Entrepreneurship is an effective way to promote economic growth and make to an active market. Governments around the world pay attention to all kinds of great importance of entrepreneurship issues. Especially in China, it has amazing economic growth of national power and it plays an important role amongst the international countries. How to provide more effective business counseling for the young generation between Taiwan and China has become a common issue faced by the governments. This study attempts to random sampling, questionnaire distribution and investigating the surrounding universities in Hsinchu area (Chung Hwa University, National Hsinchu University of Education, National Chiao Tung University, National Tsing Hua University, Hsuan Chuang University and Yuanpei University). There are understandings of the policy entrepreneurship of the State Council of China, the level of understanding in entrepreneurial base has provided many preferential policies, and understanding chances of college students’ entrepreneurship in Mainland China. The results show, generally in the local students, acknowledgement of Cross-Strait Youth Entrepreneurship Base are limited and unwilling to give it a try. Little so they know that China offered many preferential policies for Taiwanese Youth to station in these business ventures. Most students consider the Mainland China working environment as a more dangerous place to be, as there many pitfalls. Therefore, the Hsinchu local college students hold a conservative wait see at for business in Mainland China with a refused attitude.

In addition, many universities have began to come to promote creativity, and entrepreneurship-related courses. Students are still slightly unfamiliar with these courses. The problem lies in the establishment of more schools in the general education or elective courses. Compared with students in general who do not care about the curriculums of general
education. Moreover, Taiwan and China lack of creativity base on information exchange. This results in Taiwanese youth not knowing many preferential policies in the beginning. Recommendations more increased more opportunities for cross-strait cooperation in schools. Also schools also can provide opportunities for students in China through internships. Students in the learning process can understand more regarding counseling policies. As a result, students will be more inspired more in the variation of ideas. In this way, it may creative many new startups.

關鍵字: Cross-Strait Youth Entrepreneurship Base、Marker Space、Startup