

Hovel Chenorhokian

Country	France
Country of Birth	Lebanon
Practiced Languages	HyW, En, Fr, Ara
Field of Influence	Entrepreneurship, Community activism
Positions Held	Co-founder, DiasporArm Secretary, Armenian Jewellers Association Founder, moog-Paris Brand reviver, Montres Tellus



Hovel Chenorhokian is a French-Armenian entrepreneur, designer, concept developer and a Diaspora strategist. He is a descendant of a prominent family from Aintab that survived the Armenian Genocide, and was born in 1955 in Beirut, Lebanon.

He graduated from the [Armenian Evangelical College](#) in Beirut—one of the city's historic centers of educational excellence. He began his higher education at [Haigazian University](#) but was soon forced to interrupt his studies due to the outbreak of the Lebanese Civil War. In 1976, he relocated to France.

Following in the family tradition of watchmaking, Chenorhokian founded a small company in France that rapidly grew into a mid-sized industrial enterprise with 250 employees and subsidiaries across Europe, North America, and Asia. In 2000, he co-founded [AWI Watches](#) (Armenian Watch International), based in Yerevan, Armenia.

Beyond entrepreneurship, Chenorhokian is an accomplished designer and concepthor. He has developed several product designs and holds utility patents in the fields of horology and consumer goods.

From 2010 to 2014, he served as Secretary of the [Armenian Jewellers Association \(AJA\)](#), where he played a key role in uniting over 2,500 members from Sydney to Los Angeles. He also co-organized international exhibitions, including the [Co-Art exhibition](#) held in Paris in 2013.

A tireless worker and strategic thinker, Chenorhokian co-founded [DiasporArm](#), a non-aligned platform that seeks to mobilize the vast human and material resources of the Armenian Diaspora, support innovative initiatives, foster synergy through networking, and promote coordinated action across the global Armenian community. The task is great, but as Hovel often repeats, “With faith as small as a mustard seed, we can move mountains.”

Sources: [H1 interview](#)
[Shant interview](#)