With the research using qualitative and quantitative methods together, both conceptual depth is gained to determine the Chamber of Commerce and Industry president’s desired qualifications and determined qualifications are prioritized. One of the most important reasons affecting voters’ voting behaviour during the Chamber of Commerce and Industry presidential election is the qualifications of presidential candidate. In this context, this study searches for an answer “What kind of qualifications of Chamber of Commerce and Industry presidential candidate should be during the Chamber of Commerce and Industry election for extensive support from companies?” with the aim of determine the president’s qualifications that member desired during Isparta Chamber of Commerce and Industry (ICCI) presidential election. According to findings, some qualifications are both widely preferred by members and it is extremely critical. These qualifications are; being reliable, honest and man of his word, fair, having leadership qualifications, fixer, caring for Isparta and living together with artisan and the public. Despite being not widely preferred by members, extremely critical qualification is that president is from Isparta. Qualification that is widely made mention by members is related to knowledge of president however this qualification does not seem critical.