

Matthijs Criete

Matthijs Criete's career is fully focused on the fashion industry. After graduating from International School in Jakarta, Indonesia he completed a Masters degree in International Economics and Economic Geography at the University of Utrecht in 1997.

He then started to work with the Dutch fashion industry association FENECON to support its members with trade policy affairs. After a brief stint at the Dutch Ministry of Economic Affairs Matthijs returned to fashion to work with the successor of FENECON, MODINT, as its deputy director. In the ten year period from 2000 to 2010 he build up an important part of MODINT's consultancy department, heavily focused on compliance support, trade policy and sourcing, market information and labour law. He helped the Dutch fashion industry to get full recognition as part of creative industry and one of the 'top sectors' in the Netherlands and he helped MODINT to secure government support for its innovation promotion work. He has sat on the board of Dutch Design, Fashion and Architecture as well as the Federation for Dutch Creative Industries. He build up MODINT Logistics, a successful division of MODINT organizing buying power in logistics for its members, giving supply chain advise and supporting innovation in fashion logistics.

Starting 2012, Matthijs was named deputy secretary general of the International Apparel Federation (IAF) and from January 1st 2015, Matthijs became IAF's Secretary General. Based on stronger content and hence positioning Matthijs is now also creating new partnerships for the IAF with other global organizations and with multilateral organisations relevant for the apparel industry. IAF now represents the interests of apparel industry associations representing over 60 countries on all continents in the international arena. Together with an IAF member organization, Matthijs every year organizes the influential IAF's World Fashion Convention which acts as a major global industry meeting place as well as a knowledge platform.

Matthijs feels very strongly about the education of the industry's future managers and in his spare time teaches and guides students at various Dutch fashion management schools.