (AGHG) functions and their confluences by means of the action of the centralizers of regular elements. The confluence then implies that the AGHG functions are now defined in a degenerate cell of the Grassmannian. I will then construct integrable hydrodynamic type systems defined on such cells. This is a joint work with Boris Konopelchenko. (Received February 05, 2018)