

## **Cambodian Legal Leader Highlights “Green Season” as the Country Reconnects With Nature and Renewal**

*H.E. Samantha Yem points to the rainy months as a season of renewal and a draw for sustainable tourism*

**PHNOM PENH, Cambodia 20 May 2026** — H.E. Samantha Yem, Founder and Managing Partner of SK Law Office, is encouraging international visitors to experience Cambodia during the Green Season, describing the rainy months as a time of renewal that showcases the country’s natural beauty and its growing potential as a destination for sustainable tourism.

Yem made the remarks following a return to Cambodia after a period of work abroad. She said the season — when monsoon rains revive the country’s rivers and turn its rice fields a deep green — reflects both the landscape and the nation’s wider trajectory.

“There is something truly magical about Cambodia during this season,” Yem said. “The rain breathes life back into the land. It is more than just rain — it is a season of renewal, resilience and hope.”

The Green Season typically runs from [roughly May through October — confirm], a period that nourishes farmland and sustains rural communities across the country.

Yem said Cambodia has significant potential to develop as a destination for eco-tourism, wellness retreats and sustainable hospitality, citing ongoing national progress in infrastructure, investment, tourism, education and international cooperation.

“Cambodia offers something genuine — a place where people can reconnect with nature, culture and themselves,” she said. “Despite this progress, we have preserved our kindness, authenticity and hospitality.”

She invited international colleagues and partners to visit the country’s rivers, mountains, forests, coastal provinces and rural communities.

Yem’s full reflection on the Green Season is published on her website. The complete piece is available at [www.sk-laws.com](http://www.sk-laws.com)

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### **About H.E. Samantha Yem**

Samantha Yem is a Cambodian attorney, strategic advisor, and institutional builder who combines legal expertise, international business vision, and strategic leadership to advance investment, development, and cross-border opportunities in Cambodia and beyond. Read more from H.E. Samantha Yem at [www.sk-laws.com](http://www.sk-laws.com)

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