After the civil war and the destructive Khmer Rouge regime of the 1970s, Cambodian Chinese entrepreneurs re-emerged as the driving force of Cambodia’s domestic private sector. Despite their prominent role in what is deemed the reconstruction of Cambodia, Cambodian Chinese entrepreneurship and its revitalization have been understudied. This dissertation therefore explores a wide variety of Cambodian Chinese business ventures in Cambodia’s capital city, Phnom Penh. Using an ethnographic approach and building on an embeddedness perspective on entrepreneurship, it reveals the social and cultural dynamics that buttress these business ventures.